

A photograph of Brighton Pier at sunset. The pier is illuminated with warm lights, and the sky is a deep orange. A person is visible in a small boat on the water in the foreground.

visitBrighton

visitbrighton.com

# WORK WITH US

2026-2027



# Working with VisitBrighton

**VisitBrighton is the official tourism organisation for Brighton & Hove and is part of the Cabinet Office 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 375 like-minded businesses.

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

# 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](http://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

# The impact of tourism

Visitors brought in

**£1.4 billion**

economic benefit

Tourism supported over

**25,677 jobs**

in the Brighton & Hove area

We welcomed

**12.2 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."*

**Lauren O'Keeffe,**  
Commercial Director,  
Hilton Brighton Metropole

# VisitBrighton's Impact 2025

**Over 1.3m**

unique users to  
www.visitbrighton.com

**Over 2.6m**

page views on  
www.visitbrighton.com

**Over 40%**

open rate on  
consumer newsletters

**5,954,295**

impressions received from  
digital marketing campaigns

**700 pieces**

of media coverage  
generated including:

Conde Nast, The Times, Guardian,  
Telegraph and Time Out.

Each year we confirm  
conferences generating an  
economic impact of approx

**£40m**

**f 35k**

Followers

**X 55k**

Followers

**@ 60k**

Followers

**T 5k**

Followers

**@ 11k**

Followers

**Over £1m**

in accommodation booked  
via our Conference Delegate  
Booking Service

# 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](http://www.visitbrighton.com)**
- Invitations to exclusive VisitBrighton Partner events
- Opportunity to promote/receive special offers from partner businesses
- Weekly industry e-newsletter
- Inclusion in our regular media briefings
- Opportunity to promote special offers to conference delegates
- Access to research and statistics
- 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...

*"We at Drakes are proud to reflect on the invaluable support and assistance we've received over the years. Throughout our membership we have found the VisitBrighton team to be of great knowledge and support... whilst also providing excellent marketing and social media opportunities for our business"*

**Joe Setchell,**  
**A Curious Group of Hotels**

*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**

*"VisitBrighton's expertise in destination marketing and deep understanding of our city's unique appeal have been instrumental in elevating Brighton's profile among both locals and visitors.*

*VisitBrighton's ability to showcase our offering within the broader context of the city's attractions has created a synergy that benefits not just us, but the entire Brighton community. Their support has been crucial in positioning Churchill Square as a key destination within Brighton's vibrant retail and tourism landscape. This partnership exemplifies the power of local collaboration in driving economic growth and enhancing the visitor experience in our beloved city."*

**Mark Buchanan-Smith,**  
**Meeting Place Manager,**  
**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 2026/27

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

## Accommodation

|                         |      |
|-------------------------|------|
| 1-25 room properties*   | £813 |
| 26-100 room properties* | £890 |
| 101+ room properties*   | £966 |

\*plus £18.50 per room

## Attractions

|                         |        |
|-------------------------|--------|
| Up to 20,000 visitors   | £484   |
| 20,001-200,000 visitors | £1,498 |
| 200,000+ visitors       | £2,412 |

## Entertainment venues

|                 |        |
|-----------------|--------|
| Up to 500 seats | £700   |
| 501-1000 seats  | £1,232 |
| 1001+ seats     | £1,904 |

**Business Directory** £509

**Cafe, Bar, Pubs, Clubs** £421

**Campsite** £383

**Restaurants** £509

**Language Schools** £446

**Places of Worship** £129

**Activities** £536

**Shopping Centre / Area** £1,397

**Shops / Local producer** £383

**Tour Guides** £243

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](mailto:partnership@visitbrighton.com)

All rates listed above EXCLUDE VAT

E: [partnership@visitbrighton.com](mailto:partnership@visitbrighton.com)

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

# Why advertise with us?

Our Homepage has

**14k**

average page views  
a month

**10k**

newsletter subscribers  
with over 50 % average  
open rates

A Banner Ad in the  
What's On section  
has an average of

**101k**

impressions a month

Our Blog has nearly  
page views

**8k**

a month

The What's On  
main page has

**25k**

average page  
views a month



**55k**

Followers



**60k**

Followers



**35k**

Followers



**5k**

Followers



**11k**

Followers

Instagram  
competitions have  
an average of

**9k**

impressions and

**400** likes

Our Partner Newsletter  
is sent to over

**800**

local business contacts

**237k**

TikTok video views in 2025

Average reach is

**42k**

per Instagram reel

E: [partnership@visitbrighton.com](mailto:partnership@visitbrighton.com)

