

# JOIN US ON OUR JOURNEY MEMBERSHIP PACK 2022/23



# 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.

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 one million website sessions and over two million page views to our [visitcheltenham.com](http://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.



*We're moving  
to Cheltenham*



**FOR FULL  
INFORMATION CONTACT**

[membership@marketingcheltenham.co.uk](mailto: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](http://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

## INWARD INVESTMENT AND ECONOMIC DEVELOPMENT PARTNERSHIPS...

- Representation of your business and views where appropriate, with local consultations and strategies and wider regional initiatives.
- Opportunities to promote your business through our We're Moving to Cheltenham ([movingtocheltenham.com](http://movingtocheltenham.com)) inward investment website and channels.
- B2B partnership opportunities, creating business engagement, collaboration and working together to attract inward investment in Cheltenham (coming soon).

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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 e-newsletters 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

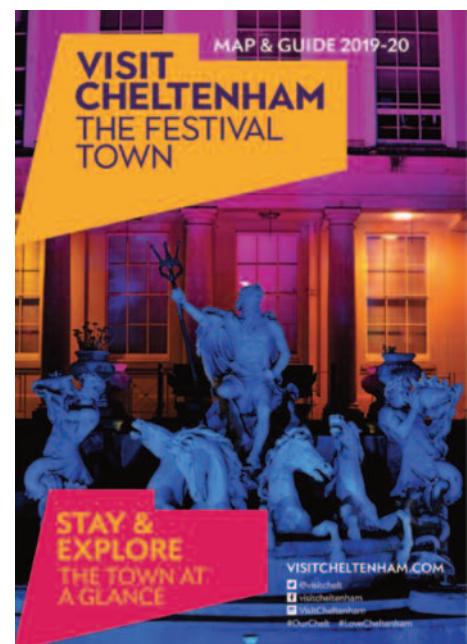
We produce annual and campaign-specific printed collateral, including the official Cheltenham Visitor Map. These publications achieve additional exposure for your business through being:

- Distributed to hotels and accommodation providers, retail and offices.
- Displayed in the Tourist Information Points around the town.
- Distributed at trade shows and exhibitions.
- Downloadable and viewable online.

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

## 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 running the Big Screen in the Gardens and Cheltenham Christmas Ice Rink and 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 The 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, UK Inbound, BTTs, Meet South West and the CHS shows (Birmingham & Leeds), 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 October 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.

**[meetincheltenham.co.uk](http://meetincheltenham.co.uk)**

## PARTNERSHIPS

We have 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.

## TOURISM EXCHANGE GB (TXGB)

Be a part of our local recovery activity. We're driving local tourism recovery, by partnering with Tourism Exchange GB (TXGB). TXGB is a digital marketplace, brought to you by VisitEngland. It offers tourism businesses the opportunity to diversify their distribution, and gives distributors the ability to choose from a wide range of bookable tourism product, to add to their programmes. Visit [TXGB.co.uk](http://TXGB.co.uk) to find out more call 0330 223 5050 to chat to one of the team about the benefits this partnership can bring to your business or email

**[membership@marketingcheltenham.co.uk](mailto:membership@marketingcheltenham.co.uk)**

## 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	Free	Membership Levels		
		Bronze £20 per month*	Silver £40 per month*	Gold £65 per month*
<b>Listing details</b> Listing details on <a href="http://visitcheltenham.com">visitcheltenham.com</a> : address, telephone number, email address, opening times, pricing, location map and directions, facilities, awards & gradings	Address & location map only	✓	✓	✓
<b>Number of pictures</b>	2	7	14	20
<b>Business description</b>	✓	✓	✓	✓
<b>Priority in search results</b>		3rd	2nd	1st
<b>Website link</b>		✓	✓	✓
<b>Facebook and/or Twitter feed(s) appears on the business page</b>			✓	✓
<b>TripAdvisor</b> Integration with your rating and latest reviews			✓	✓
<b>Online booking</b> Availability search and online booking (if applicable) or link to own online booking website (including TXGB if available)		✓	✓	✓
<b>Special offers</b> Inclusion in our special offers section for accommodation, food & drink			✓	✓
<b>What's nearby carousel</b> Placement in the What's Nearby carousel on other product listings		✓	✓	✓
<b>Themed campaigns</b> Inclusion in listings on themed campaign landing pages where relevant e.g. romantic breaks, activity breaks etc.			✓	✓
<b>Additional business listings</b> Additional listings for other parts of your business e.g. hotel with restaurant and spa		£70 + VAT	✓	✓
<b>Appear on the website 'Don't Miss' sections</b>		3rd	2nd	1st
<b>Social media sharing</b> Some shared posts on Visit Cheltenham's social media channels throughout the year			✓	✓
<b>Newsletters</b> Inclusion in our consumer e-newsletters, sent to over 20,000+ subscribers every fortnight		£150 + VAT per feature	2 included per year	up to 6 included per year
<b>News / blog</b> Submit press releases and guest blog pieces		£195 + VAT	2 included per year	up to 4 included per year
<b>Banner advertising</b>		From £50 per page per month	2 months included	3 months included

