

A scenic photograph of a canal in Hertfordshire. In the foreground, a green narrowboat is moored on the left. Further down the canal, a blue narrowboat and another one are visible. On the left bank, a white pub named 'Crystal Palace' with blue window frames and a sign that says 'CRYSTAL PALACE' and '18th CENTURY' is situated. Bare trees with golden-brown autumn foliage are reflected in the calm water. The sky is a clear, pale blue.

 **VISIT HERTS**

# **Packages & Benefits 2023-24**



**VISIT HERTS**



**GO TO PLACES**

Part of the Go to Places family



# Contents

**3**

About Visit Herts

**4**

Why work with Visit Herts?

**5**

The power of content

**6**

Stronger together

**7**

Supporting you to grow

**8**

How it works

**9**

Select your package

**10**

Investor fees

**12**

Measuring your return on investment

**13**

Get in touch



St Albans Cathedral

# About Visit Herts

Local Visitor  
Economy  
Partnership

Recognised by  
  
VisitEngland

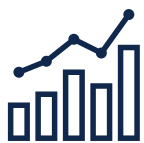


Hertford Castle

Visit Herts, a Local Visitor Economy Partnership (LVEP), is the official Destination Management Organisation for Hertfordshire. We are a not-for-profit working with tourism businesses and destination partners across the county to promote Hertfordshire to local, national and international visitors.

Supported by Hertfordshire County Council and Hertfordshire LEP, we work with over 50 public and private businesses who are investing in Hertfordshire's visitor economy through Visit Herts.

## OUR MISSION IS TO:



Grow the value of the Hertfordshire visitor economy by increasing overnight stays and spend.



Provide a strong destination message to enhance wider place-making and inward investment initiatives.



Support the growth of tourism businesses, skills development, new investment and product development.



# Why work with Visit Herts?



Visit Herts delivers agency standard marketing with the added benefit of our partner network and the sector specific support that you would expect from one of the UK's leading Destination Management Organisations

Everything we do is based on research and is designed to grow the Hertfordshire visitor economy.

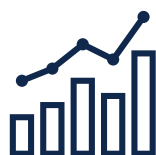
## As a Visit Herts Investor ...



Feature your business in engaging content that drives visits and helps to reach new audiences.



Access our collaborative marketing opportunities under a strong destination brand for Hertfordshire.



Being part of our network unlocks access to insights, intelligence, specialist training and support.

By investing your budget into our activity, you'll not only receive a great return on investment, but you'll also continue to benefit from your share of the growth in the Hertfordshire visitor economy.

## Our channels



@visithertsuk  
Over 5,200 followers



Visit Herts  
Over 3,800 followers



@visithertsUK  
Over 3,200 followers



472k page views  
235k website users  
49.8% organic search



Avg dwell time 1.00 min  
Pages / session 1.61



11,000+ subscribers  
25% open rate  
5.2% CTR

## Our audiences

**Social Contemporary Seekers**  
18-34 years old

**Changing Family Dynamic**  
Families and extended family groups

**Green Spacers**  
Older couples

**Hyper Local**  
Hertfordshire residents

Regular content contribution to Hertfordshire Life publication

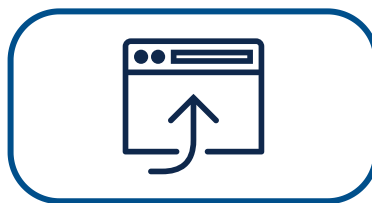


# The power of our content

Our content strategy focuses on getting the right content in front of the right audience, at the right time, on the right channel. It also responds to emerging visitor trends for authentic experiences and encourages overnight stays.

Our in-house team produces a bank of unique feature content on a quarterly basis picking up on local, national and seasonal themes. This content then runs across all of our consumer channels.

### Our feature content accounts for...



**24%**

of all website page views  
on [www.visitherts.co.uk](http://www.visitherts.co.uk)



**2.00 min**

average dwell time per feature

**Visit Herts Investors have the opportunity to feature in relevant content, aligning your business with wider destination partners and providing cross sell opportunities.**

Each piece of content your business features in across our channels has an approximate

**£250**  
media value





# Stronger together

The Visit Herts destination brand and our engaged network of partners allow us to bring people together to deliver collaborative destination marketing activity. We have a variety of opportunities targeting different audiences which position our Investor Partners as part of the destination story, whilst increasing buying power and reach for everyone involved.