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

# Advertising options

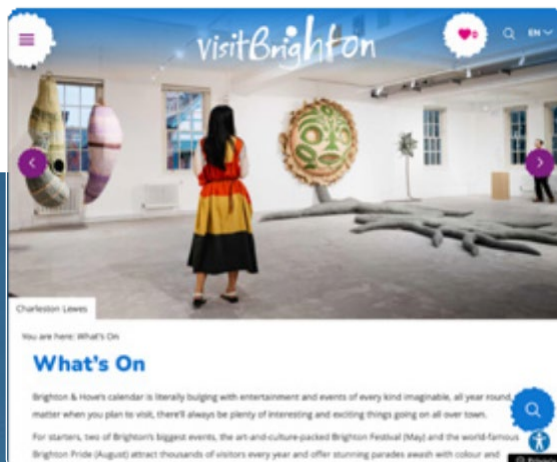
We have a range of digital advertising opportunities which will help you reach your targeted visitor audience.

## 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](http://www.visitbrighton.com)

**Partner Rate: £349 per month**

**Non-Partner Rate: £399 per month**

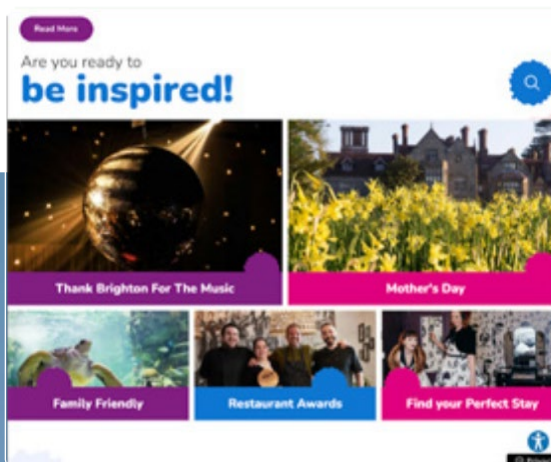


## Featured Navigation Tile

These are thumbnail images across the site that allow you to navigate to your page or blog article on [www.visitbrighton.com](http://www.visitbrighton.com)

**Partner Rate: from £149 per month**

**Non-Partner Rate: from £199 per month**

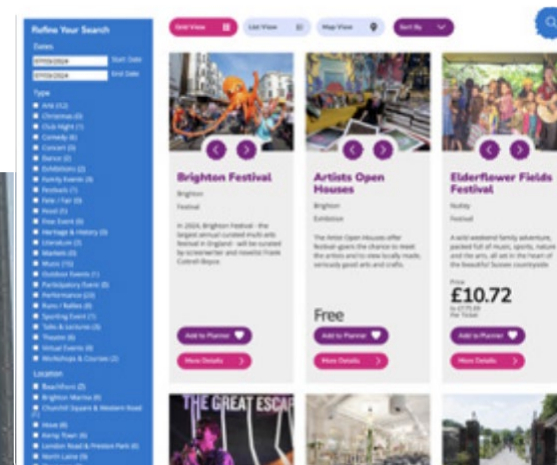


## Enhanced Event listing on What's On page

An enhanced listing will give your event priority on our main What's On contents page. This page alone has an average of 23,814 monthly views

**Partner Rate: £149 per month**

**Non-Partner Rate: £199 per month**



All rates listed above EXCLUDE VAT

\* Figures are taken from 2025 monthly average so fluctuate depending on the time of year

E: [partnership@visitbrighton.com](mailto:partnership@visitbrighton.com)

W: [visitbrighton.com](http://visitbrighton.com)

