



**VISIT
HAMPSHIRE**
CITY • COAST • COUNTRY

Promotional Marketing Opportunities



visit-hampshire.co.uk



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Meet the Team

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Introducing Visit Hampshire

Visit Hampshire is the official tourism website for the county and the consumer facing tourism brand for Hampshire County Council. The Visit Hampshire website has over **1.4 million users** per year from the UK and around the world. The website is a trusted and valuable tool for visitors to be inspired and to research days out, short breaks and holidays to Hampshire.

Tourism is an important business sector, generating £3 billion to the Hampshire economy each year. Visit Hampshire's objective is to grow the sector by promoting Hampshire as an outstanding tourism destination to both domestic and international audiences.

Alongside the website Visit Hampshire undertakes a number of activities to grow tourism within the county.

- International marketing
- Social media
- PR
- Exhibitions
- E-mail marketing
- Group travel marketing
- Partnership marketing
- Advisory

Our Channels



[Instagram.com/visit_hampshire](https://www.instagram.com/visit_hampshire)



[@visithampshire](https://twitter.com/visithampshire)



[Facebook.com/visithampshire](https://www.facebook.com/visithampshire)



[youtube.com/lovehampshire](https://www.youtube.com/lovehampshire)



About Visit-Hampshire.co.uk

The Visit Hampshire website is the shop window to the county, showing domestic and international visitors all that's on offer.

The website has been optimised to ensure a better user experience on desktop, mobile and tablet. Visit Hampshire will continue to invest in Search Engine Optimisation (SEO) in order to make Visit Hampshire rank highly in search engines such as Google and Bing, helping to drive awareness of your business.

Key Stats

+ 1.4 million users per year

+ 9.3k Facebook likes

+ 21.7k X followers

+ 14.8k Instagram followers

Page Rankings

Search Term	Search Engine Ranking
Hampshire tourism	Page 1
Things to do in Hampshire	Page 1
Attractions Hampshire	Page 1
What's on in Hampshire	Page 1
Accommodation Hampshire	Page 1
Food and drink Hampshire	Page 1



Opportunities for your business on the Visit Hampshire website

The Visit Hampshire website provides greater opportunity to help drive your business' profile to prospective visitors.

We have two promotional categories:

1) Core Products

- Basic listing (Free)
- Silver Enhanced Listing (Paid)
- Gold Enhanced Listing (Paid)

2) Further Marketing Opportunities (only available to Silver and Gold Enhanced listings businesses)

- Prominent website placements/banners (Paid)
- Newsletter opportunities - Solus and sponsored placements (Paid)
- Sponsored Blog (Paid)

Your business listing is more than just a connection with potential visitors, it's also an information source for journalists, specialist audiences looking to bring groups to Hampshire, book venues for events and arrange educational trips.

By being on the Visit Hampshire website and having accurate information about your business, helps us to feature you in our various marketing communications and promote your business.

Please note all promotional opportunity prices exclude VAT



Enhanced Listings

Less than
£30 PM

Silver Enhanced Listing - £350 Ex VAT (12 months duration)

Upgrade your business listing from a Basic Listing to Silver Enhanced Listing to promote your business even further to visitors that come to the Visit Hampshire website. Show images of your business and additional information about why visitors should come and visit you.

Silver Enhanced Listing includes:

1. 3 Images displaying your business
2. A higher position in Visit Hampshire search results. Appear above Basic Listings
3. Prominent “Book Now” button to drive sales to your favoured channel
4. Description of your business (up to 400 words)
5. Promote your events on your business listing to give visitors even more reasons to visit
6. Contact details including website link
7. Display your prices
8. Directions of how to get to your locations by road and public transport
9. Location map
10. What’s nearby functionality, highlighting what other tourism businesses are located near to your business
11. Silver Enhanced businesses also have access to our further marketing opportunities

NB: Basic Listing includes: 1 image, description of your business (up to 300 words), contact details, map, pricing and what’s nearby functionality.



Enhanced Listings

Less than
£42 PM

Gold Enhanced Listing - £500 Ex VAT (12 months duration)

Upgrade to a Gold Enhanced Listing to maximise the profile of your business. With additional features and further prominence it will give users more reasons to visit your business. A Gold Enhanced Listing is Visit Hampshire's ultimate listing providing visitors the best insight to your business, through imagery, video, social media and more detailed information.

