

A photograph of Brighton Pier at sunset. The pier is illuminated with warm lights, and the sky is a deep orange. The sea is calm, and a few birds are visible in the distance.

visitBrighton

[visitbrighton.com](https://www.visitbrighton.com)

WORK WITH US

2023-2024



Working with VisitBrighton

VisitBrighton is the official tourism organisation for Brighton & Hove and is part of the Tourism & Venues Unit within Brighton & Hove City Council. We work with a wide range of private sector businesses in the city and across Sussex.

VisitBrighton partnership gives you the opportunity to promote your products and services to local, regional, national and international visitors and gives you the chance to become part of a network of over 350 like-minded businesses.

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

T: +44 (0)1273 292621

E: partnership@visitbrighton.com

W: visitbrighton.com

How we support you

VisitBrighton is responsible for promoting the city to both leisure and business visitors, engaging with target visitor markets to take them on a customer journey from “looking to booking to visiting to returning and recommending” both nationally and internationally.

Leisure Tourism:

It is vital that we keep Brighton & Hove in the forefront of the visitor’s mind so we work hard to secure targeted promotion. Our annual marketing activity includes:

- Delivering www.visitbrighton.com
- Creating and delivering **digital campaigns**
- Hosting media and **influencer visits** from across the world
- Providing **inspirational content** to the media, driving online and offline coverage
- Managing our **dedicated social media channels**
- **Blog posts**
- Monthly **consumer newsletters**

Business Tourism:

Our Conference Team are responsible for enhancing and building Brighton & Hove’s reputation as a Meeting & Events destination to UK and international conference bookers. Our activity includes:

- Promoting Brighton & Hove as a **key UK destination** for events, generating **conference** enquiries
- Hosting **familiarisation trips** for organisers
- Providing a dedicated **accommodation booking service** for conference delegates

RIGHT
HERE
RIGHT
NOW

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The impact of tourism

Visitors brought in

£370 million
economic benefit

Tourism supported over

9,213 jobs
in the Brighton & Hove area

We welcomed

9 million
visitors to Brighton & Hove

"We have worked with VisitBrighton for many years as the work they do is invaluable to the Hilton and the city as a whole. The business confirmed via the conference team is a great asset to the hotel and the press coverage generated by the marketing team ensures Brighton remains a popular place to visit."

Laura Hogbin,
Commercial Director,
Hilton Brighton Metropole



*Economic Impact Assessment of Tourism, 2020

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VisitBrighton's Impact 2022

Over 1.1m

unique users to
www.visitbrighton.com

Over 2.4m

page views on
www.visitbrighton.com

Over 50%

open rate on
consumer newsletters

23,664,249*

impressions received from
digital marketing campaigns

*This figure includes the Never Normal Sussex campaign with
VisitEngland

658 pieces

of media coverage
generated including:

Conde Nast Traveller, The
Independent, HELLO!, Metro,
Red, The Telegraph, Huffington
Post and Time Out

Each year we confirm
conferences generating
an economic impact of

£40m

f 32.6k Followers

t 61.2k Followers

@ 39.5k Followers

72,967 Blog views

10k newsletter
subscribers

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Benefits of becoming a partner

Every business who signs up as a VisitBrighton Partner is directly supporting the work of developing and marketing our destination. All partners receive the following benefits:

- A dedicated page for your business on www.visitbrighton.com
- Promotion through our social media channels
- Opportunity to offer bookings via our digital box office
- Invitations to exclusive VisitBrighton Partner events
- Opportunity to promote/receive special offers from partner businesses
- Be part of featured competitions across social media
- Weekly industry e-newsletter
- Opportunity to promote special offers to conference delegates
- Inclusion in our regular media briefings
- Preferential rates for additional advertising
- Free Brighton Attractions pass
- Access to free image library
- Accommodation providers: opportunity to receive bookings via VisitBrighton's conference delegate booking system

"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 and Tutto

People say...

"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

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

"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

"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, Cup of Joe
& Kemp Town Trading Post

Partnership fees 2023/24

Our Partnership fees are based on the type and size of your business.

Accommodation

1-25 room properties*	£740
26-100 room properties*	£809
101+ room properties*	£878

*plus £13 per room

Attractions

Up to 20,000 visitors	£439
20,001-200,000 visitors	£1,363
200,000+ visitors	£2,195

Entertainment venues

Up to 500 seats	£636
501-1000 seats	£1,121
1001+ seats	£1,733

Business Directory **£385**

Cafe, Bar, Pubs, Clubs **£382**

Campsite **£368**

Restaurants **£462**

Language Schools **£405**

Places of Worship **£150**

Activities **£439**

Shopping Centre / Area **£1,271**

Shops / Local producer **£347**

Tour Guides **£220**

Discounts are available for members of:
BID (Business Improvement District), Brighton & Hove Hotels Association, North Laine Traders, Brighton Marina, Churchill Square.

