

2026-2028

Destination Support

Partners Programme

ACCOMODATION PROVIDERS



Our Reach

Social Media
Audience Size
 **50,697**

Annual
Visitor
Guides
printed
 **£50K**

Visitor
Newsletter
Circulation
 **3,539**

Annual
Social
Media
Reach
 **4.4 million**

Business Community
Size (newsletter)
 **1,243**

Website Visitors
(2025 Sessions)
 **559k**

“Our achievements speak to
the depth of our commitment”



Destination Support PARTNER PACKAGES

2026-2028



SILVER Destination Partner
12 Months Programme
£1,500 +VAT
(£125+VAT monthly)

Package Benefits:

✔ Inclusion in 2 x Accommodation led campaigns i.e. Summer Stays and Autumn Stays. Strong visibility during high tourism seasons to help attract more visitors and boost your brand's recognition.	✔
✔ Featured Website Listing (behind gold partners). Prominent placement on our website helping to drive more traffic to your site.	✔
✔ Editorial plus a 1/3rd page ad in our Annual Guide. Reach a wide audience through our popular guide to promote your services to potential visitors.	✔
✔ Opportunity to Run 1 x Offer on our website. Engage potential customers with an exciting promotion to help drive traffic and increase sales.	✔
✔ Inclusion in Related Journalist Requests & Visit England Requests. Gain media exposure to boost your organisation's profile and credibility.	✔
✔ Enhanced Social Media Presence with x 2 dedicated posts per year. Increased online visibility and engagement to strengthen your digital footprint and reach a broader audience.	✔
✔ 10% Discounts on Enhanced Ad Packages and appearing in major School Holiday Features. Additional advertising opportunities to maximise your marketing plans and budgets.	✔
✔ Brand Kit Partner Logo. Official recognition as a key partner to enhance your brand's credibility and prestige.	✔
✔ Return on Investment Summary. Track the effectiveness of your partnership, measure your success and plan future strategies.	✔



Bronze Advertising Packages

In addition to the Destination Support Partners, we are also able to offer enhanced advertising packages to top up your marketing promotion or provide a one-off opportunity. These campaigns target high-interest periods and deliver elevated exposure across our platforms.

Bronze - Enhanced Advertising Opportunities

10% discount for gold/silver partners

£150 + VAT	Run 1 x additional offer/competition
£150 + VAT	Additional dedicated Social Media post
£200 + VAT	Inclusion in 1 x e-newsletter

Annual Guidebook Packages

Reach a wide and engaged audience with the **Visit Worcestershire Guidebook**, **50,000** are distributed to **key locations** within a two-hour radius of the county. This includes supermarkets, Tourist Information Centres (TICs), service stations, and hotels.

The guidebook is also a key promotional tool at **trade shows**, ensuring your business gets in front of both visitors and industry professionals. Be part of the publication that showcases the best of Worcestershire, inspiring stays, visits, and experiences.

1/3 Banner Advert - £550*

2/3 Advert - £875*

Full Page - £1,250*

Inside Front Cover - £2,000*

Inside Back Cover - £2,000*

Back Cover - £2,500*

* Plus VAT



To discuss any of these opportunities further, please speak to Dominique Bray at dbray@worcestershireshire.gov.uk or call **01905 846158** equally, please share with any relevant contacts who you think might benefit from working with us.

Together, let's make
Worcestershire an even
greater place to visit,
explore, and thrive.