

Work with us

visitBrighton

www.visitbrighton.com

2021 – 2022



Working with VisitBrighton: Why become a Partner?

VisitBrighton is the official tourism organisation for Brighton & Hove and is part of the Tourism & Venues Unit within Brighton & Hove City Council, working with more than 550 private sector Partners in the City and across Sussex.

By becoming a Partner you can play a proactive role in driving economic growth and boosting the profile of Brighton & Hove both nationally and internationally.

Your support will enable us to continue to promote and position Brighton & Hove as a world-class, vibrant tourism destination through:

Targeted national and international marketing and PR

Our convention bureau attracting major conferences and events

Our visitor services team providing a vibrant City welcome

As a VisitBrighton Partner you can access a wide range of benefits and opportunities to help you promote your own business through our powerful marketing channels; we'll work with you to develop new and bespoke opportunities to make sure you get the most from your Partnership and increase your share of the visitor economy.

Testimonials – What our Partners Say

“ VisitBrighton are always an absolute pleasure to liaise with. They are kept up to date with the exciting news and promotions Malmaison has to offer and share within their network. Every team member is a wonderful ambassador for the hotel.”

Sophie Shepherd,
Malmaison Hotel

“ We really appreciate the great work that the team at Visit Brighton achieve and they regularly send ambassadors and journalists from around the world our way when they are visiting the city. The whole package is also really great value - our team love using the complimentary Visit Brighton pass that gives us access to all the main attractions of the city.”

Pippa Knowles,
Baroque Jewellery

“ As a member, we benefit greatly from the international reach of VisitBrighton, attracting clients from across the world. The gallery has become a valued Brighton destination thanks to promoting our events with the brilliant ‘Plan Your Visit’ app.”

Kellie Miller,
Kellie Miller Arts

“ Wakehurst have worked with VisitBrighton for a few years now, and are a pleasure to work with. They’ve helped increase our reach and brand awareness in Brighton through digital advertising such as hero banners and event listings.”

Georgina Richards,
Wakehurst

“ The friendly team at VisitBrighton have been invaluable, offering advice and help to implement a successful media campaign for various businesses I operate in the city.”

Michael Deol,
Trading Post Coffee

“ VisitBrighton have played a crucial part in our success by helping us reach a target audience outside of the city, especially with journalists and conferences visiting.”

Raz Helalat, The Coal Shed,
The Salt Room & Burnt Orange
restaurants

“ We value our relationship with VisitBrighton. A great group of people, a consistency of approach and a genuine desire to make Brighton and Sussex a place people want to visit.”

Nigel Greenwood,
SO SUSSEX

“ I recommend VisitBrighton to anyone who is thinking of opening or taking over a business in Brighton. The annual fee is worth every penny.”

Herve Guyat,
The New Steine Hotel, Bar &
Bistro, Cup of Joe & Kemp Town
Trading Post

“ Churchill Square and VisitBrighton have worked together for many years. Our relationship with [them] opens doors and provides invaluable additional opportunities for promotion and partnerships within our city.”

Tara Phillips,
Churchill Square

“ VisitBrighton have been instrumental in helping us build Brighton Food Tours. We simply could not have done without their support, flexible, professional and friendly approach over the past 3 years.”

Catriona Lane,
Brighton Food Tours

What are the benefits of joining the VisitBrighton Partnership Scheme?

AS A PARTNER YOU WILL ENJOY A RAFT OF BENEFITS INCLUDING:

A page for your business on visitbrighton.com , with text, images and links	Promotion and listings for your offers and events	Inclusion in our trade and consumer newsletters (subject to availability)
Inclusion in our monthly media briefings, sent to national and overseas media	Reduced rates for additional advertising on visitbrighton.com	Weekly trade newsletter
Referrals through our contact centre	Promotion to our 550+ businesses via dedicated e-shots	Invitations from other businesses to their events and launches
Promotion through our social media channels	Potential press coverage	FREE Brighton Attractions Pass for you and your colleagues
Involvement and Inclusion in VisitBrighton's Digital Campaigns	Invitations to Visitbrighton networking events	FREE supply of city maps

FURTHER BENEFITS FOR CONFERENCE & MEETING VENUES:

- » Referrals for leads from national and international associations and businesses
- » Opportunity to attend trade exhibitions to promote Brighton as a conference destination (additional cost)
- » Quarterly Sales Managers meeting
- » Regular 1-1 engagement with the VisitBrighton Conference Team
- » Co-host familiarisation visits and events to bring national associations, organisers and press to the city

FURTHER BENEFITS FOR ACCOMMODATION PROVIDERS:


- » Room bookings via VisitBrighton's conference delegate booking system
- » Free supply of City Maps and Bedroom Browsers


What was the impact of our work in 2019?


