Visit Hampshire Promotional and Advertising Opportunities 2026

The Visit Hampshire Website

Visit Hampshire is the official tourism website for the county and is managed by The Marketing Collective, experts in tourism and destination marketing. The Visit Hampshire website has over 1 million users per year from the UK and around the world and is high ranking in Google search and AI results. It is a trusted, authoritative source for Hampshire tourism and is a quality platform that AI search tools reference when answering visitor queries. This means by being on the Visit Hampshire website your business won't just reach people browsing our site, it helps power the AI recommendations that are shaping modern travel planning. The website is the number 1 trusted and valued tool for visitors to research days out, short breaks and holidays to Hampshire.



1M
Active website users

2.3M
Website page views

71.4M
Google search impressions

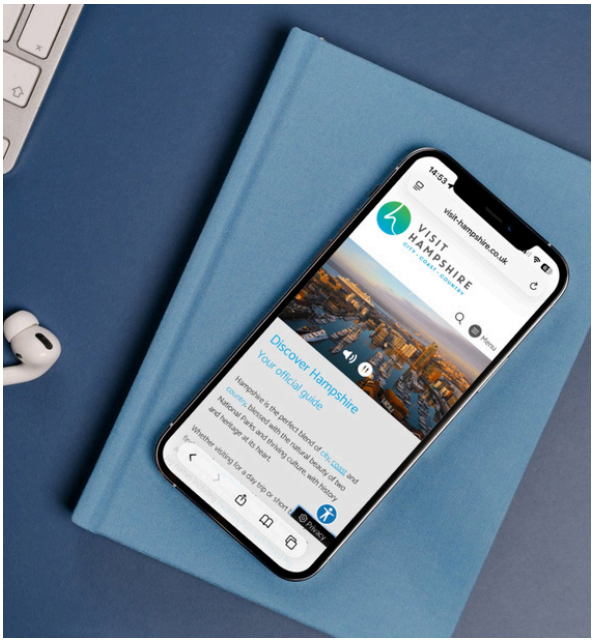
Marketing Opportunities on the Visit Hampshire website

The Visit Hampshire website provides greater opportunity to help drive your business to propective visitors. We offer several different types of marketing and advertising opportunities:

- Annual listings:
  - Gold listing, Silver listing, Bronze listing and Basic listing
  - Event enhanced listing

- Further marketing and advertising opportunities:
  - Prominent website promotional placements
  - Site wide banner ads
  - Newsletter opportunities - solus and featured placements
  - Sponsored blogs and webpages
  - Social media opportunities

- Business support and marketing opportunities through The Marketing Collective:
  - Content creation packages
  - Social media creation and management packages
  - Marketing audits and support
  - SEO audits and support
  - Email marketing support
  - PPC support





Annual Listing Packages

Gold Listing - £600+VAT

- 12 Images
- Web link button to your website
- Book now button to your chosen booking site
- Description telling users about your business
- Business phone number and email address
- Location on map
- Travel directions (road and public transport)
- Promote your events on your listing
- Display your prices
- Priority listing, appearing randomised at the top of searches and listing pages
- higher ranked event listings
- Social icons to your channels
- Up to 3 YouTube videos
- Integrated Tripadvisor on your listing
- PDF downloads (leaflets, menus, maps)
- Featured in relevant blogs throughout the year and up to 12 exposures on Visit Hampshire's social channels.
- Discounted website advertising and marketing rates

Bronze Listing - £200+VAT

- 1 Image
- Web link button to your website
- Description telling users about your business
- Business phone number and email address
- Location on map

Basic Listing - free

- 1 Image
- Description telling users about your business
- Business phone number and email address
- Location on map

Silver Listing - £400+VAT

- 3 Images
- Web link button to your website
- Book now button to your chosen booking site
- Description telling users about your business
- Business phone number and email address
- Location on map
- Travel directions (road and public transport)
- Promote your events on your listing
- Display your prices
- Listing appears after gold in searches
- higher ranked event listings
- Featured in relevant blogs throughout the year and up to 6 exposure on Visit Hampshire's social channels.
- Discounted website advertising and marketing rates

