

MEMBERSHIP PACK 2022/23 – COME AND JOIN US



visitnorthnorfolk.com



Visit North Norfolk is the official not-for-profit destination management organisation (DMO) and visitor guide for the area.

Visit North Norfolk is North Norfolk District Council's commissioned partner to promote the north Norfolk coast and countryside and the Deep History Coast as the ideal UK holiday destination, continuing to grow the number of people visiting the area.

As a marketing organisation, Visit North Norfolk is more than just a listings site. The aim is to continue to raise the profile of north Norfolk to a national and international audience. Visit North Norfolk funds and operates the website and runs marketing campaigns promoting the area as well as the site.

As Visit North Norfolk is the official DMO for the area, all tourism businesses are represented on the website, with members receiving many more business benefits.

Why have a listing with Visit North Norfolk

90%
of people book accommodation online

74%
of people use a VISIT website for holiday inspiration as they find it trustworthy

Source: Visit Norfolk, July 2019

WE ARE THE OFFICIAL VISITOR WEBSITE FOR NORTH NORFOLK

visitnorthnorfolk.com – fully responsive website working on all devices

Ranks first or within the top five on Google for the search terms: North Norfolk, Accommodation in Norfolk, Things to Do in North Norfolk, North Norfolk Attractions, Places to Visit in North Norfolk, What to Do in North Norfolk and individual place names

Attracts over 2.2 million page views and over 750,000 users a year

All-year round marketing campaigns drive traffic to the website and members' listings

Represents all tourism business in north Norfolk with members' in-depth listings receiving priority placement in searches

Members can manage their own listings directly through the Simpleview Extranet and there is a dedicated Data Steward to assist

Comprehensive what's on listings

“ Being a member of Visit North Norfolk offers valuable networking with other tourism businesses and the opportunity to keep updated on industry developments. Our business has seen a direct impact from the marketing campaigns promoting north Norfolk as a destination.

GENERAL MANAGER,
PENSTHORPE NATURAL PARK





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BENEFITS OF BECOMING A MEMBER

Visit North Norfolk supports local tourism businesses by helping them to achieve a higher profile than they would alone.

The website is the shop window for north Norfolk and a sign post to member businesses.

“ The effective marketing campaigns that Visit North Norfolk offers, are excellent in promoting the diversity of the area, putting north Norfolk firmly on the map. Holkham is pleased to be a member and integral part of the organisation.

LUCY DOWNING, HEAD OF MARKETING, HOLKHAM ESTATE

 **HOLKHAM**



MARKETING AND CAMPAIGNS

Our integrated year-round marketing campaigns highlight north Norfolk as the ideal holiday and short-break destination. Commissioned videos showcase the uniqueness of north Norfolk including family holidays, the coast, history and heritage, attractions, arts and culture, wildlife, walking, food and drink, towns and villages and outdoor activities. The targeted campaigns are promoted using social media, ecomms, Google remarketing, blogs and PR.

- > 8 million film views
- > 71% increase in website traffic

Detailed listing with images, links to businesses' website pages and contact details and dedicated Data Steward

Bookability on Visit North Norfolk via direct links to OTAs and PMS providers below (if a different PMS or OTA is used, a link via TXGB may be possible):

- **OTA Providers:** Booking.com, Expedia, HotelPlanner and Sykes Cottages
- **PMS Providers:** Eviivo, Book Direct (formerly FreetoBook), SuperControl and TXGB

'Book now' button to take visitors directly to members' accommodation and ticket booking platforms

Tripadvisor reviews feed through to business listings

Members can benefit from discounted advertising opportunities on the Visit North Norfolk website

Enhanced members' listings appear randomised at the top of searches, followed by Basic listings and then non-member listings (see membership options on next page)

Members receive a 50% discount on a listing with Visit Norfolk and a free listing with Visit East of England

Members can attend free networking and marketing events organised by Visit North Norfolk

Visit North Norfolk films and images can be used by members for their own marketing with a dedicated members' area on the website to access marketing collateral

Opportunities to be involved in marketing and media editorial

Visit North Norfolk's marketing campaigns promote north Norfolk as a destination, highlighting the area's uniqueness and driving visitors to the website for inspiration and to book breaks. For twelve months of the year, north Norfolk is promoted to targeted audiences through online and traditional media.

Visit North Norfolk, working with North Norfolk District Council, is the official promoter of the Deep History Coast, with a dedicated marketing campaign raising awareness and driving traffic to the Visit North Norfolk website. The Where to Go in North Norfolk Attractions group is also a partner, providing a marketing budget to actively promote attractions in north Norfolk.

As well as working closely with Visit Britain, Visit North Norfolk subscribes to TravMedia – the industry's global media network, so information can be supplied to journalists directly for editorial features and press trips promoting north Norfolk and members. We also set up media visits for national journalists including the Daily Mail, The Telegraph, The Guardian, The Times, iNews, Coast Magazine, GQ, Rough Guide, Brussels Times Magazine, Greater Anglia and influencers/bloggers.



COVID-19

The Covid-19 pandemic meant businesses found themselves in a challenging and turbulent situation with changing legislation and guidance around business closures and restrictions. Visit North Norfolk provided, and continues to support, businesses through lockdowns, restricted opening and business recovery periods. Members have felt reassured and connected with an official tourism body and wider group of businesses.