VISITORS BROUGHT IN
£976m
ECONOMIC BENEFIT


WE WELCOMED OVER
12.37m (in 2017)
VISITORS TO THE CITY


TOURISM SUPPORTED OVER
24,152 (in 2017)
JOBS IN BRIGHTON & HOVE

 **31,534**
Facebook followers

 **60,526**
Twitter followers

 **50,000**
Blog views (Jan to June 2021)

 **28,883**
Instagram followers

 **10,000**
Newsletters

OVER **1.2 MILLION** UNIQUE VISITORS TO **VISITBRIGHTON.COM**

OVER **3,499,932** PAGE VIEWS

2019 DIGITAL MARKETING CAMPAIGNS

22,702 CLICK THROUGHS TO WEBSITES
6,159,572 IMPRESSIONS

20/2021 DIGITAL MARKETING CAMPAIGNS

35,265 CLICKS THROUGH TO THE SITE (WE MAKE BRIGHTON CAMPAIGN)
6,683,249 IMPRESSIONS

PRESS COVERAGE FIRST HALF OF 2021 CAMPAIGNS

£1,194,415 Jan – June 2021, VisitBrighton AVE (Ad Value Equivalency)

7,420 VIEWS ON AVERAGE PER BUSINESS PAGE

Figures correct as of February 2019

WE WELCOMED
100,000
CONFERENCE DELEGATES

60 CONFERENCES BOOKED

OVER **£1.7 MILLION** OF **VENUE HIRE REVENUE** GENERATED FOR PARTNERS

OVER **£1.2 MILLION** OF **ACCOMODATION REVENUE & 9,570 BEDS** BOOKED

£40m ECONOMIC IMPACT OF CONFERENCES

160 ENQUIRIES PROCESSED


WE GENERATED
£7m
WORTH OF **PR**

HOSTED
80
JOURNALISTS

& HOSTED MEDIA FROM
15 COUNTRIES

2501k
CITY MAPS
printed & distributed

550
PARTNER BUSINESSES

 **15**
VISITOR INFORMATION POINTS

8,000
VISITOR PHONE CALL & EMAIL ENQUIRIES ANSWERED

VisitBrighton

Partnership Fees 2019-20

April 1st 2019 to
March 31st 2020

ACCOMMODATION

Hotels, Guest Houses, Self-Catering, Hostels & Campus

1-25 ROOMS/PROPERTIES	£640*
26-100 ROOMS/PROPERTIES	£700*
101+ ROOMS/PROPERTIES	£760*

**plus £13 per room/property*

ATTRACTIONS

(Annual Visitors)

UP TO 20,000 VISITORS	£380
20,001-200,000 VISITORS	£1,180
20,000+ VISITORS	£1,900

ENTERTAINMENT VENUES

UP TO 500 SEATS	£550
501-1,000 SEATS	£970
1,001+ SEATS	£1,500

BUSINESS DIRECTORY	£300
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CAFES, BARS, PUBS & CLUBS	£330
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CAMPSITES	£300
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RESTAURANTS	£400
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LANGUAGE SCHOOLS	£350
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PLACES OF WORSHIP	£100
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ACTIVITIES	£420
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SHOPPING CENTRES/AREAS	£1,100
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SHOPS	£300
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TOUR GUIDES	£190
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All prices EXCLUDE VAT.