Discounts are also 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.

To discuss becoming a VisitBrighton Partner, please contact us on partnership@visitbrighton.com

All rates listed above EXCLUDE VAT

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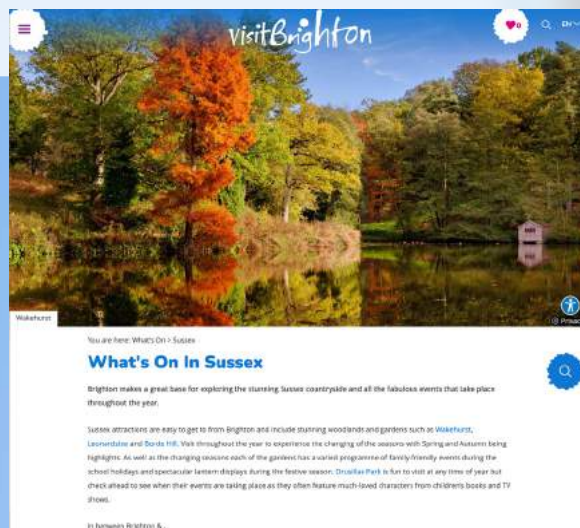
Additional advertising

We have a range of digital advertising opportunities which are a great way to secure further and more targeted coverage. We are always happy to chat through your requirements and create a bespoke package that meet your own marketing needs, but some options are outlined below.

Gallery Images

All pages have a carousel of prominent gallery images at the top that have a hyperlink to take you to your page on www.visitbrighton.com

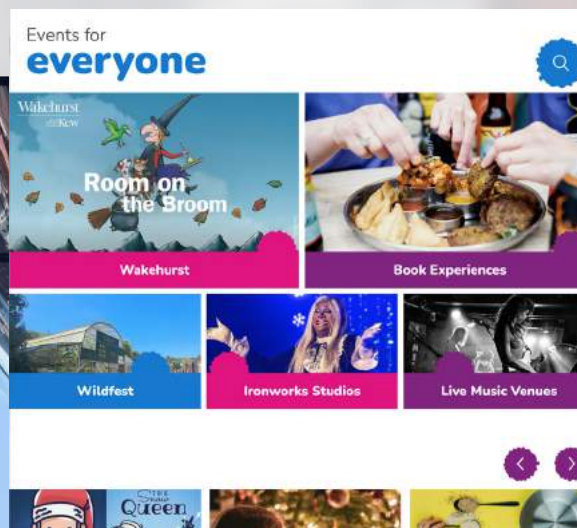
Rate: £400 per month



Featured Navigation Tile

These are thumbnail images across the site that allow you to navigate to your page or blog article on www.visitbrighton.com

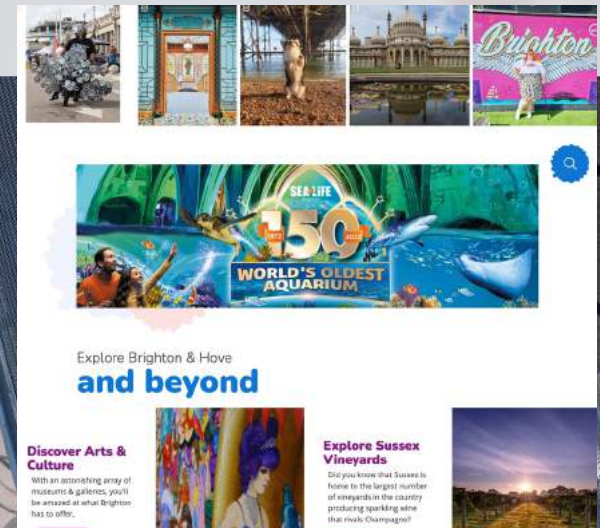
Rate: from £200 per month



Banner Ads

These are large banner images that appear in different sections at the bottom of the page across the site, allowing you to navigate to an external website.

Rate: £250 per month



All rates listed above EXCLUDE VAT

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Additional advertising

Newsletters

If you want to promote a new opening or an event, our consumer and partner newsletters are a great way of reaching a large targeted audience.

Solus Consumer Newsletter: **£400**

Solus Partner Newsletter: **£300**

Mention in Consumer Newsletter: **£200**

Event package 1

- Navigation tile for 1 month within What's On Section
- Solus Partner newsletter
- 2 mentions on social media

£500

Event package 2

- Navigation tile for 6 weeks within What's On Section
- Consumer newsletter
- Partner newsletter
- 3 mentions on social media

£1000

Event package 3

- Navigation tile for 6 weeks within What's On Section
- Navigation tile on homepage for 1 month
- Consumer newsletter
- Banner ad for 6 weeks
- 5 mentions on social media
- Partner Newsletter

£1800

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Get in touch



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