\* Packages/prices are valid from 1 June 2022 through to 31 May 2023. Fees are payable in one sum (cannot be paid monthly), although membership fees will be pro-rated from the start point to 31 May 2023. The minimum membership fee will be equivalent to 6 months of the applicable membership level. 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	Silver	Gold
<b>Press &amp; PR</b> Inclusion in opportunities including press visits and competition prizes	3rd	2nd	1st
<b>Sponsorship opportunities</b> Priority access to sponsorship opportunities, attendance at events / exhibitions, press and advertising opportunities	POA	✓	✓
<b>Print collateral</b> Including official Cheltenham Map and Guide	Separate rate card available		
<b>Overseas &amp; Travel Trade opportunities</b>	✓	✓	✓
<b>Lamp post banners</b>	Separate rate card available		

## OTHER MARKETING OPPORTUNITIES

	Member pricing	Non-member pricing
<b>Sponsored blog</b>	Silver members – 2 included per year Gold members – 4 included per year Bronze members – £195 per blog post	£295 per blog post
<b>Consumer newsletter sponsorship (monthly)</b>	£150 per newsletter (Bronze members) Included for Silver and Gold members	£295 per newsletter
<b>Giveaways</b>	Included	£150
<b>Year-round &amp; seasonal guides</b>	Included	£295 per guide
<b>Special offers</b>	Included for silver and gold members	£150 per year
<b>Featured event</b>	Included for silver and gold members	£160 per event – featured in Don't Miss and Highlight sections

Banner advertising on visitcheltenham.com	Member (per month) applicable to Bronze members – included in Silver and Gold member benefits	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](mailto: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

\* based on previous 4 months (Nov 2021-Feb 2022)

Source: Google Analytics.

**96,000+\***

Website sessions monthly average

\* based on previous 4 months (Nov 2021-Feb 2022)

**775k visits**

to What's On Guide in 2021



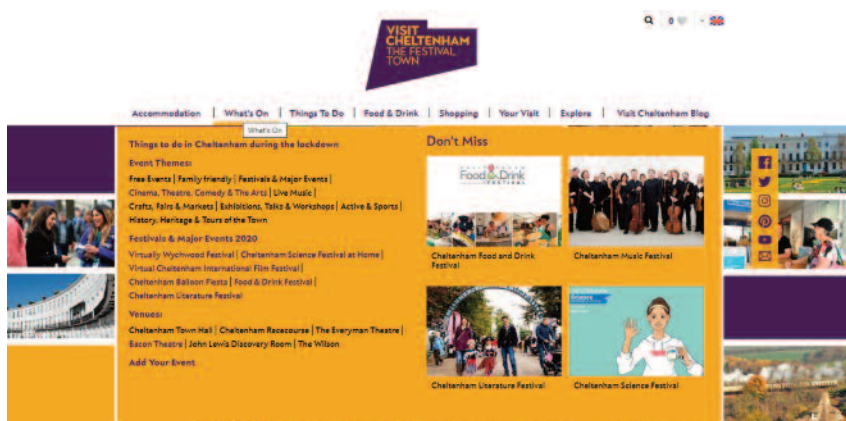
**200,200+**

Page views monthly average

- 61.8% website sessions are mobile, 29.4% desktop and 8.7% tablet/small laptop.
- Top cities/regions: South West (23%), Cheltenham (18.4%), London (16.7%), Bristol (6.8%), 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).



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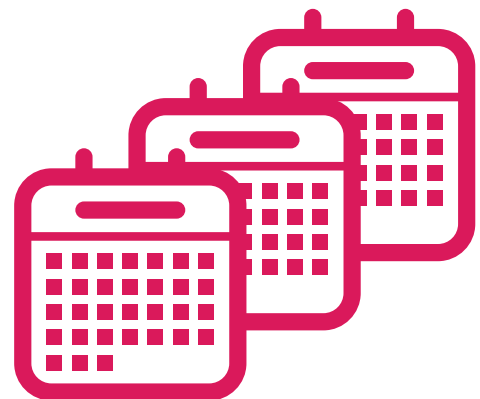
membership@marketingcheltenham.co.uk

## BANNER ADVERTISING

- Promote your business in front of up to 96,000+ website sessions 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 as a JPEG. Please send artwork files to **marketing@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 2021 our blog received close to 150,000 page views.
- You can view our blog here [visitcheltenham.com/blog](https://www.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.



