

Plymouth
Britain's Ocean City

DESTINATION PLYMOUTH

MEMBER BENEFITS
MARKETING OPPORTUNITIES
SERVICES AND SUPPORT



Lauren.Lyons@plymouth.gov.uk

visitplymouth.co.uk

[!\[\]\(e3f8612927870f2e0f9f5989e6dd3064_img.jpg\)](#) [!\[\]\(a86c7d1c9cb81c81614634a31267440d_img.jpg\)](#) [!\[\]\(ce158fc5e55633398941d0898ae45661_img.jpg\)](#) Visit Plymouth

Welcome to Plymouth

Over 5.2 million visitors come to Plymouth annually* to enjoy the spectacular scenery, cultural and historic attractions and diverse range of food, culture and outdoor activities on offer in Britain's Ocean City. *2019 SWTR data.

Destination Plymouth is a private/public sector partnership. Our role is to increase visitors to the city and surrounding area, grow visitor spend and tourism related jobs.

We are funded by the Plymouth City Centre Company, Plymouth Waterfront Partnership and Plymouth City Council alongside membership income and support from businesses across the city and surrounding area.

What we do



- Host the Visit Plymouth, Meet Plymouth and Invest Plymouth websites
- Provide social media coverage across multiple channels including Facebook & Twitter
- E-newsletter distribution to consumer and business subscribers
- Marketing promotions and activities locally, regionally and nationally
- Public relations support and regular communications
- Support tourism businesses with training and quality schemes including the internationally recognised 'Green Tourism' scheme
- Provide networking opportunities
- Share best practice locally and nationally
- International marketing including cruise activity, travel trade and tourism project collaborations
- Support lobbying and attract inward investment to encourage new businesses to the city and surrounding area.

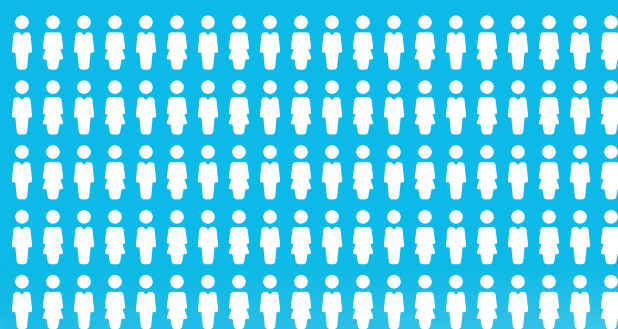


Plymouth – Britain's Ocean City

2022 Successes



Over
14,   ,   
social media reach



Over
400,000
event
attendees
in 2022



Regional and UK Domestic marketing activity

We regularly run marketing and promotional campaigns to attract day visitors into Plymouth from across the wider region. Campaign activity is usually targeted at our main visitors including families with children during peak season, younger professional couples and older couples, off peak and more recently our canine visitors through our 'dog friendly' campaign. Members will be included in campaign activities but can also 'buy in' to gain additional exposure or higher ranking profile.

International Marketing

The focus of our international marketing is mainly the USA and nearer Europe including Holland, France, Spain and Germany. Building on our successful 'Mayflower 400' activity our Mayflower website still sees over 20,000 organic visits monthly many of these from the USA. In 2023 a new campaign will launch with Brittany Ferries targeting the French consumer market for the first time in over 10 years.

Much of our international activity is B2B working with the international travel trade, tour operators and travel agents to encourage them to the city and showcase our experiences to their international customers.

As a Destination Plymouth member your business can benefit from:

- Business support
- Training for international business development
- Showcasing product on press trips and familiarisation trips with tour operators
- Profile in national and international travel trade and consumer media Cruise Plymouth
- 'Buy in opportunities' for specific campaigns to raise your profile

Cruise Plymouth

2022 was a remarkable year for Plymouth's cruise business with more ships booked in for a single year, for more than a decade.

Some of the highlights of 2022 included Holland America Line's ms Rotterdam, Ponant Cruises' Le Champlain, Nicko Cruises' (German) Vasco da Gama, and the embarkation call of Noble Caledonia's Ocean Nova.

After the cruise re-start in 2021, when Plymouth welcomed 7 cruise ships to Britain's Ocean City, Destination Plymouth has been working hard to promote our waterfront city to the global cruise industry through a series of trade shows, familiarisation visits, and direct contact via emails and phone calls.

We are delighted with the positive responses to Plymouth as a cruise destination for the cruise ships, and have had a significant number of bookings and inquiries for the years ahead. Being a Destination Plymouth member, your business will benefit from international exposure to the cruise lines, and we will work hard to ensure you benefit when the cruise ships arrive in Plymouth.