## As an investor, get involved in...



### Campaigns & content

- Herts Big Weekend
- Screen Tourism
- Winter campaign
- Seasonal competitions

Some of this activity will require buy-in or in-kind commitment



### PR

We regularly collaborate with local, national and international publications, travel trade press and influencers to amplify our destination message.

Our investors are prioritised in pitches, recommendations, press releases, press visits and features.



### Travel Trade

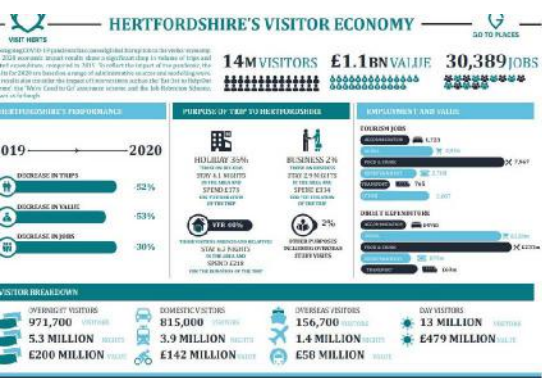
Our Travel Trade programme engages tour operators and distributors in domestic and key inbound markets to ensure that the Hertfordshire product is included in their offer.

Investors are prioritised in newsletters, recommendations, on our trade sales kit, familiarisation trips and sample itineraries. You can get more involved by joining us at shows or our travel trade group.



# Supporting you to grow

As the official Destination Management Organisation for Hertfordshire, we support the sustainable growth of the visitor economy by providing our businesses with the tools that they need to develop and grow. Our strong industry connections allow us to represent the best interests of our partners and provide you with the most up to date intelligence.



## Business network

Through our network we facilitate peer-to-peer knowledge exchange and collaboration by bringing partners together at our quarterly networking events, connecting relevant businesses and through forums such as the Hoteliers', Skills, Travel Trade and MICE (Meetings, Incentives, Conferences & Events) Partnership Groups.



## Industry insights

The Visit Herts research team provides our partners with sector specific research to help you to understand market trends and benchmark your performance. Our partners receive regular updates through our industry insights communication with results from our monthly business barometer and national level reports.



## Business support

Through our in-house team and wider network of specialist contacts, we can provide advice and expertise across a number of disciplines including digital marketing, content, PR and Travel Trade. Partners can access resources on our business to business, attend training sessions or receive advice through our industry contacts.



## BUSINESS BAROMETER





# How it works



Our base fee structure is categorised by business type and scale, giving all Investors access to core benefits. You then have the option to enhance and tailor your package based on your needs and budget

1

Check the investor fees on pages 10 and 11 to identify your base fee by business type.

2

Collaborate further by joining targeted campaigns and bespoke activity, accessing our audiences and expertise through a range of additional options.

As the official Destination Management Organisation for Hertfordshire, our work to grow tourism benefits all tourism businesses in the county, and we also provide a small package of free services which includes a website listing.



# 1

# Select your package

Activity	Free support	Core Investor – See table for fees
Consumer website	Basic listing Event listings	Enhanced website listing (including extra images and text)
Content		Business included in feature content (where relevant) Prioritised in relevant editorial content for Hertfordshire Life publication
Consumer competitions	In-kind contribution to one competition	In-kind contribution to unlimited competitions Access to GDPR-compliant consumer data
Campaigns	Herts Big Weekend	Business included in seasonal campaign content Enhanced presence in Herts Big Weekend
Travel trade		Representation at trade shows Feature in trade sales kit Host buyers in relevant fam trips Relevant recommendations Included in relevant sales training Opportunity to provide leaflets for trade shows Inclusion in trade newsletters Join travel trade working group 1:1 travel trade consultation
PR		Inclusion in relevant press releases Inclusion in relevant press trips Inclusion in relevant press suggestions Inclusion in relevant influencer trips
Business network	Receive email updates Enter tourism awards Optional attendance at our networking events	Guaranteed invitation to our networking events Receive investor-only opportunities Introductions to partners Join relevant forums Feature in our partner newsletter Host a networking event
Business support	Access resources on B2B website Free training events	Investor-only training events Access to sector specific expertise and advice
Industry insights	Business barometer	Access to our research expertise and advice



