

## Visit Portsmouth

### **The official destination marketing organisation for the Great Waterfront City, promoting Portsmouth domestically and internationally.**

Through year-round campaigns, attendance at trade shows and our 24/7 digital presence, we showcase Portsmouth to a global audience including holidaymakers, daytrippers, tour operators, travel agents, event organisers, travel groups and press.

Visit Portsmouth provides free, impartial advice on the city's attractions, events, accommodation, transport options and lots more besides. The website and social media channels run alongside the council's in-person Visitor Information services, which provide tourists and residents with all the practical information they need to make informed decisions on what to do and where to go.

The Visit Portsmouth website typically attracts over 850,000 visits each year, from visitors at home and abroad (nearly 75% of traffic is domestic and 25% comes from overseas). Additionally we have popular Facebook, Twitter and Instagram accounts, whose posts collectively enjoy an annual reach of over 7 million. The Facebook page now has around 40,000 follows, Twitter over 16,700 and Instagram over 3,700.

All basic website listings are completely free - to fully showcase the city and ensure visitors have the opportunity to make informed decisions based on their own requirements, with all the information available to them.

The team also offer a range of membership and advertising opportunities for tourism businesses to purchase, including digital, outdoor and print options.

### **Campaigns**

Recent large-scale campaigns saw Visit Portsmouth advertise in London at Waterloo Station during summer and autumn 2023 and Spring 2024 thanks to buy-in from partners across the destination and beyond. A full report for the autumn and summer elements is available on request along with a detailed marketing plan outlining all main activity.

#### **Headline figures from summer and autumn 2023:**

The London outdoor campaign with JC Decaux drove nearly 8.94 million impressions.

The associated in-house digital campaign delivered over 4.1 million impressions, reaching 1.18 million people and generating almost 38,000 link clicks.

### **Visit Portsmouth Publications**

The official destination publications include a main Visitor Guide - A4 in size, with a dedicated accommodation section - and Mini Guides produced in a range of languages. The publications are distributed nationally and internationally, in hard and soft copy, to promote Portsmouth to our target markets. As well as distributing the Guides ourselves, we also work with partners to push them further beyond our own reach and encourage more digital downloads.

## Tourism Partner Membership Packages (running April to March)

**Platinum Tourism Partner, £17,000 per year, max 3** Included in main season campaigns (to value of £10,000) Homepage banner on Visit Portsmouth for six months - February, April, June, August, October, December - approximately 55,000 views. Free featured website listing. Full page premium display advert (inside front/back cover) in the Visit Portsmouth Visitor Guide and Mini Guide. Feature in Visit Portsmouth e-newsletter x 3 - 6,300 active subscribers. Monthly bespoke featured social media post - (40,000 Facebook page likes, 16,700 Twitter followers, 3,700 Instagram followers). Content featured in all international campaigns. Stand share at Excursions Trade Show

**Gold Tourism Partner, £10,000 per year.** Included in main season campaigns (to value of £5,000) Homepage banner on Visit Portsmouth for four months, one per quarter - approximately 38,000 views. Free featured website listing Full page display advert in the Visit Portsmouth Visitor Guide and Mini Guide. Feature in Visit Portsmouth e-newsletter x 2 - 6,300 active subscribers. Monthly bespoke featured social media post - (40,000 Facebook page likes, 16,700 Twitter followers, 3,700 Instagram followers). Content featured in all international campaigns. Stand share at Excursions Trade Show

**Silver Tourism Partner, £3,000 per year.** Half page display advert in the Visit Portsmouth Visitor Guide and Mini Guide (+£1,500 to increase to full page). Feature in Visit Portsmouth e-newsletter x 1 - 6,300 active subscribers. Free website listing including video and downloadable material. Two featured blogs per year with a link to partner website - approximately 1,000 views apiece. Leaflet distribution at Excursions Trade Show.

**Bronze Tourism Partner, £1,500 per year.** Quarter page display advert in the Visit Portsmouth Visitor Guide and Mini Guide. 1 x feature in Visit Portsmouth e-newsletter - 6,300 active subscribers. Free featured website listing. One featured blog per year with a link to partner website - approximately 1,000 view apiece.

### Accommodation Partners

**Bronze, £1,500 per year.** Half page advert in the accommodation pages and line listing in Mini Guides. 1 x feature in Visit Portsmouth e-newsletter - 6,300 active subscribers. Free featured website listing. One featured blog per year with a link to partner website - approximately 1,000 view apiece

**Bronze plus, £2,000 per year.** All of above plus: Full- page advert in the accommodation pages, enhanced website listing including video and downloadable material, two featured blogs, featured promotion at international marketing events.

### Design your own

Please get in touch if you would like a bespoke package comprising the Visitor Guide adverts and any of the 'bolt on' aspects that best suit your needs. As well as the options listed above there are large and small banner ads (detailed below) which can be added. A final price will then be provided based on your unique package.

**Visitor Guide only** - You can also opt for a Visitor Guides-only package, contact the team for 24/25 rate cards and options.

## Visit Portsmouth website banners

Advertising on the Visit Portsmouth website is designed to look as ingrained to the site as possible - to avoid the jarring experience that comes with pop-ups or intrusive banner ads. Therefore, the site's paid ads appear alongside editorial content in banners and carousels.

These banners appear throughout the site, to create a magazine-style look and feel.

The homepage carousel is the most prevalent, reaching among the largest percentage of site visitors at the start of their journey. The What's On and Things To Do pages are also popular options, generating some of the largest shares of web traffic across the website.

With each of these advertising spaces, you get to decide the image that is included and the website or page it directly links to. All non-advertising images link internally, but with paid ads these can be directed to your website or ticket booking platform.

In addition, each listing from our advertising partners is given more weighting on the website, so it appears high up in the site results for users browsing through.



### **Homepage, What's On and Things To Do pages banner (top of page):**

£525 per month, £5,500 for a full year.

Banner adverts at the top of other website pages will be priced according to traffic using the above as the maximum. For example a page receiving half the homepage traffic would cost £262.50 per month.

**Small banner ads at the foot of pages:** £90.00 per month.

*All prices are **exclusive** of VAT. Please note, all accommodation establishments need a quality star rating or TripAdvisor review of 3+ stars for advertising inclusion. Membership runs from April to March, visitor guides are published in December for the following year.*

### **Next steps**

For more information or to discuss options, please get in touch with Jane or David:

Jane Singh: telephone 02392 834636, or email [Jane.Singh@portsmouthcc.gov.uk](mailto:Jane.Singh@portsmouthcc.gov.uk)

David Howells: telephone 02392 834638, or email [David.Howells@portsmouthcc.gov.uk](mailto:David.Howells@portsmouthcc.gov.uk)