

BE PART OF THE **OFFICIAL** TOURISM PROMOTIONAL TOOL FOR SUFFOLK IN 2017/2018

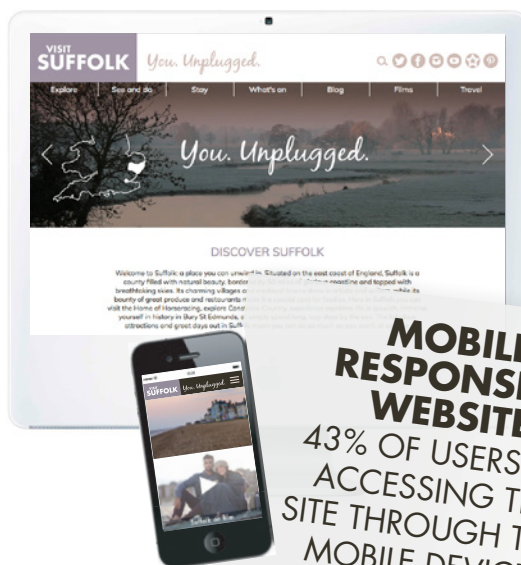
Visit Suffolk website underwent a major revamp in 2016 and is now experiencing month on month increases in unique visitors.

We aim to inspire through creative content alongside beautiful imagery and videos. Businesses and destinations will continue to be at the heart of this exciting website. Our aim is to draw potential visitors in on a discovery and to be the stage for all the things Suffolk can offer for their next short break or holiday.



WWW.VISITSUFFOLK.COM GET LISTED WITH US.

OFFICIAL RESEARCH
REVEALS THAT OUR
WEBSITE IS THE
**#1 PLACE TO
GO FOR TRAVEL
INFORMATION
IN SUFFOLK.**



LISTING WITH US YOU
GAIN ADDITIONAL
PROFILE IN OUR
ONGOING CONTENT
PLAN ACROSS
**SOCIAL MEDIA
AND PR.**

**MOBILE
RESPONSIVE
WEBSITE**
43% OF USERS ARE
ACCESSING THIS
SITE THROUGH THEIR
MOBILE DEVICES.

**VISIT
SUFFOLK**

You. Unplugged.

FIVE GOOD REASONS TO LIST WITH US

- 1** Research states **VISITORS GO TO THIS PORTAL** before any others for holiday inspiration and information on Suffolk
- 2** It provides a **COST-EFFECTIVE ADVERTISING** channel
- 3** Feature in our ongoing content plan across **SOCIAL MEDIA AND PR**
- 4** Mentions in **CONSUMER E-COMMUNICATIONS** with excellent open-rates
- 5** Get seen by visitors during **FAR-REACHING PROMOTIONS** nationally and in overseas markets



OUR PACKAGES

TAKE A LOOK AT OUR TWO PACKAGES AND SELECT THE BEST OPTION FOR YOU:

	BASIC	PROMOTIONAL
ANNUAL FEE FOR 2017	£79+VAT	£175+VAT
DMO discount 25%	–	£131.25+VAT
Business name	✓	✓
Contact address, telephone and email	✓	✓
Web link	–	✓
Preview image	✓	✓
Short description	✓	✓
Unlimited description	–	✓
Facilities options	–	✓
Location map	✓	✓
A link of your choice of 3rd party booking engine or review site	–	✓
Up to 4 social media icons	–	✓
Image gallery	2	Up to 6
Video	–	1
Feature planning tool	–	✓
Display special offers	–	✓
Web listing stats report	✓	✓

REGISTRATION FORM

YOUR DETAILS

Name

Job Title

Organisation

Address

Postcode

Telephone

Email

Signature

Date

YOUR LISTING (please indicate how many in the tick box)

Standard **£79+VAT**

Promotional **£175+VAT***

ELIGIBLE FOR DISCOUNT?

DMO Member **25%*** *Please note, DMO discount only applies to the £175+VAT Promotional Package. The discounted cost is **£131.25+VAT**.

TOTAL PAYABLE: £

Plus VAT at 20%: £

Interested in marketing opportunities?

Just let us know by ticking the box and we'll get in touch:

PAY THE EASY WAY

Bank details for BACS payments are:

Account Name: Visit East Anglia Ltd

Sort code: 30 96 16

Account Number: 13455560

Please return this form
EMAIL: info@visitsuffolk.com

Cheques made payable to:
Visit East Anglia Ltd and sent to:
Alison Lees, Larking Gowen, Chartered Accountants,
43 Bull Street, Holt, Norfolk, NR25 6HP

VISIT
SUFFOLK

You. Unplugged.

Terms and conditions

100% payment is required prior to your listing being added to the website. All listings are subject to VAT at the current rate. Visit Suffolk reserves the right to amend or withdraw a category prior to the campaign. Visit Suffolk reserves the right not to publish listings unless the correct information has been supplied and is accompanied by good quality images. Visit Suffolk only accepts good quality businesses which represent the Suffolk tourism offer, and we reserve the right not to feature businesses that are not representative of this standard (refer to the Visit Suffolk Quality Charter).

VISIT SUFFOLK QUALITY CHARTER 2017

Visit Suffolk is a firm promoter of quality in the county to ensure the highest quality offer and experience is received by our visitors, and working in partnership with tourism businesses to support these standards.



We understand the changing and dynamic environment around consumer influences and how social media and user-generated sites such as TripAdvisor provide a powerful alternative to the traditional assessment schemes.

Whether you choose to join one of the national accreditation schemes and/or rely on consumer feedback, quality is at the heart of our charter and all tourism businesses must be able to demonstrate added value to the tourism offer in Suffolk.

Visit Suffolk is a firm promoter of quality assessment schemes including VisitEngland's Quality in Tourism, the AA and quality travel guides such as Sawdays.

ACCOMMODATION QUALITY CHARTER

When you purchase listings advertising on VisitSuffolk.com and participate in our tourism marketing activities, we ask that you agree to the following Accommodation Quality Charter:-

- To work with Visit Suffolk and the county's other tourism-related organisations positively and pro-actively to ensure the positive promotion of Suffolk to our visitors.
- To provide a good quality product offering and services that meet that positive message.
- To provide a warm welcome to all visitors, demonstrating that we are a friendly, welcoming county and do not discriminate by gender, race, religion etc.
- To have an internal complaints policy that can be implemented quickly and effectively, to the customer's satisfaction and to ensure that any issues are resolved by prompt, professional and courteous action.
- To maintain good standards of service and cleanliness.
- To ensure all information provided for visitors is up to date, accurate and readily available to visitors, particularly with regard to pricing (including extras, taxes and payment).
- To maintain an Accessibility Statement that is regularly reviewed and amended to take account of the needs of visitors with disabilities; to fully assist visitors with specific needs in order to maximise enjoyment of their visit; to ensure facilities and services are reasonably accessible to visitors with disabilities.
- To fulfil all legal obligations and responsibilities, including fire precautions, display orders, food safety/hygiene, licensing, health and safety, discrimination, trade descriptions, data protection, Hotel Proprietors Act etc, and maintain adequate insurance cover.
- To maintain a Cancellation Policy that is readily available for visitors at each stage of their visit, from pre-booking to after-departure.
- To manage your business in a way that supports the natural environment; to minimise carbon footprint; to actively source/use local produce and services where reasonable.

In signing the Charter I/we hereby confirm that we are authorised to do so on behalf of the business and agree on behalf of the business to observe the Accommodation Charter and to be bound by these Terms and Conditions as a condition of advertising/membership.

Name

Authorised signature on behalf of the business:

Date