

2026-2028

Destination Support

Partners Programme

ATTRACTIONS/EXPERIENCES



Our Reach

 Social Media
Audience Size
50,697

Annual
Social
Media
Reach



4.4 million

Annual
Visitor
Guides
printed



£50K

Business Community
Size (newsletter)



1,243

Visitor
Newsletter
Circulation



3,539

Website Visitors
(2025 Sessions)

559k



“Our achievements speak to
the depth of our commitment”



Destination Support PARTNER PACKAGES 2026-2028



GOLD Destination Partner
12 Months Programme
£3,250 +VAT
(£270+VAT monthly)



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

Package Benefits:

✔ Inclusion in Round Table Discussion(s) with Visit England and Local Leaders. Gain valuable insights and network with key industry leaders and influence regional tourism strategies and policies.	✔	
✔ Dedicated Account Management with a senior member of the Team. Receive personalised support and guidance ensuring your organisation's needs and goals are met effectively.	✔	
✔ Inclusion in all school holiday 'Best things to Do' (Summer/Christmas/Easter) campaigns (x3 PY). High visibility during peak tourism seasons to help attract more visitors and boost your brand's recognition.	✔	
✔ Inclusion in 2 x Half Term Campaigns (February, May or October) campaigns. Strong visibility during high tourism seasons to help attract more visitors and boost your brand's recognition.		✔
✔ Featured in aligned campaign email marketing (x 3 PY). Direct communication with our 4k subscriber base to increase awareness and interest in your offerings.	✔	
✔ Featured Priority Website Listing. Prominent placement on our website helping to drive more traffic to your site.	✔	✔ (behind gold partners)
✔ Editorial plus a 2/3rd page ad in our Annual Guide (with 10% discount offered to increase ad to full page). Reach a wide audience through our popular guide to promote your services to potential visitors.	✔	
✔ 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.		✔
✔ 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.	✔	✔
✔ Opportunity to Run 1 x Offer on our website and 1 x Competition with Visit Worcestershire. Engage potential customers with exciting promotions 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.	✔	✔
✔ Opportunity to host Content Creators/Influencers through Visit Worcestershire. Increased exposure through user generated content.	✔	
✔ 10% Discounts on Enhanced Ad Packages and Half Term 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.	✔	✔
✔ Input into Visit Worcestershire Strategy and Delivery Plans. Help shape the future of regional tourism to ensure your organisation's interests are represented.	✔	
✔ 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 offer/competition
£150 + VAT	Dedicated Social Media post
£200 + VAT	Inclusion in 1 x e-newsletter
£450 + VAT	Feature in half term school holiday campaign (Feb, May, October)
£650 + VAT	Feature in key school holiday campaign (Summer, Christmas, Easter)

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@worcestershire.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.