



VISIT
northumberland

PARTNER 2022

Partnership Packages 2022

Why you should join us

Visit Northumberland partnership provides access to a range of benefits designed to promote, connect and grow your business, as well as to gain insight into the latest trends, best practice and development opportunities.

Trying to decide if a Visit Northumberland Partnership is for you? These are just a few of the reasons Northumberland businesses gave us for choosing to be part of the partnership

- 'Continuing to be seen as part of the Northumberland Community - gaining more awareness of what we do and therefore business from other partners.'
- 'Because we are all part of the tourism experience in Northumberland'
- 'To secure bookings and be part of a cultural & tourist initiative for Northumberland'
- 'Promotional activities and opportunities'
- 'Keeping in touch with new tourism opportunities'
- 'Increased business exposure'

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'We are so proud to be a partner with Visit Northumberland. It's all about connecting and working together. As a business, I would recommend all businesses coming on board, the more people the stronger the offer that we provide here in Northumberland.'

**Harvest Harris-Jones,
Laverock Law Cottages**

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'We are grateful to Visit Northumberland for their support, and the Facebook group is certainly a great way to help us reach more people, and perhaps a better way to attract people than the traditional job portals.'

Angel Inn in Corbridge

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'Visit Northumberland have provided invaluable support during an extremely difficult and uncertain period. We have benefited from their guidance, in helping us to access financial support, as well as improving our online presence and connecting us to other businesses.'

**Claire Jarman, Post
Office B&B in Belford**

Core benefits

Available to all partners (Level 2 to 5)

Northumberland representation at local, regional and national level

Ensuring that Northumberland has a strong voice

Regular partner e-newsletter

Keep up to date with funding opportunities, training courses, press call outs & more

Visit Northumberland Partners Community on Facebook

Closed group where we'll post any last-minute updates and you can network virtually with other businesses

Headline data & trend updates from our business barometer

Each quarter we will ask you to complete our business survey and will circulate a summary of the headline data and trends

Signpost to training and funding opportunities

Stay up to date with all opportunities for you and your business

Access to Visit Northumberland partner logo

Proudly display the Visit Northumberland partner logo on your website and other marketing material

Invite to networking events

Throughout the year there will be a series of networking events both virtual and in person

Promotion through Tourist Information Centre Network

Northumberland TIC staff will have your details available to pass on to visitors when they make enquiries

Preferential access to enrol on 'Know your Northumberland'

An initiative to improve and develop the skills and knowledge of staff working at visitor serving businesses across the county

Opportunity to buy into additional print & digital marketing

Offering great opportunities for you to further enhance your profile

Access to webinar programme / industry skills workshops

Regular series of webinars and workshops on a wide range of topics

Partner exclusive discounts

Specially negotiated discounts provided by Visit Northumberland partners and suppliers

Enhanced benefits

Check with page 6 to see which partner packages include these so you can select the package for you

Website listing

Listing on visitnorthumberland.com, the official website for Northumberland

Social media support & engagement

Promoting your business on our social media channels

Boosted social media post

Enhanced promotion of your business on our Facebook page and Instagram

Inclusion in blog post

Included in a blog on our Inspire Me section of visitnorthumberland.com which receives over 6,000 unique page views per month

Consumer e-newsletter feature story

Content of your choice sent to our database of over 42,000 subscribers with a genuine interest in Northumberland

Opportunity to provide a competition

Providing a prize for an online competition will help to raise additional awareness of your business

Access to image library

Database of Northumberland images that you can download and use on your website and social media channels

Priority consideration for inclusion in press visits

Write ups following press and influencer visits are great advertising for your business

Tourist Information Centre screen advertising

Screens at Craster, Seahouses and Morpeth displaying presentation of engaging Northumberland images and business adverts

Dedicated business support

The partnership team will always be on hand to offer support

Dedicated account lead and annual review

You will have your own dedicated account lead so you know who to contact with any queries

Opportunity to present at networking events

Showcase your business to other Northumberland businesses

Tickets to our annual tourism conference

Opportunity to hear the latest national and regional updates with keynote speakers