# 150,000

page views of our blog

# 50,000+

social media followers



## CONSUMER NEWSLETTER

(subject to availability)

- Our consumer newsletters are sent monthly to a fully compliant database of 20,000+ with an average open rate of 45%.
- Supply us with content plus a landscape 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 May 2022

## GIVEAWAYS

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

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[membership@marketingcheltenham.co.uk](mailto:membership@marketingcheltenham.co.uk)

## YEAR-ROUND & SEASONAL GUIDES

Please note the responsibility is with the business 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](http://visitcheltenham.com/whats-on/add-your-event)

### YEAR-ROUND GUIDES

Inclusion in year round guides including...

- 2022 Cheltenham events guide
- Festivals
- Shopping
- Dining
- Things to do
- 'What's on this weekend' guide

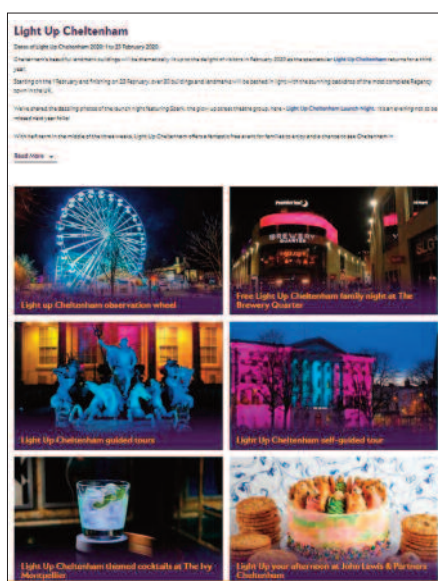
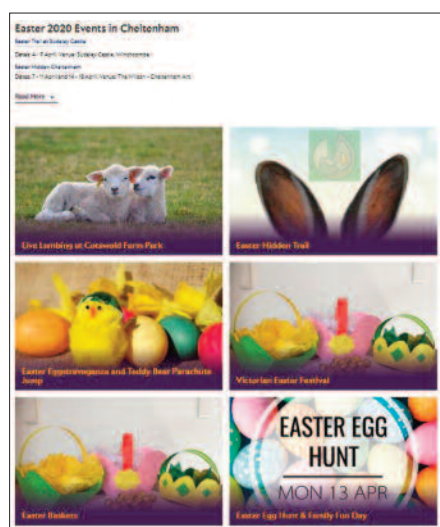
### SEASONAL GUIDES

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



**TO PROMOTE  
YOUR EVENTS**

**All kinds of  
events all  
year round**



### SPECIAL OFFERS

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

[visitcheltenham.com/your-visit/special-offers](http://visitcheltenham.com/your-visit/special-offers)

Email: [digital@marketingcheltenham.co.uk](mailto:digital@marketingcheltenham.co.uk)

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[membership@marketingcheltenham.co.uk](mailto:membership@marketingcheltenham.co.uk)

# 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 **meetincheltenham.co.uk**, 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.

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 May 2023** and are subject to VAT.

Venue capacity	
Up to 50 theatre style	£200
Up to 150 theatre style	£300
Up to 300 theatre style	£625
500 plus theatre style	£800

## 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 **meetincheltenham.co.uk** 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.

The following membership fees are for event management companies and suppliers only. All membership fees are valid from **1 June 2022** through to **31 May 2023** (renewable annually). Fees are payable in one sum (cannot be paid monthly), although membership fees will be pro-rated from the start point to 31 May 2023. The minimum membership fee will be equivalent to 6 months of the applicable membership level. All rates are subject to VAT and availability.

Individual companies	£200
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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 alongside Visit Cheltenham has been a great experience. We have hosted a few FAM trips with industry press and MICE bookers. Monthly meetings with other industry contacts has also been hugely beneficial. I highly recommend joining the membership and working closely with this great organisation.”

**Joanne Reeves, Director of Sales and Marketing -  
Ellenborough Park**



“Marketing Cheltenham is one of the BID's closest partners and continues to play an invaluable role in delivering a more joined-up approach to marketing Cheltenham, which no single business or group could have achieved alone. For that reason, Marketing Cheltenham is vital to the ongoing economic recovery and development of Cheltenham, not just as a tourist destination but also as a place to do business.”

**Belinda Hunt - Cheltenham BID**



“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.”

**Keith Squire - 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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