
JOIN US ON OUR JOURNEY MEMBERSHIP PACK 2020/21



MARKETING CHELTENHAM OVERVIEW

Marketing Cheltenham is the official Destination Marketing Organisation for Cheltenham and leads the delivery of the town's Visitor Economy Strategy, which seeks to grow the value of the sector by 5% each year through to 2021.

Marketing Cheltenham is a division of Cheltenham Borough Council, but also works in close partnership with a range of stakeholders and individual businesses across the town and the surrounding area – including Cheltenham BID, The Jockey Club, The Cheltenham Trust and Cheltenham Festivals – along with regional partners such as Cotswolds Tourism and GFirstLEP and our national colleagues at both VisitBritain and VisitEngland.

Through our Visit Cheltenham and 'The Festival Town' brand, we're able to attract in excess of 550,000 visitors to our visitcheltenham.com website annually – and far more again through our successful social media channels.

Through our wider place marketing activity, we are also helping to encourage business tourism and inward investment into the town and to raise the profile of Cheltenham as the UK's cyber tech capital.

Beyond our marketing role, we're also here to support and collaborate with local businesses, helping them to realise their growth potential and provide the conditions for Cheltenham to thrive.

OUR ROLE IS TO

- Lead the marketing of Cheltenham as a place to visit, live, work and invest.
- Champion the town's visitor economy and businesses.
- Grow the value of the visitor economy by 5% year-on-year.
- Promote Cheltenham as a distinctive, cultural destination and 'The Festival Town' to regional, national and international visitors.
- Support year-round trade across the whole town.
- Support and develop a better visitor experience in the town, including developing new products and events.
- Encourage residents to make the most of the town and engage with the local businesses to help them thrive.



**FOR FULL
INFORMATION CONTACT**

membership@marketingcheltenham.co.uk

WHY JOIN?

Aside from making your business part of our campaign to drive the visitor economy and increase its annual value, joining Marketing Cheltenham will also provide you with a wide-range of benefits including:

MARKETING...

- Dedicated website profile on visitcheltenham.com.
- List your events on our What's On page.
- Accommodation booking widget interface (where applicable) to drive direct bookings.
- Optional upgrades available including promoted event opportunities at exclusive member rates.
- Content sharing through our Visit Cheltenham social media channels.
- Access to our online Cheltenham image library. Images will be free but some images will require a credit to the photographer.
- Opportunities to feature in national and international PR along with travel trade and overseas marketing activity.

BUSINESS SUPPORT TOOLS...

- Access to market intelligence information including local funding opportunities, local consultations, footfall figures and more.
- Monthly B2B newsletter with updates and opportunities from Marketing Cheltenham and our partners.
- Access to our new member extranet portal for the latest industry news and business advice for the sector along with calls for content and campaign opportunities.
- Access to performance statistics relating to your membership.
- Regular quarterly networking events with like-minded businesses including fellow members and appropriate partners.
- Participation in our newly launched Meet in Cheltenham business tourism venue and accommodation finding service, encouraging MICE investment into the town*.
- Promotion of your venue as a potential Film & TV location*.

* For members with appropriate facilities

INDUSTRY & ECONOMIC DEVELOPMENT...

- Representation of your business and views where appropriate, with local consultations and strategies and wider regional initiatives.
- Benefit from our partnership strategy with other local associations and take advantage of discounted membership packages (where applicable) including:
 - Cheltenham BID
 - Suffolk Traders Association
 - Cheltenham Chamber of Commerce
 - Cheltenham Hospitality Association

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MARKETING OPPORTUNITIES

There are plenty of marketing and PR opportunities you can benefit from as a member. These opportunities include:

DIGITAL CHANNELS

Visit Cheltenham has a fantastic range of digital marketing opportunities for our members to get involved in. From eNewsletters and website banners to social media activity, there are options available to you that can help promote your product to an active, engaged online audience.