PR Activity

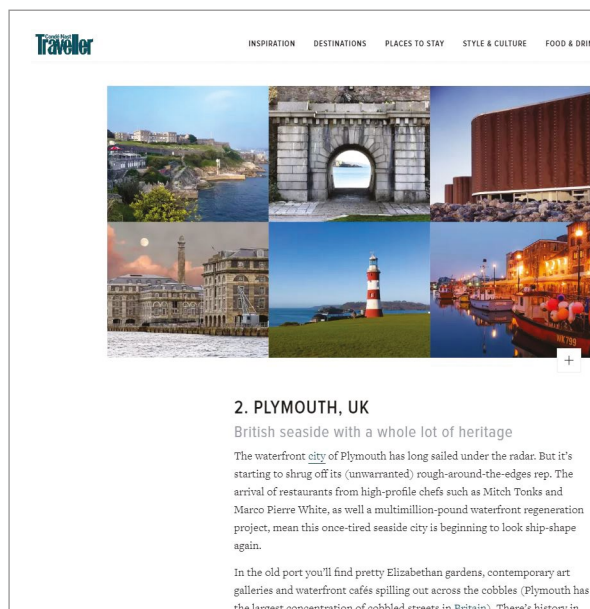
Destination Plymouth uses public relations (PR) to promote Plymouth regionally, nationally and internationally.

We do this both in-house and with the support of national PR agencies to spread the word about Plymouth. This often involves running bespoke press trips for journalists, which has resulted in fantastic coverage for Plymouth and our members in national publications including the The Telegraph, BBC News and Daily Star.

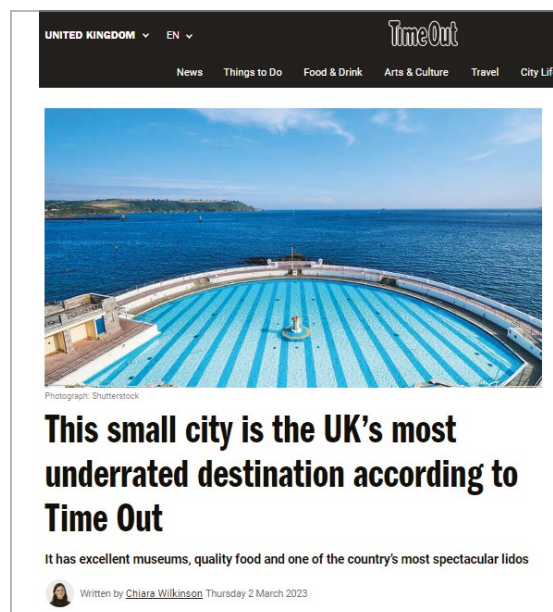
Our ongoing PR activity has also built Plymouth's profile, ensuring great accolades for the city such as Condé Nast Traveller naming Plymouth one of the best holiday destinations for 2020 and Time Out & The Telegraph naming Plymouth one of the most underrated places on Earth in 2023.

In the last year alone, our PR coverage have had an audience view opportunity of **856,994,534 people**, which equals an Advertising Value Equivalent of **£10,987,109**.

Condé Nast Traveller:
Top 10 destinations to visit in 2020



Time Out Magazine:
UK's most underrated destination 2023



The Telegraph:
Why Plymouth is one of the most underrated places on Earth 2023



Members Rate Card

Destination Plymouth membership is available at three different levels – Bronze, Silver & Gold, and works on an annual rolling contract basis.

Please see the rate card on the next page to find out what is included at each level.

Further details about what we'll need from you for your Visit Plymouth listing will be sent once your membership form has been received.



Members Packages

BRONZE
£275
Per Year

- ✓ Listing Details-
(Name, Address etc.)
- ✓ Description
- ✓ Images x3
- ✓ Appearance of 'What's Nearby'
- ✓ Sign up to TXGB
- ✓ Blog submissions on website
- ✗ Appearance on Special Offers page
- ✗ Social media linked to listing
- ✗ Video content on listing
- ✗ Brochure / Menu downloads
- ✗ Highlights Carousel
(Category Highlights e.g. accommodation)
- ✗ Membership login
- ✗ Social Media Posts
(reach of over 14,000,000-
content to be provided by member)
- ✗ 1 month Banner Advert
(featured 1x1 tile on internal page)
- ✗ Appearance on Panoramic Gallery for category
- ✗ Featured tile on category page
- ✗ Appearance on Top Picks
- ✗ 1 month Banner Advert
(featured 1x1 tile on homepage)
- ✗ Consumer Newsletter
(10+k Subscribers- member to provide content)