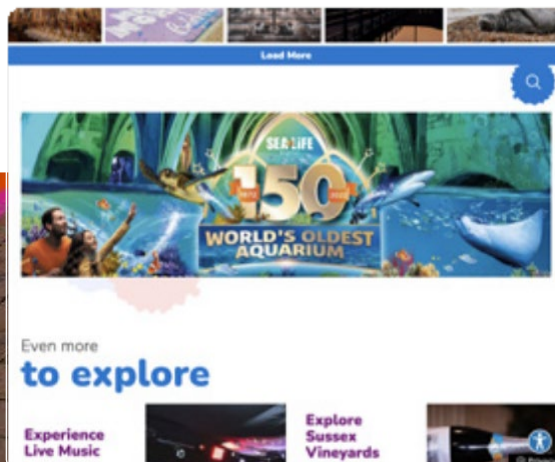
# Advertising options

## 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.

**Partner Rate: £249 per month**

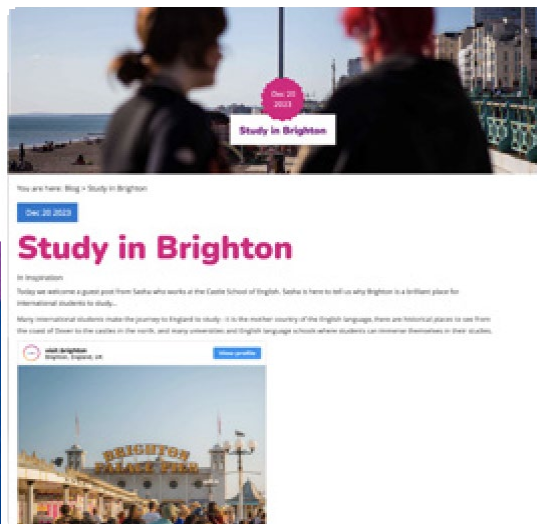
**Non-Partner Rate: £299 per month**



## Featured blog post

Our blog serves as an excellent platform from which to share more detailed information and engage with our audience on a deeper level.

**Non-Partner Rate: £199**



*"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**

All rates listed above EXCLUDE VAT

\* Figures are taken from 2025 monthly average so fluctuate depending on the time of year

# Event Marketing Packages:

| Package 1                                                                                                                                                         | Rates per month |             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------------|
|                                                                                                                                                                   | Partner         | Non-Partner |
| <ul style="list-style-type: none"><li>• Navigation tile - What's On for a month</li><li>• Solus partner newsletter</li><li>• 2 mentions on social media</li></ul> | <b>£449</b>     | <b>£499</b> |

| Package 3                                                                                                                                                                                                                                                                                   | Rates per month |               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|---------------|
|                                                                                                                                                                                                                                                                                             | Partner         | Non-Partner   |
| <ul style="list-style-type: none"><li>• Navigation tile -What's On main page for 6 weeks</li><li>• Navigation tile on Homepage for 1 month</li><li>• Solus consumer newsletter</li><li>• Partner Newsletter</li><li>• Banner ad for 2 months</li><li>• 5 mentions on social media</li></ul> | <b>£1,499</b>   | <b>£1,799</b> |

| Package                                                                                                                                                                                                   | Rates per month |             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------------|
|                                                                                                                                                                                                           | Partner         | Non-Partner |
| <ul style="list-style-type: none"><li>• Navigation tile - What's On main page for 6 weeks</li><li>• Solus consumer newsletter</li><li>• Partner newsletter</li><li>• 3 mentions on social media</li></ul> | <b>£849</b>     | <b>£999</b> |

All rates listed above EXCLUDE VAT

E: [partnership@visitbrighton.com](mailto:partnership@visitbrighton.com)  
W: [visitbrighton.com](http://visitbrighton.com)

# Overview of Advertising Rates

| Newsletters                 | Rates per month |             |
|-----------------------------|-----------------|-------------|
|                             | Partner         | Non-Partner |
| Solus Consumer Newsletter   | £349            | £399        |
| Consumer Newsletter mention | £249            | £299        |
| Solus Partner Newsletter    | £299            | £349        |
| Partner Newsletter mention  | -               | £199        |

| Social Media          | Rates per month |             |
|-----------------------|-----------------|-------------|
|                       | Partner         | Non-Partner |
| Instagram Competition | £249            | £349        |
| Inclusion in a reel   | £299            | N/A         |
| Stand-alone reel      | POA             | N/A         |
| Facebook post         | £149            | N/A         |

| Website                                  | Rates per month |             |
|------------------------------------------|-----------------|-------------|
|                                          | Partner         | Non-Partner |
| Gallery Image                            | £349            | £399        |
| Enhanced Event listing on What's On page | £199            | £249        |
| Navigation Tile on Homepage              | £249            | £299        |
| Navigation Tile on What's On page        | £199            | £249        |
| Navigation Tile on other pages           | £149            | £199        |
| Banner Ads                               | £249            | £299        |
| Featured blog post                       | -               | £199        |

All rates listed above EXCLUDE VAT

E: [partnership@visitbrighton.com](mailto:partnership@visitbrighton.com)  
W: [visitbrighton.com](https://www.visitbrighton.com)

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# Get in touch



**Neha Holmes**

Local Growth and Visitor Economy Officer

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