PRINTED MATERIALS

A Visit Cheltenham Map and Guide is produced every year with 60,000 copies distributed across the local area, region and at trade shows. The publication achieves additional exposure for your business:

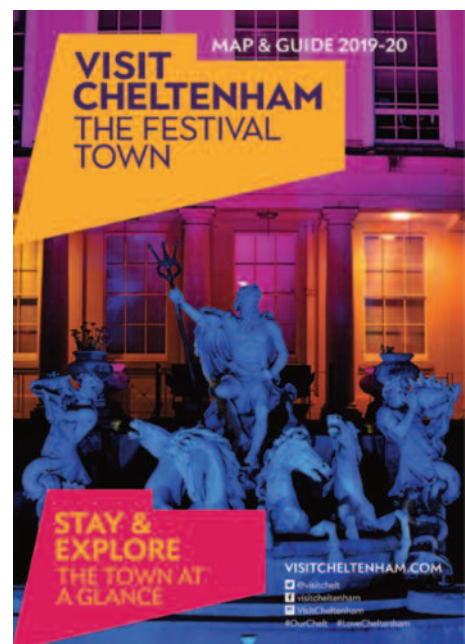
- Distributed to hotels and accommodation providers, retail and offices.
- Supplied to Tourist Information Centres.
- Distributed at trade shows and exhibitions.
- Downloadable and viewable online.

Members are given the opportunity to purchase advertising space within the guide to drive maximum exposure for your business.

Tourist Information Points are situated throughout Cheltenham and are very visible information points to give locations of key sites across the town. There are also opportunities for our members to purchase advertising space within them.

PR & MEDIA

Press, PR, bloggers & influencer engagement opportunities targeted at local, regional, national, international and trade press and contacts. As a member, you can benefit from this by keeping us up to date with your news stories.



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EVENTS

From shining a light on the town for Light Up Cheltenham and the Christmas Lights Switch-On to turning the town into a racetrack for the Cheltenham Festival of Cycling, we help our partners at both Cheltenham BID and Cheltenham Borough Council to create, deliver and market some of the town's biggest events. These events have a huge impact on visitor numbers, ensuring that locals and tourists keep coming back to Cheltenham year on year. True to our Festival Town brand, we also work closely with a whole range of other festival and event organisers throughout the year, whilst also taking a lead on the new events strategy for Cheltenham.



EXHIBITIONS & TRADE SHOWS

We represent Cheltenham at key travel trade events including Explore GB, Meet South West and CHS show, allowing us to promote the town and its businesses to vast numbers of national and international travel trade and corporate buyers. From these events, we create itineraries and FAM trips all focusing on our member businesses and partners.

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MEETINGS, EVENTS, INCENTIVE TRAVEL & FILMING

In January 2020 we launched an accommodation and venue finding service 'Meet in Cheltenham' to promote and bring larger events to support business tourism for Cheltenham. Working alongside Cheltenham Borough Council, we can assist with film locations, accommodation sourcing and social programming.

PARTNERSHIPS

We have already developed a number of key partnerships which will help deliver more visitors to the area and footfall to businesses, including work with Cotswolds Tourism, Bristol Airport, Gloucestershire Airport, Great Western Railway, VisitBritain and VisitEngland. Our close relationship with VisitBritain/VisitEngland enables our members to keep up to date with the latest news and offers PR opportunities through their call for content requests which we respond to on behalf of our members.

We will continue to develop these partnerships and grow new ones for the future.

COTSWOLDS.COM

Marketing Cheltenham works closely with Cotswolds Tourism, if you would like to be a member of both Tourism Membership schemes you would receive 25% discount off each pricing structure.



LAMP POST BANNER OUTDOOR ADVERTISING*

Marketing Cheltenham manage the advertising space for the 179 highly visible, photographic quality banners located at key town centre, commuter and neighbourhood locations. Advertising on these banners offers an unrivalled opportunity to target large audiences by promoting your business or event to shoppers, businesses and visitors to the town. Banners offer high viewing frequency to your audience, and as lamp posts are located on almost every street and road, they offer the most diverse range of locations of any other outdoor media.

*See separate rate card for full details



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MEMBERSHIP PACKAGES RATE CARD

VISIT CHELTENHAM – DIGITAL CHANNELS

What's included	Bronze £250 + VAT	Silver £450 + VAT	Gold £795 + VAT
Listing details Listing details on visitcheltenham.com : address, telephone number, email address, opening times, pricing, location map and directions, facilities, awards & gradings	✓	✓	✓
Number of pictures	7	14	21
Business description	✓	✓	✓
Priority in search results	3rd	2nd	1st
Website link	✓	✓	✓
Social media feed appears on the business page		✓	✓
TripAdvisor Integration with your rating and latest reviews		✓	✓
Online booking Availability search and online booking (if applicable) or link to own online booking website	✓	✓	✓
Special offers Inclusion in our special offers section for accommodation, food & drink	✓*	✓	✓
What's nearby carousel Placement in the What's nearby carousel on other product listings	✓	✓	✓
Themed campaigns Inclusion in listings on themed campaign landing pages where relevant e.g. romantic breaks, activity breaks etc.		✓	✓
Additional business listings Additional listings for other parts of your business e.g. hotel with restaurant and spa	£70 + VAT	✓	✓
Appear on the website 'Don't Miss' sections	3rd	2nd	1st
Social media sharing Shared posts on Visit Cheltenham's social media channels		✓	✓
Newsletters Inclusion in our consumer e-newsletters, sent to over 6,000+ subscribers every fortnight	£150 + VAT per feature	✓	✓
News / blog Submit press releases and guest blog pieces	£195 + VAT	✓ 2 blog features included	✓
Banner advertising	From £50 per page per month	2 months included	3 months included