SILVER
£525
Per Year

- ✓ Listing Details-
(Name, Address etc.)
- ✓ Description
- ✓ Images x8
- ✓ Appearance of 'What's Nearby'
- ✓ Sign up to TXGB
- ✓ Blog submissions on website
- ✓ Appearance on Special Offers page
- ✓ Social media linked to listing
- ✓ Video content on listing
- ✓ Brochure / Menu downloads
- ✓ Highlights Carousel
(Category Highlights e.g. accommodation)
- ✓ Membership login
- ✓ Social Media Posts
(reach of over 14,000,000-
content to be provided by member)
- ✓ 1 month Internal Banner Advert
(bottom 1x1 tile on internal page)
- ✗ Appearance on Panoramic Gallery for category
- ✗ Featured tile on category page
- ✗ Appearance on Top Picks
- ✗ 1 month Banner Advert
(featured 1x1 tile on homepage)
- ✗ Consumer Newsletter
(10+k Subscribers- member to provide content)

GOLD
£775
Per Year

- ✓ Listing Details-
(Name, Address etc.)
- ✓ Description
- ✓ Images x16
- ✓ Appearance of 'What's Nearby'
- ✓ Sign up to TXGB
- ✓ Blog submissions on website
- ✓ Appearance on Special Offers page
- ✓ Social media linked to listing
- ✓ Video content on listing
- ✓ Brochure / Menu downloads
- ✓ Highlights Carousel
(Category Highlights e.g. accommodation)
- ✓ Membership login
- ✓ Social Media Posts
(reach of over 14,000,000-
content to be provided by member)
- ✓ 1 month Internal Banner Advert
(bottom 1x1 tile on internal page)
- ✓ Appearance on Panoramic Gallery for category
- ✓ Featured tile on category page
- ✓ Appearance on Top Picks
- ✓ 1 month Banner Advert
(featured 1x1 tile on homepage)
- ✓ Consumer Newsletter
(10+k Subscribers- member to provide content)

BID Levy payers are entitled to a FREE Bronze listing, a £250 discount on Silver and a £275 discount on Gold. *All excluding VAT.

Meet Plymouth

All prices shown are for 12 month's membership	Basic £150 Free PWP BID	Enhanced £250	Deluxe £500	Platinum £1000
Listing details Product name, address, telephone number, email address, prices, location map, website address and link	Yes	Yes	Yes	Yes
Images	1	3	8	16
Special offers appearing on our special offers page and within your listing	No	Yes	Yes	Yes
Grading and awards (specify logos added to site)	No	Yes	Yes	Yes
Social media Facebook and Twitter feed displayed on listing	No	Yes	Yes	Yes
Video content on listing	No	Yes	Yes	Yes
Brochure/menu downloads (ability to include list of documents for download, i.e. dinner menu)	No	Yes	Yes	Yes
Entry in the Meet Plymouth newsletter	No	Yes	Yes	Yes
Opportunity to submit guest blogs	No	Yes	Yes	Yes
Sign up to TXGB	Yes	yes	Yes	Yes
3 month web banner advert on the Home Page	No	No	No	Yes
Feature banner advert in CP newsletter	No	No	No	Yes

Marketing Activity Benefits

Stand Partner Opportunity at trade shows	No	No	Leaflet Partner	Full stand partner – staff, share leads and print
Representation at MIA events and share leads	No	No	Yes	Yes
Host press and Agents Fam Visits	No	No	Yes	Yes
Inclusion on press releases from Four PR	No	No	Yes	Yes

Did you know

By upgrading from Bronze to Silver, you could increase your page views on average by over **1,000 (130%) a year...** or, by upgrading from Silver to Gold, you could increase your page views even further by over **700 (45%) on average a year.**

Additional Listings

Promote additional divisions of your business in a separate website category with additional bronze listings for (e.g. Restaurant, Accommodation or Leisure facilities) **£75 +VAT**

Categories on the Visit Plymouth website are: Attractions, Activity, Food & Drink and Accommodation. Sub-categories are those under the Category, i.e. Hotels under Accommodation, Restaurants under Food & Drink.



Banner Designs

If you do not have an in-house designer in your organisation and would like the digital team to design you a basic banner, please email info@visitplymouth.co.uk.

For more advanced designs we can recommend an external designer at a discounted rate. Please contact us for more information.

Basic banner design: £20 + VAT

Please provide an image and text.

One Plymouth photography

One Plymouth are available to take high quality photos of your business; bookable as a one hour photo session and one hour for processing.

The fee for this is £65 per session*.

