

VISIT
NORTH NORFOLK

COME AND JOIN US



visitnorthnorfolk.com

Visit North Norfolk is the official not-for-profit destination management organisation (DMO) and visitor guide for the area.

Visit North Norfolk is North Norfolk District Council's commissioned partner to promote the north Norfolk coast and countryside as the ideal UK holiday destination, continuing to grow the number of people visiting the area.

As a marketing organisation, Visit North Norfolk is more than just a listings site. The aim is to continue to raise the profile of north Norfolk to a national and international audience. Visit North Norfolk funds and operates the website and runs marketing campaigns promoting the area as well as the site.

As Visit North Norfolk is the official DMO for the area, all tourism businesses are represented on the website, with members receiving many more business benefits.



WE ARE THE OFFICIAL VISITOR WEBSITE FOR NORTH NORFOLK

visitnorthnorfolk.com – fully responsive website working on all devices

“ Being a member of Visit North Norfolk offers valuable networking with other tourism businesses and the opportunity to keep updated on industry developments. Our business has seen a direct impact from the marketing campaigns promoting north Norfolk as a destination.

JO ARTHERTON,
MARKETING & PR MANAGER,
PENSTHORPE NATURAL PARK



Ranks highly on Google for north Norfolk, things to do and what's on in north Norfolk and places to stay

Attracts over a million page views and over 250,000 users per year

All-year round marketing campaigns drive traffic to the website and members' listings

Represents all tourism business in north Norfolk with members' in-depth listings receiving priority placement in searches

Members can manage their own listings directly and there is a dedicated Data Steward to assist

Comprehensive what's on listings

BENEFITS OF BECOMING A MEMBER

Visit North Norfolk supports local tourism businesses by helping them to achieve a higher profile than they would alone.

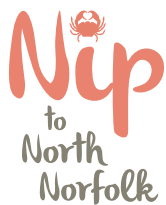
The website is the shop window for north Norfolk and a sign post to member businesses.

“ The effective marketing campaigns that Visit North Norfolk offers, are excellent in promoting the diversity of the area, putting north Norfolk firmly on the map. Holkham is pleased to be a member and integral part of the organisation.

LAURANE HERRIEVEN, MARKETING MANAGER, HOLKHAM ESTATE



MARKETING AND CAMPAIGNS



The Nip to North Norfolk campaign taps into the travel trend of people nipping away at the last minute. Commissioned films appeared as TV ads and in social media campaigns, and were promoted through national and regional radio.

- > 1 million film views
- > 9 million radio listeners
- > 47% increase in website users
- > 101% increase in FB likes
- > 339% increase in Instagram followers
- > 59% increase in Twitter followers

Detailed listing with images, links to businesses' website pages and contact details (commission-based bookings can be taken on the website via Guestlink)

Members can upload their events via Guestlink

A dedicated Data Steward helps members manage listings

Enhanced members' listings appear randomised at the top of searches, followed by Basic listings and then non-member listings (see membership options on next page)

Members receive a 50% discount on their listing with Visit Norfolk and a free listing with Visit East Anglia

Members can attend biannual networking and marketing events

Visit North Norfolk films and images can be used by members for their own marketing

Opportunities to be involved in marketing campaigns, press visits and editorial features

Members can receive discounts on mystery shopper visits, reports, staff training and staff surveys with Shopper Anonymous

Visit North Norfolk's marketing campaigns promote north Norfolk as a destination, highlighting the area's uniqueness and driving visitors to the website to find out more.

For twelve months of the year, north Norfolk is promoted to targeted audiences through online and traditional media.

As well as working closely with Visit Britain, Visit North Norfolk also subscribes to TravMedia – the industry's global media network, so information can be supplied to journalists directly for editorial features and press trips promoting north Norfolk and members.

Previous press trips arranged include GQ Magazine, National Geographic Traveller, The Times, The Guardian as well as bloggers.

“ The Nip to North Norfolk marketing campaign has generated several thousands of pounds of bookings at our holiday park. We get a good number of website referrals and it is easy to keep our listing updated. Being part of our official local destination management organisation means we are supporting the promotion of north Norfolk within a growing group of businesses rather than going it alone.

