

# MEMBERSHIP PACK 2024-25. COME AND JOIN US.

[visitnorthnorfolk.com](http://visitnorthnorfolk.com)



## Why have a listing with Visit North Norfolk

**90%**

of people book accommodation online

**70%**

of people found [visitnorthnorfolk.com](http://visitnorthnorfolk.com) through Google

**74%**

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

Source: Visit Norfolk, July 2019

“ 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.

BEN MARSHALL,  
MANAGING DIRECTOR,  
PENSTHORPE NATURAL PARK



Pensthorpe  
Natural Park 

## 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. Sitting within the Visit East of England Local Visitor Economy Partnership (LVEP) national structure of VisitEngland-accredited DMOs, Visit North Norfolk is the official tourist board for the area.

As a marketing organisation, Visit North Norfolk is more than just a listings site, bringing many additional benefits to business members. The marketing campaigns raise the profile of north Norfolk to a national and international audience, driving traffic to the website and business listings. Business members also benefit from working with a skilled team geared towards understanding business needs, challenges and opportunities. Insights and regular research results are provided to help business leaders make informed choices about their own marketing. Also, members have access to free images and videos for businesses to use on their own marketing platforms.

## We are the official visitor website for north Norfolk

[visitnorthnorfolk.com](http://visitnorthnorfolk.com)

Ranks first or second on Google for the search terms: North Norfolk, North Norfolk Accommodation, Self-Catering North Norfolk, Things to Do in North Norfolk, North Norfolk Attractions, What's on in North Norfolk, Beaches in North Norfolk, Places to Visit in North Norfolk, What to Do in North Norfolk and individual place names

Attracts over 5 million page views and 1 million users per year

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

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



visitnorthnorfolk.com



## 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



### UK-wide web traffic

Out of county, Visit North Norfolk web traffic is from all over the UK with top areas including: London, Birmingham, Milton Keynes, Wolverhampton, Edinburgh, Plymouth and Newcastle

### Nearly 1 million clicks

Visitors clicked through to business member listings around 1 million times

### 350,000 web referrals

Visit North Norfolk members received 350,000 web referrals

MAKE A BREAK FOR NORTH NORFOLK

## Marketing and campaigns

Our integrated marketing campaigns highlight north Norfolk as the ideal holiday destination. Commissioned videos showcase the uniqueness of the coast and countryside including family holidays, experience-based breaks, history and heritage, food and drink, attractions, arts and culture, nature and wildlife, walking and cycling, towns and villages and outdoor activities. Videos feature member businesses and the targeted campaigns are promoted through social media and Google ads, eComms, blogs and PR.

- > 12 million video views
- > 71% increase in website traffic

Visit North Norfolk's marketing campaigns promote north Norfolk and its businesses, driving visitors to the website and business listings. The campaigns are evidence based, using the latest trends and influences to target the right audiences at the right time. North Norfolk is promoted year-round through online and traditional media and features member businesses in the videos.

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 directly for national journalists and influencers and we have worked with the Daily Mail, The Telegraph, The Guardian, The Times, iNews and consumer magazines.



## 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

Access to Trusted Partner directory and exclusive discounts

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

Free training events and attendance to annual conference

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

Access to Trusted Partner directory and exclusive discounts

Discounted website advertising and marketing rates

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

Free training events and attendance to annual conference

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	✓	
Access to Trusted Partner directory and exclusive discounts	✓	
Free training events and attendance to annual conference	✓	✓
Opportunity to be involved in PR, press trips and editorial	✓	✓
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	✓	✓



We have been a member of Visit North Norfolk for many years. We believe the connection to our local DMO is vital, so we are part of the promotion of north Norfolk and its businesses. Being able to have access to images and videos to use in our marketing, attending the free training workshops, hosting media visits and receiving key industry updates and grant information, are some of the main benefits for us.

JEANIE FENERON, OWNER,  
BANNINGHAM CROWN



## Website and eComms advertising

### Website advertising

The ads on visitnorthnorfolk.com, run by calendar months, and linking directly to the businesses' website, can be placed on any of the main landing pages. Ads are also included in eComms going to 50,000 consumers.

### eComms special offers broadcast

Publicise special offers and promotions to 50,000 email subscribers via a banner ad. Also benefit from 50% discount on banner/block ads on the website when booking (subject to availability).



eComms average open rate: **40%**

Ads can be gif or jpeg format.

Banner ad size: 1220x380px | Block ad size: 300x250px

	1 month		Multi-months	
	Member	Non-member	Member	Non-member
<b>Website advertising</b>				
Home page banner ad	£200	£400	£150	£300
Home page block ad	£150	£300	£110	£225
Internal page banner ad	£150	£300	£125	£250
Internal page block ad	£100	£200	£75	£150
<b>eComms special offer broadcast</b>				
Per month	£135	£270	£100	£200
+50% discount on website advertising as above				

## What happens next?

If you would like to advertise or become a member of Visit North Norfolk, please email: [membership@visitnorthnorfolk.com](mailto: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.**



VISIT NORTH NORFOLK

Graham Bray, Membership and Marketing Manager

T: 01263 569361 | M: 07741 117421

E: [membership@visitnorthnorfolk.com](mailto:membership@visitnorthnorfolk.com)

Registered office: 80 Grove Lane, Holt, Norfolk, NR25 6ED.

Registered in England Company No: 08010422.

VAT registration No: I50576221.

## Prize draws, sponsorship and marketing opportunities

### Prize draws

Members can run a prize draw promotion (min. prize value of £300) with a dedicated prize draw page on visitnorthnorfolk.com which is promoted through eComms and social media ads. Opted in datacapture from entrants will be shared with the business.

### Campaign sponsorship

Members can sponsor the campaign video prize draws. Sponsorship includes:

- Dedicated prize draw web page
- Ad on the home page
- Social media ads
- Dedicated eComms to 50,000 consumers
- Business receives opted in datacapture

### Spotlight on

Video campaigns shining a light on north Norfolk businesses, telling the story behind the businesses that run it:

- One-minute professional video with one month's promotion
- Video and feature in eComms to 50,000 consumers
- Ads on VNN's Facebook and Instagram channels
- The video can be kept and used in the businesses' own marketing

### Corporate sponsorship

Opportunity for select businesses to become a Corporate Partner, adding value to member businesses and supporting the local visitor economy:

- Forge relationships with businesses and increase sales
- Demonstrate commitment to supporting the local community and economy
- Run workshops and offer exclusive discounts and services to visitor economy businesses
- Stand at the annual Visit North Norfolk autumn conference

	Member	Non-member
Prize Draws	£500	£1,000
Campaign Sponsorship	£850	£1,700
Spotlight On	£750	£1,500
Corporate Sponsorship	£1,000	£1,000



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