Gold Enhanced Listing includes:

1. 12 images displaying your business
2. Integrate up to 3 Youtube videos onto your business listing
3. Social icons on listing (Instagram, Facebook, X and Tiktok)
4. Integrate your TripAdvisor review feed onto your business page
5. Rank at the top of listings in Visit Hampshire search results. Appear above Basic Listings and Silver Enhanced Listings.
6. Prominent "Book Now" button to drive sales to your favoured channel
7. Attach downloads to your business page. (E.G Leaflets, itineraries for you business)
8. Description of your business (up to 900 words)
9. Promote your events on your business page to give visitors even more reasons to visit
10. Contact details including website link
11. Display your prices
12. Directions of how to get to your locations by road and public transport
13. Location map
14. What's nearby functionality, highlighting what other tourism businesses are located near to your business.
15. Gold Enhanced Listings businesses also have access to our further marketing opportunities.

NB: Basic Listing includes: 1 image, description of your business (up to 300 words), contact details, map, pricing and what's nearby functionality.



Listing Comparison

	Basic	Silver	Gold
	Free	£350	£500
Images	1	3	12
Description of your business	Up to 300 words	Up to 400 words	Up to 900 words
Contact details including website link	✓	✓	✓
Location map	✓	✓	✓
What's nearby functionality	✓	✓	✓
Directions to your locations (By road and public transport)	✓	✓	✓
Promote your events on your business listing		✓	✓
Display your prices		✓	✓
Book now button on your business listing		✓	✓
Appear above Basic Listings in V-H search results		✓	✓
Appear above Silver Enhanced Listings in V-H search results		✓	✓
Attach downloads to your business listing (leaflets, itineraries, menus)			✓
Integrate up to 3 YouTube videos onto your business listing			✓
Social icons with links to channels on your business listing			✓
Intergrate your TripAdvisor review feed onto your business listing			✓
Access to Platinum Promotional Opportunities			✓

Please note all promotional opportunity prices exclude VAT



Further Marketing Opportunities

Our further marketing opportunities give your business the opportunity to be showcased in prominent high traffic placements and banners across the Visit Hampshire website and in newsletters to get even more exposure.

Further marketing opportunities are only available to Silver Enhanced and Gold Enhanced Listings.

All further marketing opportunities are subject to availability.

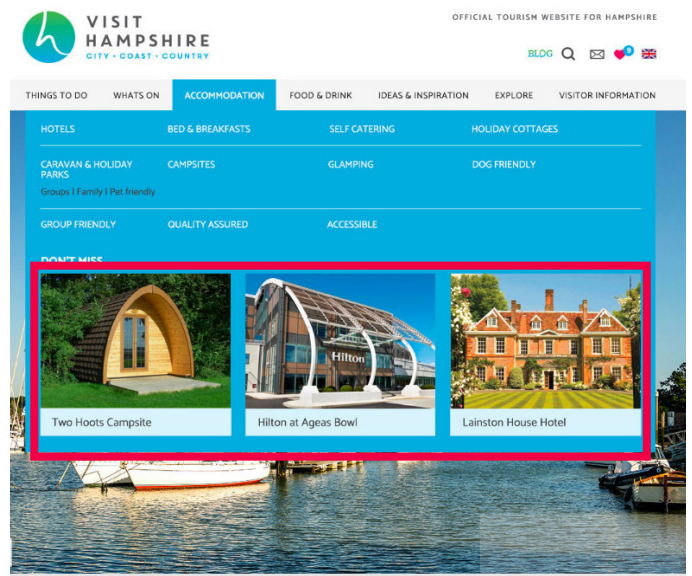
Mega Nav Image

£600 Ex VAT (3 month duration)
£250 Ex VAT (1 month duration)

Your business image will be one of three placements in the Mega Nav that is situated at the top of every page of the website. Users will view your product when they click on the Mega Nav in your appropriate section. If a user clicks on your image they will be taken to your business listing.

Sections that have this functionality:

- Things to do – 3 placements available
- What's on – 3 placements available
- Accommodation – 3 placements available
- Food & Drink – 3 placements available
- Ideas & Inspiration – 3 placements available
- Explore – 3 placements available
- Visitor Information – 3 placements available



Homepage Featured Business Image

£350 Ex VAT (3 month duration)
£150 Ex VAT (1 month duration)

Position your business in our Featured Business Image carousel on our Homepage.