*Excluding BID affiliate members after 1 October 2020

All rates are subject to VAT and availability.

See next page for **Press & PR rates** and for further **marketing opportunities**.

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MEMBERSHIP PACKAGES RATE CARD

PRINT, PR & EVENTS

What's included	Bronze £250 + VAT	Silver £450 + VAT	Gold £795 + VAT
Press & PR Inclusion in opportunities including press visits and competition prizes	3rd	2nd	1st
Sponsorship opportunities Priority access to sponsorship opportunities, attendance at events / exhibitions, press and advertising opportunities	POA	POA	✓
Print collateral Including official Cheltenham Map and Guide	Separate rate card available		
Overseas & Travel Trade opportunities	✓	✓	✓
Lamp post banners	Separate rate card available		

OTHER MARKETING OPPORTUNITIES

	Member pricing	Non-member pricing
Sponsored blog	Silver members - 2 blog features included Bronze members - £195 per blog post	£295 per blog post
Consumer newsletter sponsorship (fortnightly)	£150 per newsletter (Bronze members) Included for Silver and Gold members	£295 per newsletter
Giveaways	Included	£150
Year-round & seasonal guides	Included	£295 per guide
Special offers	Included	£150 per year

Banner advertising on visitcheltenham.com	Member (per month)	Non-member (per month)
Premium pages (Homepage, What's On & Things to Do)	£75 per page	£150 per page
Shopping, Accommodation, Your Visit & Explore	£50 per page	£100 per page

All rates are subject to VAT and availability.

For further information or to discuss your membership, please call Tara Sanchez on:

Telephone: **07468 716057**

Email: membership@marketingcheltenham.co.uk

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VISIT CHELTENHAM DIGITAL OPPORTUNITIES

Take advantage of Visit Cheltenham's digital and social media presence by booking a commercial opportunity to showcase your business and current messaging.

VISIT CHELTENHAM WEBSITE

Source: Google Analytics.

60,000

Website visits monthly average

1.25 
MILLION

2019 total page views



118,000

Page views monthly average

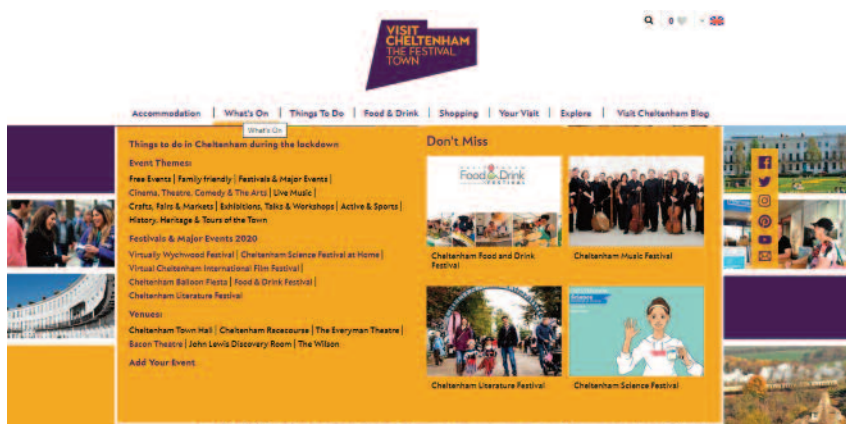
+28.5%

% comparison to 2018

- 54% website sessions are mobile, 33% desktop and 13% tablet/small laptop.
- Top cities/regions: South West (23%), London (17%), Cheltenham (16.8%), Gloucester (5%) and Midlands (10.36%).

FEATURED PAGES ON VISITCHELTENHAM.COM

- 'Don't Miss' boxes in main navigation tab included for all members based on membership level and priority order in results (on rotation).