# 1 Visit Herts Investor Fees

Business type	Core Investor Fee + VAT	Example Return on Investment
Accommodation		
Boutique accommodation up to 10 rooms	£580	0.5 room night p/m
Hotel 10 - 99 rooms	£870	0.75 room night p/m
Hotel 100 + rooms	£1,160	1 room night p/m
Campsite, caravan park	£1,160	2 room nights p/m
Holiday cottage agency	£2,315	1 night p/m
Hotel groups 2 - 3	25% discount	-
Hotel groups 4+	50% discount	-
Attractions		Based on entry of £15 pp
Up to 25,000 visitors per annum	£580	39 tickets
25,000 – 50,000	£870	58 tickets
50,000 – 75,000	£1,160	77 tickets
75,000 – 100,000	£1,450	97 tickets
100,000+	£1,740	116 tickets
Groups	POA	-
Events or bookable experiences		Based on a tickets at £20 pp
1 event	£290	14 tickets
2 – 4 events	£580	29 tickets
5 +	£1,160	58 tickets
Retail (groups or centres)		Based on a spend of £38.06*
Up to 20 stores	£580	15 people
20 – 99 stores	£1,160	30 people
Over 100 stores	£1,740	46 people

\*Based on average day visitor spend of £38.06 for half or full day

If a hotel receives just two room nights per month from visitors inspired by us to visit the destination or extend their stay, they will have

**doubled**  
their return on investment





# Visit Herts Investor Fees

Business type	Core Investor Fee + VAT	Example Return on Investment
Pubs/Restaurants (incl. up to 10 bedrooms)		
1 property 2 – 5 properties 6 – 9 properties 10 + properties	£290 25% discount 33% discount 40% discount	73 pints / 14 covers at £20
Venue (sports/ theatre/ music etc.)		Based on a tickets at £20 pp
Capacity up to 250 250 – 1,000 1,000 – 5,000 5,000 +	£580 £1,160 £2,315 £3,470	29 tickets 58 tickets 116 tickets 174 tickets
Transport		
Local transport (bus service, coach company) Train operating company Airport	£2,320  £11,570 £5,790	580 £4 tickets  385 £30 tickets -
Education		
Private language school Further / Higher Education Provider	£1,160 £1,780	1 student 1 student
Farmers markets / Food halls / Garden Centres	£580	30 people spending £19.03*
Golf course	£1,160	46 rounds at £25 per person
BID / Town Council District Council**	£1,160 £5,780	30 people spending £38.06* 152 people spending £38.06*
Multi offer	POA	

\*Based on average day visitor spend of £37.68 for half or full day

\*\*District Council delivery is supported by a service level agreement and allows us to extend benefits to all tourism businesses within the District as well as support wider place making and economic development objectives



# Measuring your return & impact



The more you get involved in the opportunities we provide for you, the more benefit you will receive.

When calculating your return on investment, you should consider the following:

1

The value of the content you are featured in or aligned with and our destination content on your channels

2

The economies of scale and additional reach provided through destination PR, travel trade and campaigns

3

The value of the insights, training and sector specific support you receive from our team

In addition to the direct return you receive through these areas, you'll also continue to benefit from your share of the growth of the visitor economy that you invest in through Visit Herts.

**"Visit Herts helps to join up the region and present ourselves to potential visitors more effectively."**

St Albans Cathedral





# VISIT HERTS

Visit Herts, a Local Visitor Economy Partnership (LVEP), is the official Destination Management Organisation for Hertfordshire, welcoming 14 million visitors a year, championing the county's £1.1 billion tourism industry and supporting more than 30,389 jobs.

Go To Places is recognised as one of the country's leading DMOs, targeting UK and overseas markets to raise Hertfordshire's profile as a destination, improving quality and skills within the industry, and growing investment in tourism.

[www.visithertsbusiness.co.uk](http://www.visithertsbusiness.co.uk)



## GET IN TOUCH

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