- Daily industry and DCMS updates
- Communication to local MPs, local and national government
- Business support and guidance
- Changes in guidance and legislation relating to the hospitality industry
- Funding and grant opportunities
- Notification of free business training and webinars

“Your daily updates during the Covid-19 pandemic have been a lifeline. I have been across DMO communications from several sources, from destinations to counties and your support, information and analysis has blown all the others out of the water.”

CAPT. NICK CHAMPION, WELLS AND WALSINGHAM LIGHT RAILWAY



ANNUAL MEMBERSHIP PACKAGES

Annual membership period runs from 1 June to 31 May. An additional listing belonging to the same business receives a 50% discount on second listing.

ENHANCED LEVEL

£340+ VAT

Priority listing, appearing randomised at the top of searches

Up to twenty images, PDFs, YouTube videos, social media links and Google Tours of business

Click through URL, email, telephone and address

Publicise special offers on dedicated page

Enhanced businesses featured in 'highlights carousel' on staying and food & drink pages

Discounted website advertising and marketing rates

Opportunities to be involved in marketing campaigns, press trips and features

Attend free Visit North Norfolk networking and marketing events

Bookability with no extra commission and 'book now' button on listings

BASIC LEVEL

£170 + VAT

Listing appears after Enhanced members in searches

Up to five images, social media links and Google Tours of business

Click through URL, email, telephone and address

Publicise special offers on dedicated page

Discounted website advertising and marketing rates

Opportunities to be involved in marketing campaigns, press trips and features

Attend free Visit North Norfolk networking and marketing events

Bookability with no extra commission and 'book now' button on listings

MULTIPLE LISTINGS

£450 + VAT (3-10 businesses)

Members can have between 3-10 listings belonging to the same business at an Enhanced level.

LETTING AGENCIES

All Letting Agency listing levels have the benefit of an Enhanced membership.

Agencies can also highlight individual property listings for £75+VAT (reduced from £340+VAT) with Enhanced listing status.

Small (11-50 clients):
£510+VAT

Medium (51-300 clients):
£680+VAT

Large (301+ clients):
£850+VAT



PACKAGES AT A GLANCE

Benefit	Enhanced Member	Basic Member
Search priority*	First (randomised)	After Enhanced
Images	Up to twenty	Up to five
Website and contact details	✓	✓
Social media links and Google Tours	✓	✓
Feature in accommodation/food & drink highlights carousel	✓	
Publicise special offers	✓	✓
Videos (link to YouTube) and PDFs	✓	
Free networking events	✓	✓
Opportunity to be involved in PR, press trips and editorial	✓	✓
Discounted listing with Visit Norfolk and free Visit the East of England listing	✓	✓
Discounted website and marketing rates	✓	✓
Bookability with no added commission and 'book now' button	✓	✓
Members can access and use images and videos in their own marketing via an online portal	✓	✓

*Accommodation owners who update availability regularly will take priority in search results, followed by Enhanced and then Basic listings, randomised with each search.

“ Our guesthouse business has been a member of Visit North Norfolk for several years. We believe it's vital to be a part of our local DMO as it promotes the area to potential visitors and as a small business, we're achieving a higher profile than we would be able to alone. People need to know about north Norfolk before they look for somewhere to stay, and that's the key benefit for us.

JILL BOYLE, OWNER,
BEACHCOMBER GUEST
HOUSE, CROMER





visitnorthnorfolk.com

ADVERTISING AND MARKETING OPPORTUNITIES WITH VISIT NORTH NORFOLK

WEB ADVERTISING

There are targeted web advertising opportunities relevant to businesses. The ads run by calendar months and directly link to the advertisers' websites.

Ads accepted in gif or jpeg format.
Banner ad size: 1220x380px
Block ad size: 300x250px

ECOMMS AND SOCIAL MEDIA

Businesses can advertise in the Visit North Norfolk **monthly eComms** that goes out to around 30,000 consumers.

Members can run a **prize draw contest** (minimum prize value of £200) with Visit North Norfolk, promoted through a targeted social media campaign, and eComms with an ad directly linking to businesses' sites. Opted in datacapture will be shared with the advertiser.

Ecomms average open rate: **40%**



	1 month		Multimonths	
	Member	Non-Member	Member	Non-Member
Home page banner ads	£200	£400	£150	£300
Home page block ads	£150	£300	£110	£225
Internal page banner ads	£150	£300	£125	£250
Internal page block ads	£100	£200	£75	£150

	1 month		Multimonths	
	Member	Non-Member	Member	Non-Member
Main feature linked to website listing	£200	£400	£150	£300
Prize draw promoted through social media and eComms with shared opted-in datacapture	£500	£800	£400	£600



WHAT HAPPENS NEXT?

If you would like to advertise or become a member of Visit North Norfolk, please email membership@visitnorthnorfolk.com. New members will simply need to fill in a form with business details and the listing will be made live immediately.

We look forward to welcoming you.

“ We feel it's really important to be a part of Visit North Norfolk, as it's providing a shop window for north Norfolk. Visitors need to decide they want to come to the area before they look for accommodation. And so having our agency listing on the Visit North Norfolk website, means we are in the right place at the right time when people are looking to book holidays.

HELEN MILLIN, CEO,
NORFOLK HIDEAWAYS



norfolk
hideaways

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