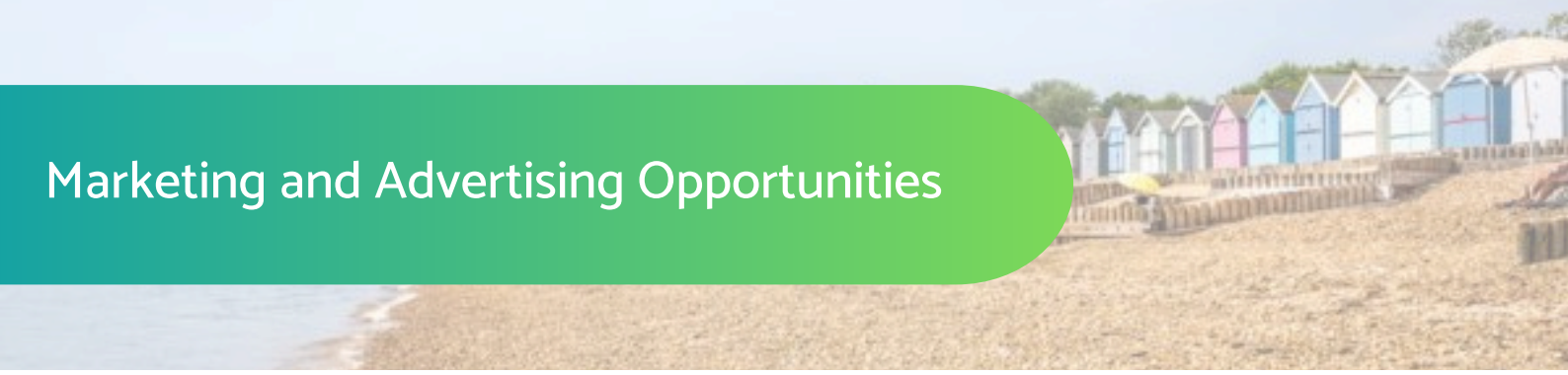
Enhanced Event Listing - £250+VAT

- Up to 5 images
- Web link button to your website
- Book now button to your chosen booking site
- Description telling users about your event
- Event phone number and email address
- Event location map
- Travel directions (road and public transport)
- Display ticket prices
- Appear at the top of user event searches
- Social icons to your channels
- 1 YouTube video on listing
- Discounted website advertising and marketing rates
- Featured in relevant blogs throughout the year and exposure on Visit Hampshire's social channels.

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Marketing and Advertising Opportunities

Website Promotional and Advertising Placements

Prices exclude VAT

Don't miss menu navigation placement	**£250 per month / £650 3 months** £200 per moth / £500 3 months (Gold/Silver listings)
Homepage/landing page featured business placement	**£150 per month / £400 3 months** £100 per month / £250 3 months (Gold/Silver listings)
Hero image on homepage (under user search)	**£150 per month / £400 3 months** £100 per month / £250 3 months (Gold/Silver listings)
Header image (top of page)	**£150 per month / £400 3 months** £100 per month / £250 3 months (Gold/Silver listings)
Site wide banner advert	**£250 per month / £650 3 months** £200 per month / £500 3 month (Gold/Silver listings) **£2500 per year** £1900 per year (Gold/Silver listings)
Sponsored blog	**£500 per blog** £350 per blog (Gold/Silver listings)
Sponsored web page	**£800 per year** £500 per year (Gold/Silver listings)

Enewsletter Promotions

Prices exclude VAT

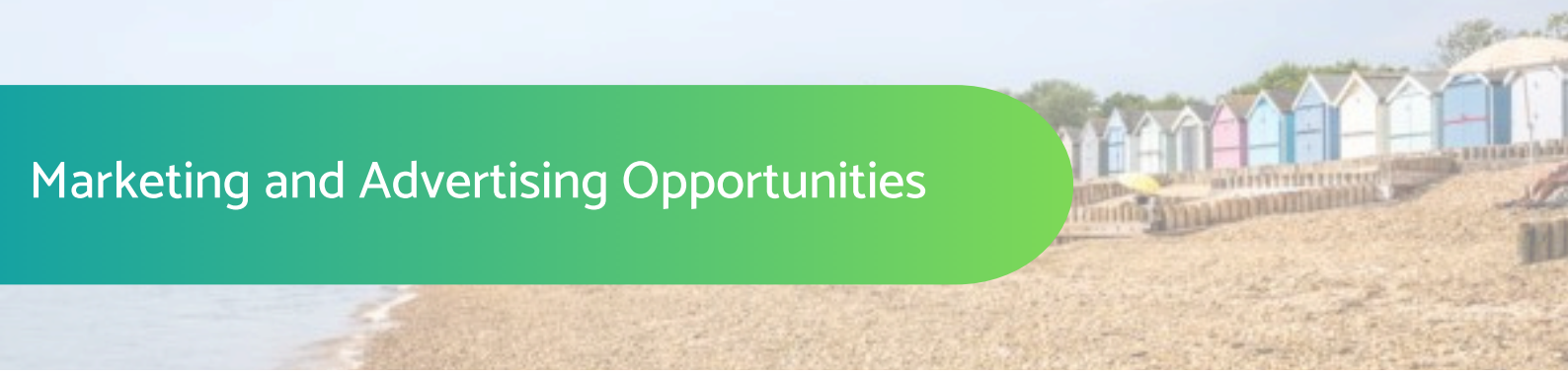
Solus enewsletter	**£500 per newsletter** £400 per newsletter (Gold/Silver listings)
Placement in monthly enewsletter (Image, 60 words, and website link button)	**£300 per placement** £200 per placement (Gold/Silver listings)
Highlight placement in seasonal enewsletter (Image, title, website link button)	**£200 per placement** £100 per placement (Gold/Silver listings)

Our email audience (Circa 11K) is highly engaged and we have an average open rate of 28-30%.

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Marketing and Advertising Opportunities

Social Media Promotion and Advertising

Prices exclude VAT

Instagram/Facebook post	£100 per post (Free for Gold/Silver listings)
Instagram Reel/TikTok	£150 per reel (Free for Gold/Silver listings)
Instagram/Facebook story	£25 per story (Free for Gold/Silver listings)
Instagram takeover (up to 8 stories, 2 posts and 1 reel)	£500 (Free for Gold/Silver listings)
Instagram competition	£500 (Free for Gold/Silver listings)

Visit Hampshire Social

- 19.8K followers
- 15K followers
- 1K followers

Got a question?

Further details about all the opportunities in this rate card can be found at www.visit-hampshire.co.uk/information/advertise

To discuss any of the opportunities and to make a booking please email Laura and Emma at visithampshire@themarketing-collective.com

Business and Marketing Support Opportunities

Prices exclude VAT

Content creation package	£180 per hour
Social media support and management	POA
Marketing support (PPC, SEO, email marketing, marketing audit)	POA

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