

## PARTNERSHIP AND MARKETING PROGRAMME 2024-25

The Visit Winchester Team at Winchester City Council works with businesses across the visitor and economy sectors to develop and maintain the successful provision of industry support and marketing opportunities for Winchester district and beyond.

Visit Winchester is the consumer facing destination brand for Winchester district, showcasing all of the great things to do, places to eat and drink, where to stay and what's on.

The Visit Winchester Partnership & Marketing Programme offers businesses across the district the chance to work more closely in partnership with the Visit Winchester team to shape and grow the local visitor economy. Our main aims are to raise awareness of the Winchester district and generate additional tourism visits and spend.

The rate card below outlines the services and expertise we offer to continue to support the performance and growth of our tourism partners.

## PARTNERSHIP BENEFITS IN A SNAPSHOT

### VISITWINCHESTER.CO.UK

- Over 38,000 unique visits per month
- Over 1 million page views a year
- Google ranked number 1 website

### VISIT WINCHESTER SOCIAL MEDIA

- Over 20,000 social media followers

### E-NEWSLETTERS

- Monthly B2C e-newsletters
- 49% open rate
- 3.7% click rate
- Bi-monthly B2B industry e-newsletters

### PUBLICATIONS

- Visit Winchester Destination Guide
- Winchester Visitor Map
- Market Towns Guide
- Market Towns Map



### VISITOR INFORMATION CENTRE (VIC)

- Visitor Information Centre of the Year 2023
- 100,000 visitors to the centre

### CHRISTMAS IN WINCHESTER

- 23,634 Facebook and Instagram combined reach
- Over 13,000 impressions on X
- 130,862 unique visits to [christmasinwinchester.co.uk](http://christmasinwinchester.co.uk)
- Top performing festive blog - 3,120 page views
- Christmas film – over 32,000 reach

### FESTIVALS & EVENTS

- 'What's on' landing page ranked 2nd in top performing pages after 'Things to do'
- Dedicated Festivals in Winchester campaign and website to support festivals: [festivalsinwinchester.co.uk](http://festivalsinwinchester.co.uk)

### NETWORKING OPPORTUNITIES

- Have your say and help shape a new Sustainable Tourism Strategy for the district
- Training opportunities
- Share best practice with other businesses and hear from industry experts
- Local, regional and national updates

CHRISTMAS IN  
WINCHESTER  
[christmasinwinchester.co.uk](http://christmasinwinchester.co.uk)

FESTIVALS IN  
WINCHESTER  
[festivalsinwinchester.co.uk](http://festivalsinwinchester.co.uk)

*Book before 1 April 2024 and pay 2023/24 prices*

£2,000

£900

£600

£240

**1 April 2024 - 31 March 2025**

£2,135

£960

£640

£256

**LISTING ON VISITWINCHESTER.CO.UK**

Business name, address, phone number, email

✓

✓

✓

✓

✓

Opening times

✓

✓

✓

✓

Location map

✓

✓

✓

✓

Business description (maximum characters)

✓

✓

(1500)

(500)

Images

20

15

10

5

1

Website link

✓

✓

✓

✓

Social media icons

✓

✓

✓

✓

Social media feed\*

✓

✓

✓

£30

TripAdvisor feed

✓

✓

✓

£30

Special offers

✓

✓

✓

Event listings

✓

✓

✓

✓

✓

Featured &amp; highlighted website positions (included)

 ✓<sup>iii</sup>

 ✓<sup>ii</sup>

Featured &amp; highlighted website positions (additional - price per month)

£45

£45

£45

One month web banner advert (included)

 ✓<sup>iii</sup>

 ✓<sup>ii</sup>

 ✓<sup>i</sup>

One month web banner advert (additional - price per banner)