**VISIT
CHELTENHAM
THE FESTIVAL
TOWN**

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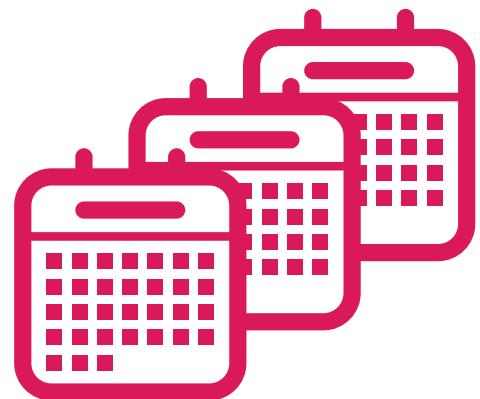
membership@marketingcheltenham.co.uk

BANNER ADVERTISING

- Promote your business in front of up to 60,000 website visits a month online by placing a web banner advert on one of our pages on **visitcheltenham.com**
- Rectangle ads dimensions are 728 x 210 pixels and box ads 300 x 250 pixels with artwork supplied either as a JPEG or animation GIF. Please send artwork files to **digital@marketingcheltenham.co.uk**
- We can provide you with full details of how many times your advert has been viewed and clicked, so you can measure its effectiveness.



3 MONTH
CAMPAIGN? LET US CREATE
YOUR BESPOKE PACKAGE



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SPONSORED BLOG

- In 2019 our blog received 106,500 monthly page views and is one of the fastest growing areas of the site.
- You can view our blog here visitcheltenham.com/blog.
- Book a dedicated blog post package, including paid-for social media promotion and inclusion in consumer e-newsletter to feature your business and raise awareness over a prolonged period.

Contact us for a bespoke campaign.

 **106,500**
page views of our blog (monthly)

Newsletters database of

6,000+ 

with an average open rate
of 26%

CONSUMER NEWSLETTER

(subject to availability)

- Our consumer newsletters are sent fortnightly to a fully compliant database of 6,000+ with an average open rate of 26%.
- Supply us with content plus an image to showcase your upcoming event or offer.
- For more complete messaging, we can offer a solus newsletter which is completely dedicated to your business.
- Contact us for a bespoke campaign.

All statistics in this document are correct as of June 2020

GIVEAWAYS

Promote your business/event via a giveaway promoted on the Visit Cheltenham social media channels.

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membership@marketingcheltenham.co.uk

YEAR-ROUND & SEASONAL GUIDES

Please note the responsibility is with the member to upload events to the Visit Cheltenham website at least one month in advance of the event for inclusion in the guides below.

visitcheltenham.com/whats-on/add-your-event

YEAR-ROUND GUIDES

Inclusion in year round guides including...

- 2020 Cheltenham events guide
- Festivals
- Shopping
- Dining
- Things to do
- 'What's on this weekend' guide

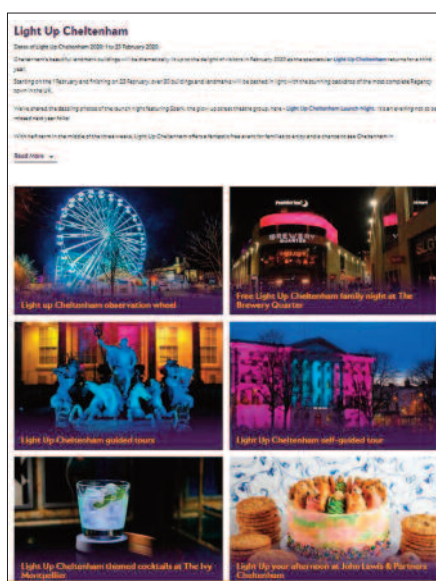
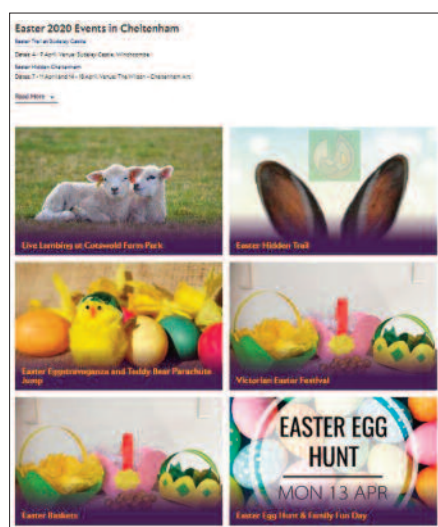
SEASONAL GUIDES

- School holidays event guides
- Halloween and Easter
- Bonfire Night
- Christmas Events
- Valentine's Day, Mother's Day and Father's Day

WE

TO PROMOTE
YOUR EVENTS

All kinds of
events all
year round



SPECIAL OFFERS

Inclusion in the accommodation, food/drink, attraction, activity and retail special offers – visitcheltenham.com/your-visit/special-offers

Please note the responsibility is with the member or business to send special offers with expiry dates to be featured.

