



VisitNorwich  
The City of Stories

## VisitNorwich Membership 2024 - 2025



Recognised by



[visitnorwich.co.uk](https://www.visitnorwich.co.uk)  
#CityOfStories

We want to work with you as we turn the next page in the City of Stories, to make Norwich a truly unmissable destination.

Membership starting from

**£27**

per month



## Join us

VisitNorwich is the Destination Marketing Organisation (DMO) for the Norwich area, and we believe passionately about promoting the city and its businesses.

We are a dedicated professional team with a wealth of knowledge and connections, working with local and national networks sharing news and events, promoting businesses, and enhancing the visitor experience in the city.

Our VisitNorwich Investment Partner membership is made up of hospitality, retail, experiences, events, and visitor attractions located around Norwich and Norfolk.

Membership of VisitNorwich is from small to large businesses. See us as an extension of your marketing team, enhancing and promoting your business through a range of benefits including digital, PR, destination campaigns, and business networking.

Join membership of over 100 businesses benefiting from tourism - working together makes us all stronger. Through our carefully curated content, inspiring campaigns and work with both VisitEngland and VisitBritain, VisitNorwich can show the world just how much our destination has to offer.



## Becoming an Investment Partner

Hello,

This year, as every year, I wanted to start with another thank you to all our VisitNorwich members who have supported us for another year. It's not just your pictures, press releases and posts on social that make a huge difference to our work; there is so much power in your collective pride for our city.

We know that this is the place that has it all: A creative heart. Maverick spirit. The finest food - brewed, foraged and farmed locally. World-class culture. History that's locked into our landscape, and stories down every street. Your help - and the help of everyone you know - in telling that story to the world is the greatest tool we have as a destination.

As an organisation it's been another year of growth for us. We've managed to exceed previous records on visitnorwich.co.uk and saw over 101k monthly users of the website this year (a 32% increase on our previous record). We also welcomed our very first familiarisation trips to the city, proactively working with the overseas travel trade and local partners to step up our efforts to encourage more inbound visitors. And we've secured over 135 pieces of positive

PR for Norwich and VisitNorwich members.

Looking forward, the anticipation is palpable for next summer. One of the city's greatest treasures - Norwich Castle - will reopen its Keep to the public in Summer 2024, following a £13m renovation. This will be a huge moment for local tourism: it will be the UK's most accessible castle, accommodating wheelchair users, pushchairs, and those with SEND requirements. The Gallery of Medieval Life will be the British Museum's first of its kind outside of London. And all five floors of the Keep will be re-instated so you can explore the whole castle - from the basement dungeons to the battlements. This - alongside the launch of Apple TV's Masters of the Air - presents huge opportunity for our region in the minds of North American visitors in particular.

So, we're looking forward to a year of opportunity ahead. Thank you again for your trust in us; we are always proud to work on your behalf to put this city well and truly on the map.

**Isabel Blackman**  
Head of Marketing



## PR opportunities

In the past year, Norwich, Norfolk, and our Investment Partners have enjoyed over 135 positive pieces of PR coverage as a result of our work, strengthening the area's appeal and reputation. Successful press and familiarisation trips, including The Guardian (twice) and collaboration with VisitBritain to target international markets, have positioned the East of England as an undiscovered destination to visit.

The impact of these efforts is evident in the coverage received locally and nationally. The stories we pitched have been featured in prominent titles such as iPaper, The Telegraph, The Guardian, YouTube, VisitEngland, Yahoo.com, The Independent, Time Out, The Sunday Times and the new guidebook: 111 Places In Norwich That You Shouldn't Miss. This honest and authentic coverage from leading travel writers has resonated with readers, further enhancing the region's allure.

**Melanie Cook**  
PR and Marketing Manager



135

Pieces of PR coverage for Norwich, Norfolk and VN Investment Partners



Opportunity to be included in our seasonal campaigns

## Who we have worked with

Evening Standard, The Guardian, Channel 4, Daily Mail, Yahoo, Reuters, BBC, VisitEngland, The Sunday Times, The Scottish Sun, The Week, iPaper and The Telegraph



# What's included >>>



“VisitNorwich membership is fantastic value for money and something that we definitely wouldn't be without.”

Katja Bainbridge, Director Benedicts

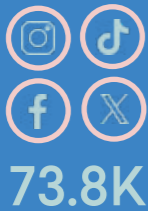
BID Levy Payers receive a free basic listing worth £115, or an equivalent discount on VisitNorwich Investment Partner membership. That works out at £210 +VAT for Silver level, and £635+VAT for Gold Level benefits, for 12 months.

\*VisitNorwich is a trusted and influential brand, we disseminate your information to travel media, local and industry press as well as our digital platforms when relevant content matches the story. This means opportunities will be given where appropriate.

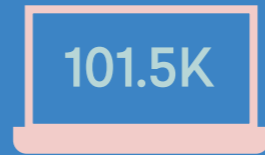
If your business has additional products which require additional listings these cost: £100 for Gold members, and £150 for Silver.