CONTACT: +44 (0)1273 292621 | partnership@visitbrighton.com | visitbrighton.com

PARTNERSHIP DISCOUNTS

PARTNERSHIP DISCOUNTS FOR MEMBERS OF:

- » BID (Brighton Improvement District)
- » Brighton & Hove Hotels Association
- » North Laine Traders
- » Brighton Marina
- » Churchill Square

OTHER DISCOUNTS AVAILABLE:

- » for registered charities
- » if your business is less than 12 months old
- » if your business operates outside of Brighton & Hove
- » if you register more than one business

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Advertising with VisitBrighton

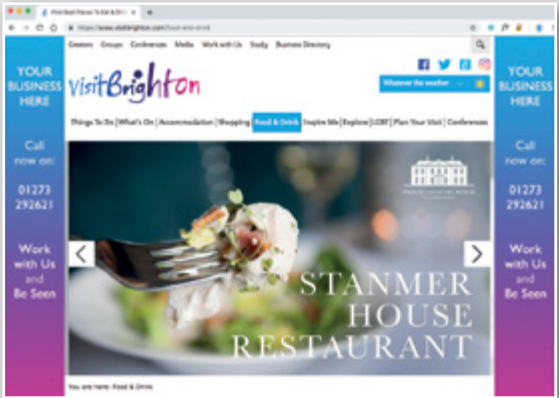
visitbrighton.com
is on **page ONE** of
Google for many
Brighton searches

You can
advertise
with us across
our **website**
and **print collateral** and we're
happy to work with you to
create a **bespoke package** to
meet your own marketing plans.

Our website
receives over
1.2 million
visits a year



VERTICAL BANNERS



FROM
£300
PER MONTH

HERO IMAGES



FROM
£100
PER MONTH

Top of your chosen section on the carousel

EVENT MARKETING PACKAGE

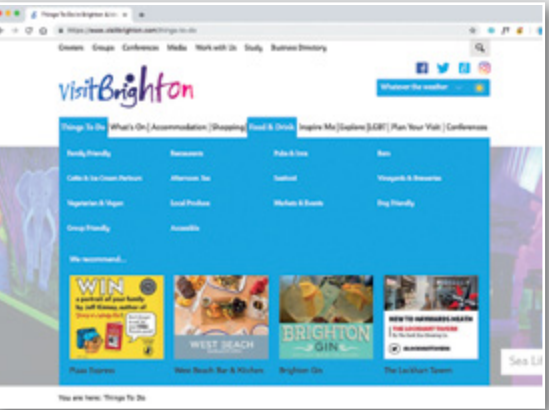
Promote your events with Visitbrighton
and benefit from **online** and **social media**
promotion to 550 businesses and printed
materials in our Visitor information points.

£500



visitBrighton

WE RECOMMEND BANNERS



FROM
£150
PER MONTH

Appear when you hover over any of the main sections

PRINT ADVERTISING

CITY MAP 2020

300,000 PRINT RUN
ADVERTS FROM
£1000

Distributed to all major Brighton
Hotels, B&Bs, self-catering
agencies, 15 Visitor Information
Points 20 language schools, 20,000
conference delegates, regional
tourist information centres.

TO BOOK YOUR ADVERTISING:

Contact Richard Pearson:
richard.pearson@visitbrighton.com
+44 (0)1273 292621

Or Marta Pennington:
marta.pennington@visitbrighton.com
+44 (0) xxxxxxxxxxxx

All prices EXCLUDE VAT.

Contact us

CONTACT OUR PARTNERSHIP TEAM TO JOIN VISITBRIGHTON:

Email:
partnership@visitbrighton.com

Or speak to...

Richard Pearson:
+44 (0)1273 292621

Katie Evans:
+44 (0)1273 292615

- » Keep us updated with all your events:
events@visitbrighton.com
- » Send us your news and press releases:
media@visitbrighton.com
- » Request images from the VisitBrighton photo library:
media@visitbrighton.com
- » Send us your special offers and updating your Partner Pages:
partnership@visitbrighton.com
- » Contact our conference team:
conferences@visitbrighton.com

PARTNERSHIP & VISITOR SERVICES:



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A panoramic view of the South Downs in Brighton, England, captured during the golden hour of sunset. The image shows rolling green hills with patches of trees and grass. A winding road is visible on the right side, and a small village with a church spire can be seen in the distance. The sky is a warm, hazy orange.

A view of the South Downs

Image credits:

Adam Bronkhorst, Finn Hopson (Brighton Photography Gallery)

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