

2025

Destination Support Partners Programme

Local Visitor
Economy
Partnership

Recognised by





Welcome to Worcestershire

Since its relaunch in 2020, Visit Worcestershire has been dedicated to growing our vibrant visitor economy. Despite national challenges, we've achieved remarkable success, increasing the value of the sector to over £960m annually and increasing international VISA spend by 31% in the last 12 months alone.



Our achievements speak to the depth of our commitment: in the past four years alone, we've supported over 500 businesses across the county, from solo enterprises to established attractions, helping them to innovate, grow, and navigate new challenges. By working together, we've seen an increase in visitors staying longer and spending more. With visitors stating a 91% satisfaction level with the county as a destination, visitors leave with a deeper appreciation of Worcestershire's unique charm and offer – with 95% planning a return visit soon.

To develop this dedicated support for tourism, Visit Worcestershire is now launching a new Destination Support Programme—an enhanced partnership service designed for businesses who want to play an active role in the future of our county's visitor economy. This programme will offer enhanced coverage to businesses, ensuring the longevity of our Local Visitor Economy Partnership (LVEP) model longer term.


The Destination Support Programme and upgraded advertising model outlines a clear way businesses can support Visit Worcestershire while also using our platform to reach new markets. Giving businesses access to campaigns and wider marketing reach they may not be able to influence on their own.


In joining us on this journey, businesses are contributing to an impactful and inclusive movement, one that's fuelling the growth of our local economy, shaping an inspiring future, and setting Worcestershire apart as a destination of choice. Support us in helping to do even more for the businesses, communities, and landscapes that make our county exceptional.

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

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


Our Reach

**Social Media
Audience Size**
 **45,088**


**Summer
Campaign
Reach**
 **17 million**


**Visitor
Newsletter
Circulation**
 **15,026**

**“Our
achievements
speak to the depth
of our commitment”**

**Annual
Social
Media
Reach**
 **5.8 million**
UP 27% ON 2023

**Business Community
Size (newsletter)**
 **1,275**

**Website Visitors
(2023 Sessions)**
486k
UP 27%
ON 2023


**Press
Mentions
worth an
estimated**
£5 million




Destination Support

Partners Programme

A Destination Support Partnership is an opportunity for businesses to play an active role in shaping Worcestershire's future, while gaining significant value in return. By partnering with Visit Worcestershire, businesses become key contributors to the growth and success of the destination, helping drive innovation, enhance visitor experiences, and boost local prosperity.



Principal Destination Partner **12 Months Programme**

STARTING FROM

£3,000 + VAT (just £250+VAT monthly)

We are excited to invite a select group of twelve esteemed members to join our inaugural Principal Destination Partnership. This opportunity allows you to play a pivotal role in the continued success and prosperity of Worcestershire.

This program is ideal for established, high-performing organisations as well as those looking to grow and expand their influence.

- ♦ **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.
- ♦ **Appearance in 3 Major Campaign Landing Pages (Spring, Summer, Christmas)**
High visibility during peak tourism seasons to help attract more visitors and boost your brand's recognition.
- ♦ **One Tailored E-shot Per Year (Content, Editorial, or Advert)**
Customised marketing to your target audience to enhance engagement and drive conversions.
- ♦ **Sector Insight Data Reports**
Access to detailed industry data and trends to help make informed decisions to stay ahead of the competition.
- ♦ **Enhanced Social Media Presence Linked to Key Campaigns**
Increased online visibility and engagement to strengthen your digital footprint and reach a broader audience.
- ♦ **Opportunity to Run Offers and Competitions with Visit Worcestershire**
Engage potential customers with exciting promotions to help drive traffic and increase sales.
- ♦ **Discounts on Additional Ad Packages**
Cost-effective advertising solutions to maximise your marketing budget.
- ♦ **Input into Visit Worcestershire Strategy and Delivery Plans**
Shape the future of regional tourism to ensure your organisation's interests are represented.
- ♦ **Annual Return on Investment Report**
Track the effectiveness of your partnership, measure your success and plan future strategies.

This package includes the following benefits, along with all the elements of our Destination Support Partnership listed with a * on the page opposite.

Destination Support Partner **12 Months Programme**

STARTING FROM

£1,500 + VAT (just £125+VAT monthly)

Perfect for mid-sized and growing organisations, our Destination Support Partnerships include the following benefits.