Email: digital@marketingcheltenham.co.uk

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MEET IN CHELTENHAM MEMBERSHIP

For businesses wanting to focus on both the leisure and business tourism market they must be a Visit Cheltenham Silver or Gold member and upgrade to our Meet in Cheltenham membership.

The benefits include:

- Meet in Cheltenham operate a **free venue finding and group accommodation service** which as a member you will have the opportunity to be part of (confirmed business subject to 8% commission on accommodation and 10% on venue finding).
- Business listing on Meet in Cheltenham website **visitcheltenham.com/venues**, promoting the venue, news and special offers.
- Opportunity to submit editorial to **MICE newsletters**.
- Opportunities to participate in Business Tourism **familiarisation visits and events**.
- Invitation to Meet in Cheltenham member **events and networking opportunities**.
- Promotion via Meet in Cheltenham's **social media channels**.
- Inclusion in **blog posts** where relevant.
- Discounted member's rates to advertise within the **Conference & Events Brochure** and on the Meet in Cheltenham website.
- Access to an **image library**.

MEET **IN**
CHELTENHAM



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CONFERENCE MEMBERSHIP FEES

The following membership fees are for conference centres or venues only. All membership fees are valid until **31 July 2021** and are subject to VAT.

Venue capacity	
Up to 50 theatre style	£250
Up to 150 theatre style	£350
Up to 300 theatre style	£750
500 plus theatre style	£950

EVENT MANAGEMENT AND SUPPLIERS

Membership applications can be made by suppliers such as team building companies, caterers and organisations that specialise in event décor and theming, event staffing, entertainment, printing and distribution and AV suppliers.

The benefits include:

- Individual listing on Meet in Cheltenham website **visitcheltenham.com/venues** promoting your services to conference, meeting and event organisers.
- Opportunity to submit editorial to **MICE newsletters**.
- Opportunities to participate in Business Tourism **familiarisation visits and events**.
- Invitation to Meet in Cheltenham's **events** – these events give members the opportunity to showcase their services/products to other members.
- Promotion via Meet in Cheltenham's **social media channels**.
- Inclusion in **blog posts** where relevant.
- Discounted member's rates to advertise within the **Conference & Events Brochure**.

The following membership fees are for event management companies and suppliers only. All membership fees are valid until **31 July 2021** and are subject to VAT.

Individual companies	£250
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PROMOTION
via **MEET IN**
CHELTENHAM'S

SOCIAL
MEDIA
CHANNELS



INCLUSION in
BLOG
POSTS
where relevant



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membership@marketingcheltenham.co.uk

TESTIMONIALS

By becoming a member of Marketing Cheltenham you will join a network of around 500 businesses already benefiting from promotion through our powerful marketing channels and activities. Don't just take our word for it, below a few of our members share what being a member means to them...



“Working with Marketing Cheltenham is a key factor for us as a business. We have developed a very good and professional working relationship with the team who are efficient and friendly in their endeavours to assist and they offer an incredibly diverse array of collaborative events for members in the local business community. Their vision and strategy for Cheltenham as the Festival Town is very clear and very professionally defined. The Queens Hotel is proud to be a member of Marketing Cheltenham.”

Erol Uray – Queens Hotel Cheltenham



“Marketing Cheltenham have been a very positive support system for our local businesses. They not only provide a platform to share and communicate with the public but they also provide useful and insightful information that enables us to grow and develop our offering.”

Laura Egan – The Lucky Onion Group



“We at The Ivy Cheltenham have a great relationship with Visit Cheltenham and can't recommend them enough. They are very supportive with anything we do from group initiatives to local events in line with the Cheltenham BID.”

Steven Wilmer – The Ivy Cheltenham



“Being a member has been an important part of our local marketing strategy. As well as the obvious advantages of being part of a strong and collaborative local business network, I particularly enjoy working with their enthusiastic and engaged team on marketing activity supporting our events and promotions. It has been fantastic to be able to use the platform to develop engaging content that highlights our products and services to a local audience. We have enjoyed the benefits of their support on Instagram, sharing our content to their growing local following.”

**Sarah Lewis, Events & Marketing –
John Lewis & Partners Cheltenham**

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