



# VISIT NOTTINGHAMSHIRE

# VISIT NOTTINGHAMSHIRE MEMBERSHIP

## LEISURE TOURISM

Recognised as the official tourist board for Nottingham and Nottinghamshire, by the national and international tourist bodies of Visit England and Visit Britain.

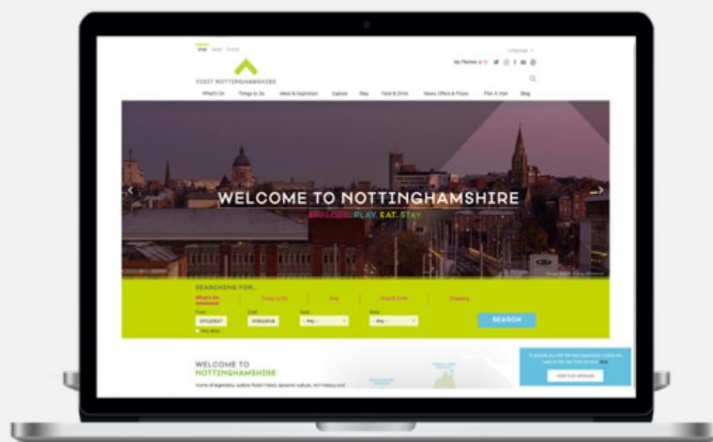
Our mission is to attract visitors to the city and county, encouraging them to stay longer and spend more, driving economic growth and tourism spend.

The number of visits to the city and county increased by 0.3% to 36.01 million in 2018, whilst the value to the local economy increased by 4.9% to £1.903bn. This is the seventh consecutive year of growth for Nottingham and Nottinghamshire.

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### MEMBERSHIP BENEFITS

- A dedicated listing on our website: [www.visit-nottinghamshire.co.uk](http://www.visit-nottinghamshire.co.uk). The website has more than 380K unique visits per month
- Long established as Nottinghamshire's number one destination website
  - Easy to navigate, with fresh imagery and content. The website is fully mobile responsive. With the addition of TripAdvisor, direct booking links to Expedia, Booking.com and LateRooms – the new site is bigger, better and easier to navigate for our visitors.



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- Opportunity to showcase promotional videos, PDFs, menus and information within your web listing
- Opportunity for our members to feature their events on Nottinghamshire's Official online What's On guide, which receives an avg. 26,000 views per month: [www.visit-nottinghamshire.co.uk/whats-on](http://www.visit-nottinghamshire.co.uk/whats-on)
- Additional benefits include a listing in Nottinghamshire's Official Visitor Guide, distributed regionally and nationally. The guide is also available to download, and copies can be requested online and posted on request
- This guide is FREE to all visitors and can be requested online



- Regular member only news bulletin. Our e-newsletter is packed full of industry news and opportunities for our members
- Opportunity to attend a wide range of events, including access to our annual Visitor Economy Summit (free of charge for members, £25 + vat for non-members)
- Eligibility to enter the Nottinghamshire Hospitality STARS Awards. Regional winners automatically qualify for the VisitEngland Awards for Excellence

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### Nottingham Tourism Centre

- Display your leaflets/collateral in our award-winning Tourist Information Centre, situated in the heart of the city, next to the UK's oldest and largest market square. The footfall of people walking past the centre is 99k avg. per week with the busiest months being July and August



- Engage on our social media platforms. Our varying twitter channels will ensure your inspiring content, news and conversations reach your target audience #lovenotts
- Join our member-only Facebook page (share ideas, offers, promotions and relevant news stories)
- Opportunity to be featured in journalist visits and PR activity across all media. Last year, Visit Nottinghamshire secured coverage in major titles/news outlets such as: *The Guardian*, *The Mirror*, *The Telegraph*, *The Times*, *The Metro*, *Country and Town House*, *Nottingham Post*, *BBC East Midlands Today*, *ITV Central*, *Discover Britain Magazine*, *BBC Radio Nottingham*, *West Bridgford Wire*, *Dispatch Hucknall*, *The American*, *Tuam Herald*, *Der Stern*, *H&N Magazine*, *Worksop Guardian*, *East Midlands Business Link*, *Lincolnshire Live*, *North Wales Daily Post* and more
- We can write blogs about your business or feature guest blogs on our website
- Additional advertising opportunities online and at the Tourist Information Centre, at discounted member-only rates