£180

£180

£180

£180

£180

Dedicated blog (included) with social media promotion

 ✓<sup>iii</sup>

 ✓<sup>ii</sup>

 ✓<sup>i</sup>

Free inclusion in themed blogs\*\*

✓

✓

✓

Dedicated blog (additional) with social media promotion

£30

£30

£30

£30

£30

**ADDITIONAL WEB LISTINGS FOR OTHER BUSINESS  
FUNCTIONS AT SAME LOCATION AS MAIN LISTING**

✓

£75

£100

**PR PARTNERSHIP OPPORTUNITIES**

Inclusion in press releases and PR campaigns

✓

Opportunity to host journalists and influencers

✓

Inclusion in press itineraries

✓

Solus press release

 ✓<sup>ii</sup>

POA

POA

POA

POA

**NETWORKING OPPORTUNITIES**

Discover Winchester

✓

Attractions Partnership

✓

✓

✓

Meet in Winchester

✓

✓

✓

**TAILORED VISIT WINCHESTER MARKETING CAMPAIGNS**

Inclusion in marketing campaigns\*\*

✓

✓

✓

Opportunities for enhanced paid for inclusion

✓

✓

Competitions / Giveaways

✓

✓

✓

Visit Winchester 12 Days of Christmas

✓

✓

✓

✓

All prices shown are +VAT. \*Facebook and/or X feeds. \*\*Where appropriate and at the discretion of the Visit Winchester team  
i 1 per year ii up to 2 a year iii up to 4 a year iv up to 6 a year v up to 12 a year

*Book before 1 April 2024 and pay 2023/24 prices*

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£600

£240

**1 April 2024 - 31 March 2025**

£2,135

£960

£640

£256

**SOCIAL MEDIA OPPORTUNITIES**

Unlimited likes and shares if Visit Winchester is tagged\*\*

✓

✓

✓

✓

Dedicated and tailored posts\*\*

✓

✓

✓

Facebook album

✓

✓

£35

£35

Sponsored post

✓<sup>ii</sup>

✓<sup>i</sup>

£20

£25

Story showcase posted into a highlight on VW Instagram

✓<sup>v</sup>

✓<sup>iv</sup>

✓<sup>iii</sup>

Social media competitions

✓

✓

✓

Collaborative reel

✓<sup>iv</sup>

✓<sup>iii</sup>

Bespoke social media plan

✓

✓

**B2C E-NEWSLETTERS**

Feature story (copy and image) included

✓<sup>iii</sup>

✓<sup>ii</sup>

✓<sup>i</sup>

Feature story (copy and image) additional (price per month)

£25

£25

£25

£25

Display advert (artwork) included

✓<sup>iii</sup>

✓<sup>ii</sup>

✓<sup>i</sup>

Display advert (artwork) additional (price per month)

£25

£25

£25

£25

Solus e-newsletter

✓<sup>ii</sup>

£300

£300

£300

**VISITOR INFORMATION CENTRE (VIC) OPPORTUNITIES**

Free of charge leaflet racking\*\*

✓

✓

✓

✓

One month VIC main window poster site

£160

£160

£160

£160

One month VIC digital display screen no audio

✓<sup>v</sup>

✓<sup>iv</sup>

£55

£55

Exhibition area\*\*

✓<sup>i</sup>

POA

POA

POA

POA

**OUTDOOR POSTER SITES**

Guildhall poster site (price for 2 weeks)

£160

£160

£160

£160

Middle Brook Street poster site (price for 2 weeks)

£160

£160

£160

£160

**PRINT OPPORTUNITIES**

Advert in Visit Winchester Visitor Map

£430

£430

£430

£430

Advert in Visit Winchester Destination Guide

TBC

TBC

TBC

TBC

Advert in Market Towns Guide(s)

TBC

TBC

TBC

TBC

Advert in Walks and Trails Guide(s)

TBC

TBC

TBC

TBC

Book now and gain access to the partnership benefits immediately. Once you have clicked the link it's easy to sign in as a 'guest' and complete your booking. For more information:

[VISITWINCHESTER.CO.UK/ADVERTISING](https://www.visitwinchester.co.uk/advertising)

For full Terms & Conditions please see [visitwinchester.co.uk/advertising](https://www.visitwinchester.co.uk/advertising)

**CLICK HERE**

To complete the  
booking form

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