- ♦ **Brand Kit Partner Logo (2025)**
Official recognition as a key partner to enhance your brand's credibility and prestige.*
- ♦ **Inclusion in Destination Support Partner Web Content**
Feature on our official website to help increase your online presence and attract more visitors.*
- ♦ **Dedicated Editorial Content in Sub-Campaign Landing Pages**
Highlight your organisation in specific campaigns and target niche markets and boost engagement.
- ♦ **Editorial in Annual Visitor Guide**
Reach a wide audience through our popular guide to promote your services to potential visitors.*
- ♦ **Enhanced Website Presence**
Prominent placement on our website helping to drive more traffic to your site.*
- ♦ **Inclusion in One Visitor E-newsletter**
Direct communication with our subscriber base to increase awareness and interest in your offerings.
- ♦ **Inclusion in Related Journalist Requests & Visit England Requests**
Gain media exposure to boost your organisation's profile and credibility.*
- ♦ **Social Media Presence Linked to Sub-Campaigns**
Leverage our social media channels to reach a larger audience and enhance engagement.
- ♦ **Discounts on Additional Ad Packages**
Save on marketing costs and invest in more comprehensive advertising strategies.*



Advertising Packages:

In addition to the new Destination Support Partners, we are also excited to offer a new advertising packages. Offering businesses the opportunity to feature in our strategic advertising campaigns, designed to align with key moments in the year. These campaigns target high-interest periods and deliver exceptional exposure across our platforms.

Key Campaigns

Our primary campaigns focus on the busiest and most impactful times of the year:

- Spring
- Summer
- Christmas

Secondary Campaigns

We also offer opportunities during additional high-traffic periods, including:

- February Half Term • May Half Term
- Autumn/October Half Term
- Special Features (e.g., accommodation spotlights, special events)

What's Included

By purchasing a position in these campaigns, your business will receive:

- **Enhanced Social Media Coverage:** Amplify your reach with both organic and paid advertising as part of the campaign.
- **'Top Five' Placement:** Secure a coveted spot in our prominently featured lists.
- **Homepage Visibility:** Your position guarantees high visibility on our homepage during the campaign period.
- **Newsletter Inclusion:** Inclusion in our E News Shots for the relevant campaign to our visitor mailing list.

Investment

Our pricing is simple and transparent, with set costs for each campaign. Rates are per position, allowing you to select the coverage that works best for your business and goals.

Why Choose Us?

Partnering with us means your business benefits from carefully timed and targeted campaigns that resonate with audiences, drive engagement, and enhance your brand's visibility during peak seasons.

Join our campaigns today

Take advantage of this opportunity to be part of something bigger!

The 1-5 positions are related to where your business will be placed within blog features or campaign landing page and on the top 5 section of the home page.

| Position | Key Campaigns Costs Easter/Summer/ Christmas | Key Sub-Campaign Costs |
|----------|--|---------------------------|
| No. 1 | £650 | £450 |
| No. 2 | £600 | £400 |
| No. 3 | £575 | £375 |
| No. 4 | £550 | £350 |
| No. 5 | £525 | £325 |

Guidebook Packages for 2025

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.

Secure your spot today for as little as **£550***.

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



Event Packages – £300 + VAT

Worcestershire benefits from a vibrant and diverse event scene, and we want to help broaden the reach of your events with a bespoke event package:

- A Dedicated Social Media Post and Story for Your Event
- Inclusion in Our 'What's On' Monthly Post
- Opportunity to Run Offers and Competitions with Us
- Featured 'What's On' Website Listing
- Inclusion in Visitor Newsletter

Supplier Scheme – Starting from £500 + VAT

With over 1,300 members, the Visit Worcestershire network is vast. Working with us, we can help promote your business to the county's tourism and hospitality network. This dedicated supplier scheme can help you reach new buyers, while raising your profile within the sector.

- Business Newsletter Insert (Ad or Editorial Feature)
- Supplier Access to Visit Worcestershire Social Events (Summer and Christmas)
- Profiled on Supplier Page of the VW Website
- Opportunity to Take a Stand at Our Annual Conference (Reduced Rate of £125, Normally £175 + VAT)

Tourism Awards – £2,000 – £4,500 + VAT

Rapidly becoming recognised as the key event within tourism and hospitality locally, the Visit Worcestershire Tourism Awards take place annually in March to celebrate and recognise the best of the best. Aligned with Visit England, each local winner progress onto a national level to have the chance of being crowned the best in England.

Sponsorship gives you the opportunity to support and reach the ever-growing Worcestershire tourism industry with prominence at the Awards event itself and appearance in pre and post publicity. Opportunities vary but in summary include;

- Headline Sponsorship
 - Category Sponsorship
 - Drinks Reception Sponsorship
 - Official Wine Sponsor
 - Other Sponsorship Opportunities
- Full details can be found in the [Tourism Awards sponsorship pack](#).

Membership

The introduction of this new 'Destination Support Programme' does not deter from the existing 'free to access' service that Visit Worcestershire offers. With access to free website business listings, event listings, network, events and business support programmes. Growing the sector and supporting businesses of all sizes is still at the heart of what we do. **Visit Worcestershire membership is still FREE, are you maximising our services:**

- FREE Business Listing on Visit Worcestershire's Website
- FREE Event Listings on Visit Worcestershire's Website
- Access to FREE Networking and Social Events
- Opportunity to Feature in Campaigns, Social Media, and Press Requests
- FREE Access to Our Annual Conference
- Opportunity to Apply for a Visit Worcestershire Tourism Awards
- FREE Access to Our Business Support Programs
- Access to Our Business Newsletter and Sector Updates
- Access to Training Courses (Fees May Apply for Advanced Courses)