ANDREW HIRD, GENERAL MANAGER, WOODLAND HOLIDAY PARK



ANNUAL MEMBERSHIP PACKAGES

ENHANCED LEVEL

£300 + VAT

Priority listing, appearing randomised at the top of searches

Unlimited images, PDFs, videos (linked to YouTube) and social media links

Click through URL, email, telephone and address

Accommodation owners can display special offers

Discounted website advertising and marketing rates

Additional listings belonging to the same company receive a 50% reduction**

Opportunities to be involved in PR, press trips and editorial features

Attend free Visit North Norfolk networking and marketing events

BASIC LEVEL

£150 + VAT

Listing appears after Enhanced members in searches

Up to four images

Click through URL, email, telephone and address

Discounted website advertising and marketing rates

Additional listings belonging to the same company receive a 50% reduction**

Opportunities to be involved in PR, press trips and editorial features

Attend free Visit North Norfolk networking and marketing events

MULTIPLE RENTALS

£400 + VAT (3-10 owned properties)

All Multiple Rental members have the benefit of an Enhanced membership.

LETTING AGENCIES

All Letting Agency listing levels have the benefit of an Enhanced membership. Agencies can also highlight individual property listings for £75+VAT (reduced from £300+VAT) with Enhanced listing status.

Small (11-50 clients):
£450+VAT

Medium (51-300 clients):
£600+VAT

Large (301+ clients):
£750+VAT



PACKAGES AT A GLANCE

Benefit	Enhanced Member	Basic Member
Search priority*	First (randomised)	After Enhanced
Images	Up to ten	Up to four
Website and contact details	✓	✓
List events (event search order according to membership level)	✓	✓
Social media links on listing	✓	
Special offers for accommodation	✓	
Videos (link to YouTube) and PDFs	✓	
Free networking events	✓	✓
Opportunity to be involved in PR, press trips and editorial	✓	✓
Discounted listing with Visit Norfolk and free Visit East Anglia listing	✓	✓
Discounted website and marketing rates	✓	✓
Discounted Shopper Anonymous visits, training and surveys	✓	✓

*Accommodation owners who update their availability regularly will take priority in search results. Accommodation businesses have the option of bookability through Guestlink (commission based).

**Accommodation Basic members can list up to three other properties at a 50% reduced price. Over three properties, the membership will upgrade to a Multiple Rental membership. Enhanced accommodation members can list one other property at a 50% reduced price, then a Multiple Rental Membership is financially viable after two listings.

“ Our guesthouse business has been a member of Visit North Norfolk for several years. We believe it's vital to be a part of our local DMO as it promotes the area to potential visitors and as a small business, we're achieving a higher profile than we would be able to alone. People need to know about north Norfolk before they look for somewhere to stay, and that's the key benefit for us.

JILL BOYLE, OWNER,
BEACHCOMBER GUEST
HOUSE, CROMER



ADVERTISING AND MARKETING OPPORTUNITIES WITH VISIT NORTH NORFOLK

WEB ADVERTISING

There are targeted web advertising opportunities relevant to businesses. The ads run by calendar months and directly link to the advertisers' websites.

Ad dimensions:

Banner ads: **920x214**

Block ads: **290x214**

We accept animated ads

ECOMMS AND SOCIAL MEDIA

Businesses can advertise in the Visit North Norfolk **monthly eComms** that goes out to around 4,000 consumers.

Members can run a **free prize draw contest** (minimum prize value of £200) with Visit North Norfolk, promoted through a targeted social media campaign, and eComms with an ad directly linking to businesses' sites. Opted in datacapture will be shared with the advertiser.

Ecomms average open rate: **49%**



	1 month		Multimonths	
	Member	Non-Member	Member	Non-Member
Home page banner ads	£200	£400	£150	£300
Home page block ads	£150	£300	£110	£225
Internal page banner ads	£150	£300	£125	£250
Internal page block ads	£100	£200	£75	£150

	1 month		Multimonths	
	Member	Non-Member	Member	Non-Member
Main feature linked to website listing	£200	£400	£150	£300
Prize draw promoted through social media and eComms with shared opted-in datacapture	£500	£800	£400	£600



WHAT HAPPENS NEXT?

If you would like to advertise or become a member of Visit North Norfolk, please email membership@visitnorthnorfolk.com. New members will simply need to fill in a form with business details and the listing will be made live immediately.

We look forward to welcoming you.

“ We feel it's really important to be a part of Visit North Norfolk, as it's providing a shop window for north Norfolk. Visitors need to decide they want to come to the area before they look for accommodation. And so having our agency listing on the Visit North Norfolk website, means we are in the right place at the right time when people are looking to book holidays.

HELEN MILLIN, CEO,
NORFOLK HIDEAWAYS



norfolk
hideaways



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