Drop in monthly surgeries with the Visit Northumberland team

Each month we'll hold a surgery at locations throughout the county so you can pop in and speak to us

Tourism Award application support and feedback

We'll read through your application and provide feedback

Access to research, reports and sector feedback

You will be invited to contribute to and receive insight from Visit Northumberland research activity

Core benefits

Partnership Level	1	2	3	4	5
Northumberland representation at local, regional and national level	✓	✓	✓	✓	✓
Regular partner e-newsletter	-	✓	✓	✓	✓
Visit Northumberland Partners Community on Facebook	-	✓	✓	✓	✓
Headline data & trend updates from our business barometer	-	✓	✓	✓	✓
Signpost to training and funding opportunities	-	✓	✓	✓	✓
Access to Visit Northumberland partner logo	-	✓	✓	✓	✓
Invite to networking events	-	✓	✓	✓	✓
Promotion through Tourist Information Centre Network	-	✓	✓	✓	✓
Preferential access to enrol on 'Know your Northumberland'	-	✓	✓	✓	✓
Opportunity to buy into additional print & digital marketing	-	✓	✓	✓	✓
Access to webinar programme / industry skills workshops	-	✓	✓	✓	✓
Partner exclusive discounts	-	✓	✓	✓	✓
Website Listing	SEE BELOW				

Website Listings

Website listings on **visitnorthumberland.com**, the official website for Northumberland with over 1 million unique visitors per year.

Level	
1	Listing Only (Business name, type, location & phone number)
2	20 Words, 1 photo, business name, type, location, phone number, weblink
3	300 words, 5 photos, business name, type, location, phone number, weblink
4	600 words, 10 photos, weblink, video, horizontal card in listing results
5	600 words, 10 photos, weblink, priority in listing searches, video, priority carousel feature, advert slots throughout the site

Enhanced Benefits

Partnership Level	1	2	3	4	5
Social media support & engagement	-	-	QUARTERLY RESHARE	QUARTERLY	MONTHLY
Boosted Social Media Post (1 per annum)	-	-	-	-	✓
Inclusion in blog post	-	-	-	-	✓
Consumer e-newsletter feature story	-	-	-	-	✓
Opportunity to provide a competition	-	-	-	-	✓
Access to image library	-	-	-	✓	✓
Priority consideration for inclusion in press visits	-	-	-	✓	✓
Tourist Information Centre Screen Advertising	-	-	-	✓	✓
Dedicated business support	-	-	-	✓	✓
Dedicated account lead and annual review	-	-	-	VIRTUAL	VISIT
Opportunity to present at networking events	-	-	-	✓	✓
Tickets to annual tourism conference	-	-	PREFERENTIAL	50% DISCOUNT	2X COMPLIMENTARY
Drop in monthly surgeries with the Visit Northumberland team	-	-	✓	✓	✓
Tourism Award application support and feedback	-	-	✓	✓	✓
Access to research, reports and sector feedback	-	-	✓	✓	✓

Business Size Criteria

Business Sector	Small	Medium	Large
Attractions and Venues	<10,000 Visitors	10,000 – 50,000	>50,000
Serviced Accommodation	0-5 Rooms	6-10	11+
Caravan & Camping	1-5 Pitches	6-100	101+
Self-Catering (One Location)	0-3 Units	4-6	7+
Self-Catering (Single Owner - Multi-site)	0-3 Units	4-6	7+
Self-Catering Agency	n/a	n/a	ALL
Eating Out	0-10 Covers	11-25	26+
Producers/Suppliers/Other	0-5 Employees	6-10	11+

Cost

	Level				
	1	2	3	4	5
Small	FREE	£150	£250	£300	£450
Medium	FREE	£175	£300	£400	£600
Large	FREE	£200	£350	£500	£700
Additional Listings	-	£80	£120	£140	£160

Contact us to sign up and become a Visit Northumberland partner

Email: partnership@visitnorthumberland.com

Tel: 01670 794 520