Photos taken by One Plymouth can be used by the business and will also be used on the Visit Plymouth listing and promotion across social media.

*The fee of £65 per session is limited to the local Plymouth City Centre area. This price is subject to travel costs for businesses outside City Centre area.



All PWP and City Centre BID members receive free Basic level

All DP members (non BID) receive a 10% discount on the Basic and Enhanced Meet Plymouth membership

BID Members are entitled to the Enhanced Meet Plymouth listing at £100 +VAT, a discount of £150



Banner Advertising

Why not give your business a boost with a banner advert!

***You don't need to be a member to advertise with Visit Plymouth!**

Adverts can link directly to your website, taking the visitor through to your selected pages. We can also provide banner statistics to help measure effectiveness.

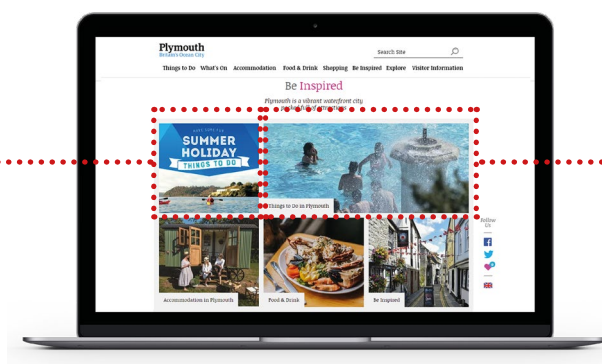
We also offer tailored advertising packages – please get in touch with us to discuss.

Advert. All prices shown are cost per month.	Homepage	Category Pages	Dimensions
1x1 Tile	£96 (video £155)	£72 (video £135)	315px (W) x 281px (H)
2x1 Tile	£108	£84	645px (W) x 281px (H)
Bottom box banner	£48	£30	318px (W) x 265px (H)
Bottom landscape banner	£54	£40	814px (W) x 126px (H)

Destination Plymouth Silver members will receive a 5% discount for adverts booked for 6 months or longer. Gold members will receive a 10% discount for adverts booked for 6 months or longer.

1x1 Tile

- 315px (W) x 281px (H)
- Homepage **£96**
- Internal page **£72**

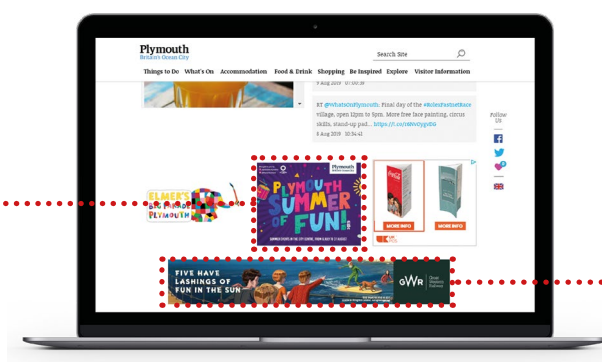


2x1 Tile

- 645px (W) x 281px (H)
- Homepage **£108**
- Internal page **£84**

Bottom box banner

- 318px (W) x 265px (H)
- Homepage **£48**
- Internal page **£30**



Bottom landscape banner

- 814px (W) x 126px (H)
- Homepage **£54**
- Internal page **£40**

A vibrant photograph of a swimming pool scene. In the foreground, a group of people are gathered around a large, cylindrical water fountain that is spraying water upwards. The water is splashing, creating a dynamic and refreshing atmosphere. In the background, other people are swimming in the pool. The water is a clear, bright blue, and the overall scene is bright and sunny.

DID YOU KNOW?

The Visit Plymouth website holds the following Google rankings:

- **Where to Stay in Plymouth**
Rank #2
- **Food & Drink in Plymouth**
Rank #1
- **Things to Do in Plymouth**
Rank #1 and #2
- **Shopping in Plymouth**
Rank #1
- **Attractions in Plymouth**
Rank #1
- **Events in Plymouth**
Rank #1 and #2

Application Form

Business Details

Business Name & Address
Tel No
Email
Website

Contact Details

Contact
Job Title
Address if different from above
Tel No if different from above
Email if different from above

Listing Level on the Visit Plymouth website (12 month, all prices exclude VAT)

Bronze £275	Silver £525
Gold £775	

Listing Level on the Meet Plymouth website (12 month, all prices exclude VAT)

Bronze £150	Enhanced £250
-------------	---------------

By completing this application form you are confirming that you understand and agree to the terms and conditions of advertising with Visit Plymouth, which can be found on pages 14 & 15 of this brochure (please do check these before signing) as well as agreeing to the rolling membership contract. You also agree that any text, images or events added to the Visit Plymouth website may be used to promote your business and the region by Visit Plymouth or to fulfil press requests we receive. Please can you confirm that any images or text provided to Visit Plymouth are not copyrighted and that we are permitted to use them for promotional purposes. *Subject to availability. All prices exclude VAT.

