



VisitNorwich
The City of Stories

Be Part of
VisitNorwich Membership
2026 - 2027



Recognised by



[visitnorwich.co.uk](https://www.visitnorwich.co.uk)
The City of Stories

Be part of our story

Norwich is having a moment.

From Lonely Planet's Top 10 Destinations to major cultural openings and nationally recognised events, our city's profile has never been stronger.

VisitNorwich exists to turn that momentum into footfall, bookings and long-term growth for you.

Membership isn't just visibility. It's partnership, expertise and opportunity - all working together to amplify your business as part of a bigger destination story.



One team.
One destination.
Bigger impact.

2 Million Campaign Impressions



168

Pieces of positive media coverage for Norwich, reaching millions across print, digital and broadcast.

Why VisitNorwich?

As the official Destination Marketing Organisation for Norwich and the surrounding region, we're the single body able to bring PR, digital, content, partnerships and campaigns together in one place.

Think of us as an extension of your marketing team - with the reach, credibility and connections to take your story further.

- » Trusted by VisitEngland and VisitBritain
- » Strong relationships with national and regional media
- » A powerful owned audience across web, social and email

Working together doesn't just support tourism — it actively grows it.

“VisitNorwich are a brilliant partner for Norfolk Museums Service, helping us to celebrate the rich heritage our museums offer through collaborative campaigns and thoughtful promotion. Working with them has strengthened our visibility across the city and the world, helping us to reach new audiences and welcome more visitors to all our sites”.

Molly Taylor – Marketing Manager
Norfolk Museums Service



“Our commitment to getting Norwich the recognition it deserves”

Hello - I'm Holly, and I'm delighted to be leading marketing at VisitNorwich.

I bring a background spanning big-brands and major national campaigns and I'm hugely motivated by one thing: making sure Norwich gets the recognition it deserves - and that our members feel the commercial benefit of that success.

It's a privilege to work alongside such a passionate and diverse mix of businesses, and I'm excited about building strong, open relationships with our members.

And this is just the beginning.

In 2026, Norwich is perfectly poised as travel turns towards slower, more meaningful experiences rooted in culture, community and wellbeing. Our city blends historic streets with creative energy, a vibrant year-round programme, and effortless access to Norfolk's wider landscapes, from the Broads National Park to the coast. As visitors seek places that reward lingering and authentic connection, this is Norwich's moment to lead.

Holly Bamford
Head of Marketing



67k

VisitNorwich
Social media audience

200k

Monthly new users on the
VisitNorwich website during
campaign periods.

Meet your expert team



Holly Bamford | Head of Marketing

Strategic direction, campaign planning, brand growth and member support.

holly.bamford@norwichbid.co.uk



Helen Vinsen | Sponsor and Partnership Manager

Your main membership contact, partnerships, sponsorship and networking.

helenvinsen@norwichbid.co.uk



Mel March | Senior PR and Marketing Manager

PR lead, media relations, press trips, content oversight and storytelling.

mel.march@norwichbid.co.uk



Katie Thompson | Marketing Executive

Storytelling, website listings, City of Stories Map and newsletters.

katie.thompson@norwichbid.co.uk



Chloe Samways | Digital Marketing Executive

Social media strategy, creative content, competitions and campaigns.

chloe.samways@norwichbid.co.uk

One connected team. Multiple ways to support your business.

Choose the level that works for you

Gold Membership

Maximum visibility. Priority access. Stronger partnerships.

Perfect if your priorities include:

- » High-impact regional and national awareness
- » Strong PR and storytelling opportunities
- » Priority digital promotion and campaigns
- » Direct access to industry networks and partners

What's included:

- » PR & Media
- » Priority consideration for press trips, long-lead features, interviews and influencer visits
- » Enhanced website listing (500 words + up to 10 images)
- » Unlimited event and offer listings
- » Priority access to digital advertising packages
- » Priority inclusion in video, photography and destination campaigns
- » Networking and partnerships
- » Priority booking for quarterly member events
- » Opportunities to host VisitNorwich events, tours or meetings
- » Monthly B2B insights newsletter
- » Feature your business in our consumer competitions
- » First call when enquiries come from production companies, group organisers and inbound operators

£750+VAT

BID Levy payers: £635.00+VAT



We offer all these opportunities exclusively when the story meets our criteria for relevance, timelines, and public interest.

Silver Membership

Strong foundations. Consistent visibility.

Ideal for businesses looking to grow awareness and be part of the wider destination story.