One of your chosen images will be used to promote your business in this placement. When a visitor clicks on your Featured Business Image they will directly link to your Visit Hampshire business listing.





Further Marketing Opportunities

Section opportunities enable businesses to have extra prominence in relevant landing page sections most relevant to your business and target audience.

Section opportunities are available on the following pages:

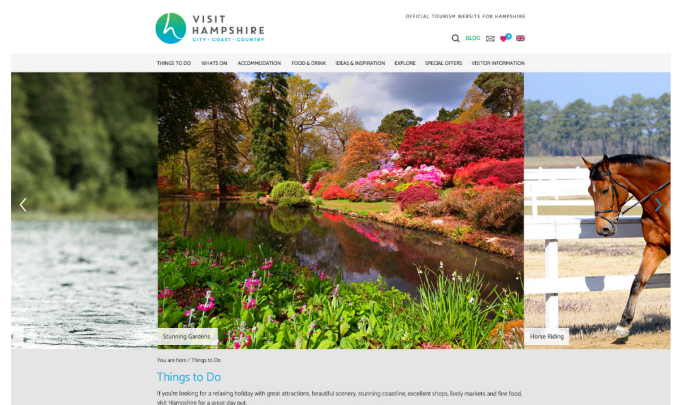
- Things to do
- What's on
- Accommodation
- Food & Drink
- Attractions
- Hotels
- Luxury
- Ideas & Inspiration

Section Hero Image Carousel

£450 Ex VAT (3 month duration)
£100 Ex VAT (1 month duration)

The Section Hero Image is a large visual of your business in a contextually relevant landing page, meaning that no visitor will miss it.

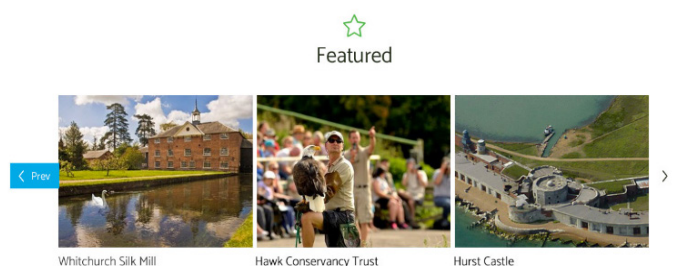
When a visitor clicks on your Hero Image they will directly link to your Visit Hampshire business listing.



Section Featured Business Image

£250 Ex VAT (3 month duration)
£100 Ex VAT (1 month duration)

Position your business in your relevant section, one of your chosen images will be used to promote your business in this placement. When a visitor clicks on your Featured Business Image they will directly link to your Visit Hampshire business listing.





Newsletter and Blog Opportunities

Email: Solus - £250 Ex VAT (Per Solus Email)

Your business can have its own dedicated email sent to our database. Share news about your business whether that's a new opening, major event that you want to publicise, or special offer you want to promote to a closed user group. Our email audience (circa 10K) is highly engaged and we have an average email open rate of 35-40%.

Email: Sponsored Business Placement - £150 Ex VAT (Per placement)

Each of our monthly newsletters will have three placements for sponsored businesses. A sponsored business placement will include an image plus 50-60 words description.

Sponsored Blog - £300 Ex VAT (Per Blog)

Create inspiring advertorial content and talk to potential visitors about your business. Sponsored Blogs will be promoted in the Blog section of the website and by Visit Hampshire social media channels.

Sponsored Blog Concepts:

- Your business has a new attraction or product launch.
- Top 10 things to do/recommendations about your business that a visitor should know.
- Seasonal suggestions.
- Do you have a famous visitor to your business, let them tell their story about your business.
- Introduce an interesting ambassador or staff member that you think potential customers would be interested to read about.
- Educate visitors about something they might not know about your business.



Next Steps

If you would like to increase your presence on the Visit Hampshire website and drive the profile of your business please email laura.stanley-adams@hants.gov.uk

If you wish to discuss any of opportunities in further detail or have any questions please get in touch with:

Laura.stanley-adams@hants.gov.uk

Once we have received your booking email we will then confirm your placements. Please send any content or imagery you wish to use to update your business page.

We look forward to working with you!