Please select the category you would like your listing to appear under (only select one)

Food & Drink	Attraction
Activity	Wedding / Venue Hire
Accommodation	
Hotel	B&B
Self Catering	Agency
Camping / Caravan / Holiday Park	

If you would like to add an additional listing, please tick the relevant category box below.

Food & Drink £75	Accommodation £75
Wedding / Venue Hire £75	Activity £75
Attraction £75	Spa & Wellbeing £75

Banner Advertising*

If you would like any banner adverts, please tick the relevant advert boxes below and advise how long you require it for.

Advert	Homepage	Inner Landing Pages
1x1 Tile	£96 (video £155)	£72 (video £135)
2x1 Tile	£108	£84
Bottom box banner	£48	£30
Bottom landscape banner	£54	£40

Please state how many months you would like your banner to run. A 10% discount is applied for any ads purchased for 6 months or longer.

Membership Fee

Total payable + VAT

(Please include membership fee plus any additional listings and/or banner adverts).

Start date

Payment to be received in 30 days and prior to your listing going live. An invoice will be sent to you on receipt of this application.

Signed

Membership Terms & Conditions

1. PRODUCT CONTRIBUTION

Membership fees go directly into supporting Destination Plymouth to develop the visitor economy for Plymouth and surrounding areas, promoting it as one of the primary visitor destinations in the UK and Europe.

In turn, members receive opportunities to promote business through a series of benefits and services designed to help better reach a visitor audience. Including specially designed marketing and business engagement programmes to assist in maximising opportunities within the business and leisure tourism industry.

With the visitor economy worth more than £330 million* to the local economy, the investment of memberships allow Destination Plymouth to organise campaigns and events throughout the year promoting Plymouth journalists, the media, travel trade, business agents, digital influencers and much more.

2. PROVIDING SERVICE

The services will be made available for the duration of each membership as set out on the application form.

2.1 REQUIRED INFORMATION

We will need certain information from businesses so that we can provide the services agreed. For example, Company name, Address, Contact details, Category information and a minimum of 3 pictures.

If you do not provide us with this information, or you provide us with incomplete or incorrect information, we will be forced to end the contract.

We will not be responsible for providing the services late or not providing part of them if this is caused by you not giving us the information we need within a reasonable time of us asking for it.

2.2 PROBLEM WITH SERVICE

If any problems, questions or complaints arise about the service please contact Destination Plymouth. Contact can be made by speaking with a member of staff.

3. DURATION

Reference in this agreement to '12 months' are to the 12 full calendar months. For example, should you make payment the 15th January, the 12 full calendar months will include 1st February-31st January.

This agreement will come into force upon FULL payment.

This agreement shall continue in force for the term upon which this agreement shall renew automatically on an annual rolling basis- subject to termination in accordance with clause 5.

4. PRICE

The price of services (which excludes VAT) will be set out in membership pack and on application form. We take all reasonable care to ensure that the price of services advised to you is correct.

All membership subscriptions are non-transferable, non-refundable and non-extendable.

4.1 PAYMENTS

Membership payments are on an annual basis. The services must be paid for in advance for all new members. Existing member must pay within 30 days of date of renewal. If not paid previous services will end and all future services will stop with entitlement to marketing to be terminated. Pro forma invoices will be issued in advance to renewal dates.

4.2 INCORRECT PAYMENTS

If you think a payment you have made to us is wrong, please contact us as soon as possible to let us know. Similarly, if you think an invoice you

have been sent is wrong please contact us as soon as possible to let us know.

4.3 VAT

All prices advertised for membership are excluding VAT. Any future changes to taxes will affect the rate accordingly.

5. TERMINATION

If you wish to cancel your membership you are required to: inform Destination Plymouth immediately. Similarly, if you wish to reduce or increase your membership rating for the following year, please inform Destination Plymouth immediately in order to get the correct information sent out.

6. DATA PROTECTION POLICY

Please click here for information about our Data Protection policy

[Data Protection Policy - Visit Plymouth](#)

7. WEBSITE T&C's

In these Terms and Conditions we refer to the Visit Plymouth website.

Please click here for information about our website terms and conditions.

[Website Terms and Conditions - Visit Plymouth](#)





Lauren.Lyons@plymouth.gov.uk

visitplymouth.co.uk

   Visit Plymouth

Plymouth
Britain's Ocean City