What's included:

- » Website listing (300 words + up to 3 images)
- » Unlimited event and offer listings
- » PR & media
- » Monthly B2B insights newsletter
- » Opportunities to host VisitNorwich events
- » Invitations to networking and update events
- » Inclusion in blogs and consumer newsletters
- » Ongoing social media opportunities
- » Trade opportunities

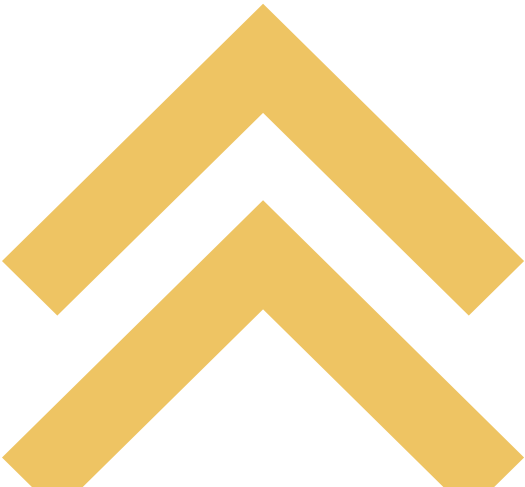
£350+VAT

BID Levy payers: £315.00+VAT



“A team that greets you with a friendly smile and works tirelessly to showcase the beauty of our city and county – this is what my VisitNorwich membership gives me. As a small business, that support has become a vital part of my business growth.”

Cheryl Cade
Owner - Cheryl Cade Tours



Make the most of your membership

Keep in touch

Our team want to hear from you. Keep us informed with all your business launches, events and products.

Follow us on social media

Our social media platforms are a great way for us to let people know about your business. Follow us on Facebook, Instagram and TikTok to see the latest posts.

Sign up to the newsletter

Our B2B monthly newsletter keeps you up to date with industry news, content call-outs, exclusive PR invites and more.

To get the most out of your membership, we urge you to actively share your news with us. Events, product launches, and people stories.

Invite us to experience your business

Treat us as an extension of your own team, helping to promote your business to a national, international and engaged audience.

Website listing

Keep your online listing up to date on visitnorwich.co.uk by sending us new photos, videos, events and content.

VisitNorwich logo

Use the VisitNorwich logo on your website, and display your member window sticker prominently for customers to see.

Who we have worked with

BBC Radio Norfolk
Discover Britain
Greater Anglia
Harper's Bazaar
iPaper
ITV's This Morning
Lonely Planet
Norfolk Magazine
The Daily Mirror
The Express
The Guardian
The Independent
The National Lottery
The Sunday Times
The Sydney Morning Herald
The Times
Visit East of England
Visit North Norfolk
VisitBritain
VisitEngland
Yahoo!

“The entire team at VisitNorwich have supported us since day one and have genuinely connected with our business, understanding what we do and why we do it. This means we have successfully worked together on everything from events to competitions and more. The insight and work they provide on tourism and consumer behaviour in the city have been invaluable too.”

Dan Searle
Operations Manager - YALM



City Hosts

Our iconic City Hosts are on the ground, welcoming visitors and guiding them through the city - building advocacy for Norwich businesses every day.

The hosts are hugely popular with visitors and businesses alike. Their distinctive blue 'Here to Help' tabards are now a famous sight on our high street, and they are here to support you too.



“VisitNorwich plays a vital role in bringing our community together and showcasing the best of our city.

Their support helps local businesses like Castle Quarter thrive by promoting events, experiences, and everything that makes Norwich special.

We’re proud to work with a team that champions collaboration and celebrates the heart of our community.”

Gemma Hyde
Marketing & Administration Manager - Castle Quarter

Sponsorship and Advertising Opportunities

Through Norwich BID, we also deliver major city events, including Norwich Summer Sessions, Norwich Wine Week and Norwich Cocktail Week, and launched for the first time this year, Norwich Food Week - offering powerful sponsorship opportunities with real reach.

- » Promotion to 700+ businesses
- » Events attended by thousands
- » Amplification through VisitNorwich channels

Adverts start at £150 and sponsorships are available from £500 - £5,000.

Bespoke packages are available.

Contact Helen Vinsen to explore partnerships and sponsorship opportunities.

helenvinsen@norwichbid.co.uk





Ready to get started?

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Millennium Plain, Norwich, NR2 1TF
01603 559570 info@norwichbid.co.uk

visitnorwich.co.uk

