

VISITNORWICH MEMBERSHIP 2017-18



The exposure given to the Cathedral as a result of our VisitNorwich membership, as well as additional advertising opportunities that have been available to us, have been an important part of our marketing mix and contributed towards the increasing visitor numbers at the Cathedral. The team at VisitNorwich are warm, friendly and epitomise good partnership working. They are also full of good ideas, with the ongoing City of Stories campaign being one such example. I am very happy to recommend their services to any businesses that are considering becoming a member.”

- James Shelton, Marketing Manager, Norwich Cathedral



MEMBERSHIP OF VISITNORWICH OFFERS YOU:

- A professional tourism marketing and PR communications team.
- Discounted listings on visitnorwich.co.uk - a highly trusted domain, with good domain authority.
- Excellent value annual membership fees versus daily marketing or PR agency costs.
- Weekly PR travel submissions to consumer and trade media.
- Opportunities to promote your business with our contacts and industry partners for no additional cost.
- Opportunities to promote your business with mentions on our digital channels, broadcast, social marketing and PR for no additional cost.
- Inclusion in press trips.
- Invitations to private events/product launches and networking events.
- Opportunity to participate in competitions, with data capture.
- VisitNorwich photography available for use for no additional cost.
- Fresh, engaging content across digital channels, social marketing and PR.
- Excellent network of industry, media and business contacts in Norfolk and the UK.
- Weekly communications with consumer database.
- Daily Social media posts.

Visitors are not defined by boundaries, they are excited by positive and engaging content they see, read and hear.

Being a part of VisitNorwich means you gain access to a large and well engaged audience. It increases awareness of your business, and encourages people to visit.

GROWTH!

VisitNorwich works for all of its members in Norwich and across Norfolk. We are part of Norwich BID, and that means our professional marketing and communications team focuses all of its attention on adding value for our customers through total commitment to excellent marketing.

2016-17 was an exceptional year for VisitNorwich; we reduced our core operating costs, and we invested more effectively. Norwich BID was fully committed to supporting our Norwich, the City of Stories tourism destination brand with significant new investment.

More reach through Digital marketing and PR - Our PR and digital marketing saw unprecedented coverage for the Norwich area and our member businesses, with audience reach in excess of 400 million.

“We have been members of VisitNorwich since the early Norwich Area Tourism Agency days. As a visitor attraction on Norwich’s ‘doorstep’, we have benefited a lot from VisitNorwich’s PR campaigns and in recent years from the City of Stories blog and social media. VisitNorwich.co.uk is always a top five referrer to our website.”

- Louise Rout, Manager,
Fairhaven Woodland and Water Garden

We are taking that approach further in the forthcoming year. As part of Norwich BID, and strongly supported by Norwich City Council, we will add even more value to your membership and marketing investment to build on what we achieved last year.

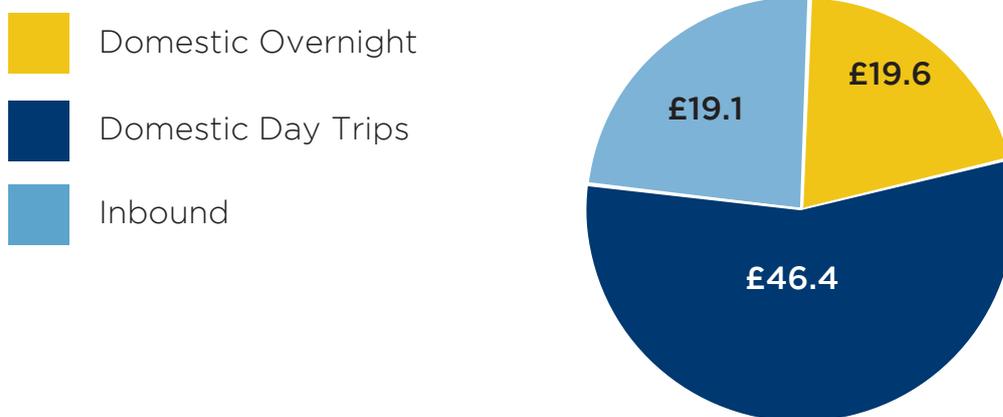
IN 2016:

- VisitNorwich.co.uk sessions/visits increased by 16% to 716,000
- VisitNorwich.co.uk page views increased by 3% to more than 2M
- CityofStories.co.uk sessions/visits increased by 47% to 61,000
- CityofStories.co.uk page views increased by 65% to 93,000
- Consumer email subscribers increased by 92% to 12,000
- Social media fans/followers increased to over 36,000 through Facebook, Twitter and Instagram
- Norwich the City of Stories films were viewed 75,000 times on YouTube

WHAT TOURISTS WANT

Tourists spent £85 billion in England last year – and over 3/4 of this came from the domestic market, with £6.1 billion being spent in the East of England. Source: GBTS, GBDVS, IPS.

Tourism spend in England 2015 (£bn)



According to the GB Day Visits Volume & Value report 35% of tourism day visits are taken by residents of the UK visiting friends and family; we recognise the importance of communicating to a local audience. In the East of England, visiting friends and relatives was the top activity for day visits (36 million visits).

Of those day visits in the East of England, headline activities include:

- Going out for a meal - 11 million visits
- Outdoor activities - 8 million visits
- Special shopping - 7 million visits
- Going to visitor attractions - 6 million visits

VisitNorwich communicates product information to these consumers – **your customers.**

NORWICH, THE CITY OF STORIES

VisitNorwich's tourism destination brand Norwich, the City of Stories is the outcome of our strengthening partnership with Norwich BID. Norwich BID invested significantly in the brand, allowing us to deliver improved and new digital marketing.