Digital	Gold £750 -VAT	Silver £325 -VAT
VisitNorwich listing supported with your chosen supplied photos	✓ 10 images, 300 words with additional highlighted visibility across the website	✓ 3 images, 100 words
Unlimited event listings on the VisitNorwich website	✓	✓
Send us your press releases to be published on our media page	✓	✓
Unique inclusion in our social media content	✓	
30% discount on advertising across our digital channels	✓	
Four business spotlights on our social media (posts, reels or TikToks)	✓	
<b>PR</b>		
Free use of the VisitNorwich professional image library	✓	
Interview pitches and content inclusion to local media such as BBC Radio Norfolk, VisitNorwich monthly column - Places & Faces and other media outlets when appropriate	✓	✓
Opportunities through long lead submissions and story pitches to industry leaders in travel, journalism, and VisitEngland/VisitBritain	✓	✓
Opportunities to be included in press trips, inbound itineraries and influencer visits	✓	✓
<b>Marketing</b>		
Content inclusion in our City of Stories blog and B2C monthly e-newsletters	✓	✓
Marketing and PR to group organisers and inbound tour operators, working with industry partners	✓	✓
Opportunities for competition and product placements in the travel industry, with local and national media	✓	✓
Inclusion in our brand photoshoots, campaign films and press releases	✓	✓
New business from recommendations as and when we receive enquiries from film and TV production units, VisitEngland, VisitBritain and others	✓	✓
Inclusion suggestions in guidebooks from publishers such as Rough Guides	✓	✓
<b>Networking and Support</b>		
Exclusive invitations to openings and events	✓	✓
Receive monthly B2B e-newsletters with content call outs, industry news, updates from VisitEngland/VisitBritain, funding opportunities and government advice	✓	✓
Access to the Investment Partner membership area on the VisitNorwich website	✓	✓

# Stronger >>> together

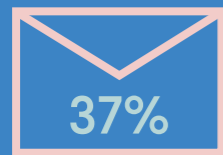


Combined following across all  
VisitNorwich social media platforms



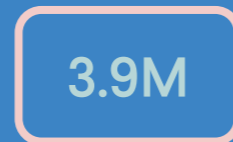
Average monthly website visits  
during seasonal campaigns

Summer and Christmas 2023



Average consumer  
e-newsletter open rate\*

\*Average open rate for tourism sector is  
20.44%



'Christmas in Norwich:  
Traditionally Different' Campaign  
impressions



**"The VisitNorwich team are fantastic advocates for our amazing city and have really helped put Norwich on the map and to drive visitor numbers up. Always supportive, creative and committed to generating interest in our Fine City."**

Georgina Postlethwaite, Marketing Manager, The Maids Head Hotel

## The VisitNorwich team

We promote Norwich, its businesses, events, and people, to help boost tourism and local visits. To get the most out of your partnership we urge you to actively share with us your news, product launches, changes and people stories – treat us as an extension of your own team, helping to promote your business to a national, international and engaged audience.

### Isabel Blackman

Head of Marketing  
isabel.blackman@norwichbid.co.uk

### Helen Vinsen

Sponsor and Partnership Manager  
helenvinsen@norwichbid.co.uk

### Callum Barnett

Marketing Executive  
callum.barnett@norwichbid.co.uk

### Melanie Cook

PR and Marketing Manager  
melanie.cook@norwichbid.co.uk

### Chloe Samways

Digital Marketing Executive  
chloe.samways@norwichbid.co.uk

### Beth Freer

Digital Marketing Executive  
beth.freer@norwichbid.co.uk

We  
want  
to  
hear  
from  
you >>>

We need to hear your news early to promote your activities. Remember a fabulous image really sells a story! Keep us updated, send your information to Mel Cook and Callum Barnett. Please include high-res, 300dpi (minimum 1MG) images labelled with copyright details whenever possible.

Here is a helpful guide with some deadlines for key events in the year:

Event	Deadline to us
Summer Activities	April - May
Christmas 2024	May – July
Autumn events	August
October Half Term	August – Early September
Halloween	August – Early September
What's New 2025	October – November
February Half Term	December 24 – January 25
Easter 2025	February 2025

(please note these deadlines are a guide only)

**Don't forget to submit your events via our website as early as possible!** This is one of our most popular pages, remember to use an engaging landscape image to illustrate it.

## Digital Advertising Packages

In addition to our Investment Partner prices, we also offer a range of digital advertising products and packages, to help promote your business effectively.

To find the best package for you visit [visitnorwich.co.uk/digital-advertising](https://visitnorwich.co.uk/digital-advertising)

Gold Members get  
**30%**  
discount



### E-newsletter advertising

Advert banner linking through to VisitNorwich blog, service, event or business website.

£140 | Gold £98 per newsletter

### Social media advertising

Spotlight post on either Instagram, TikTok or Facebook, including links through to your website or product.

£130 | Gold Free (limited to four per year)

### Website Advertising

Top Picks listing on the 'What's On' page of the VisitNorwich website for four weeks.

£200 | Gold £180

Bespoke advertising packages are available on request, contact our team to find out more >>>



## Contact us

VisitNorwich, The Forum,  
Millennium Plain, Norwich, NR2 1TF  
01603 559570 [info@norwichbid.co.uk](mailto:info@norwichbid.co.uk)

[visitnorwich.co.uk](http://visitnorwich.co.uk)