VisitNorwich refreshed the VisitNorwich.co.uk website, relaunched the cityofstories.co.uk blog, introduced a newly designed weekly e-newsletter, and publishes even more information-rich content about the destination, and our members. We have placed targeted advertisements on Facebook to reach users identified by location, interests and age. And with our mix of tourism expertise, strong relationships and writing, broadcast and editorial skills, we have produced exciting and interesting content in new ways, across various platforms.

Our City of Stories blog content, and the way it is presented has been widely applauded -

“Thank you for the blog post. I love the City of Stories format.” – Richard Smith, SCVA.

“Brilliant – a really interesting piece Laura!” – Libby Morgan, Heritage Library

“More of this please – interesting and well written pieces, I really enjoy browsing through them all!” – Facebook user Lisa Ratten.

“Had a look at the video – thank you, you guys did a good job!” – Fiona Burrage, Nor-Folk magazine (Instagram star with over 54,700 followers).

“This is fab – thanks so much! Forum/ HODs... Laura has created a fantastic blog post all about HODs...really appreciate it.” – Lindsey, The Forum

VisitNorwich launched a series of 6 Norwich the City of Stories films which present Norwich with an informal and contemporary lifestyle aesthetic. The films have been promoted using Google Display Advertising and on YouTube to fantastic results, they have been shared across our media networks, including through our strong relationship with VisitBritain/England.

THERE WERE MORE THAN 60,000 VIEWS OF THE CITY OF STORIES FILMS ON YOUTUBE IN LESS THAN 3 MONTHS.

VisitNorwich has developed its social media marketing with a strategy of daily posting and paid-for activity. Well placed social media posts have driven traffic and strengthened our Norwich destination brand image, building brand loyalty with engaging and interesting content. Our use of social media gives us insights into our followers and it helps build relationships. We've learnt what our customers are buying, looking at, what they are interested in doing, and what kind of posts they love to share.

Norwich
the city of stories

“Working with VisitNorwich has been a refreshing experience. The team are forward-thinking and always receptive to new ideas and suggestions, allowing collaborative projects to really flourish and succeed. We're lucky to have such people promoting our city and the businesses within”

– Ryan Stone; Creative Director at Lambda Films.

PR AND COMMUNICATIONS

VisitNorwich's PR goal is to generate press coverage, stimulate tourism visitor growth and encourage local residents to explore more of what's on their doorstep.

VisitNorwich **nurtures media relationships** and is trusted as the **go to source** for news about Norwich; our regular **news roundups** are sought by key media partners. We work with members and partners to **generate news**, planning news releases around thematic, seasonal and unique events, including special tourism stories – much of which drawn from our **events calendar** (also much sought after by our media network). We prepare and **supply newsworthy content**, and have the networks to secure its reach (including through TravMedia). This includes **hijacking news** - putting a Norwich spin on media lifestyle trends (like Hygge over the winter months)! Our work with **VisitBritain/England** extends our PR and communications reach through national and international networks.

Shrinking travel desks means we write a lot of copy for magazines, newspapers and online, and we get to talk about what we want to cover.

Regular outlets for our media communications include:

- Weekly live Future Radio feature what's on this week (estimated local annual audience 45,000).
- Places & Faces magazine, annual audience + 288,000 across Norfolk.
- Regular press releases to travel media estimated annual audience in excess of 300,000.
- Travel articles and stories with links to visitnorwich.co.uk and cityofstories.co.uk from highly trusted domains such as - BBC, Mail online, Norwich City Council, The Times, The Telegraph, The Guardian, Lonely Planet, Metro, Logan Air, VisitEngland and more.
- Destination submissions, eg, to - The Telegraph, VisitEngland, VisitBritain, Logan Air, Flybe, Greater Anglia, Archant, specialist and travel media and industry press.

PRESS TRIPS

VisitNorwich organised 17 press trips in 2016 including with The Sun, Great British Food Magazine, The Telegraph and The Guardian. We also work with carefully selected bloggers and influencers. We always follow up new contacts with ongoing updates and we understand the value of freelance who write for more than one title - one trip can lead to several pieces of coverage.



ADDED VALUE VISIBILITY WITH GREATER ANGLIA

VisitNorwich collaborates with Greater Anglia to give our members and the destination value-adding visibility with millions of opportunities for consumers to see messages about Norwich's tourism offer through:

- Posters in stations including key locations: Liverpool Street, Colchester, Cambridge.
- Posters on trains including the Cambridge line.
- Coverage in new glossy Greater Anglia magazine.
- Inclusion in destination e-shots (300k).
- Inclusion in Archant print series (up to 500k circulation per mention).
- Inclusion in social media posts.
- Support for press trips.
- Publication of members offers online at greateranglia.co.uk.

WE NEED YOUR CONTENT!

The PR and marketing content VisitNorwich communicates depends on having the best information at our disposal – your news is our news - VisitNorwich needs its members to:

- Send us press releases
- Respond promptly to call-out requests
- Send imagery as well as copy

Working with us to pitch news and stories benefits you, and it allows us to:

- Bring your news to a wider audience
- Adds to our What's New, What's On rolling document
- Create round up style and trends press releases
- Respond to reactive media pitches and enquiries
- Amplify our news nationally, including via VisitEngland and TravMedia networks
- Send it global with VisitBritain's international media and on-territory networks

“We’ve thoroughly enjoyed being a VisitNorwich member, and feel we’ve really benefited from being part of their network. They’re also a lovely bunch of people!”

– Camilla Katte, Marketing Director, Giggling Squid



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