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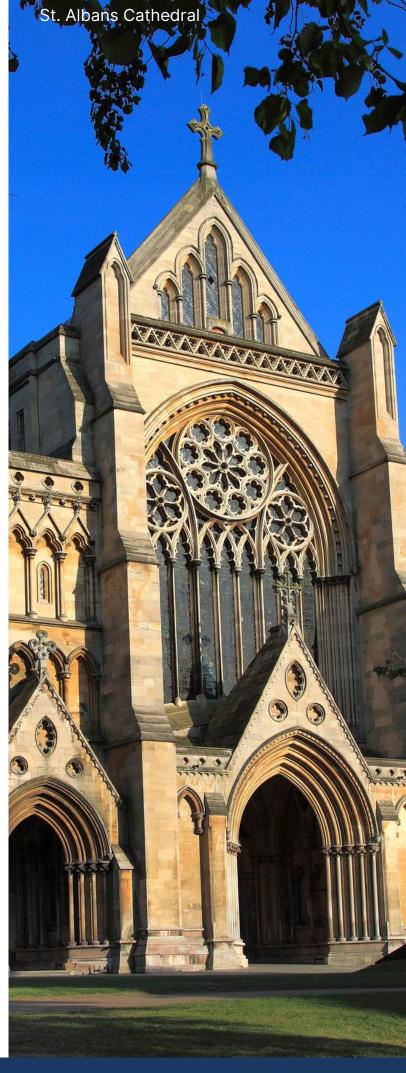
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### **About Visit Herts**







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 enchance wider place-making and inward investment intiatives.



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



Visit Herts delivers agency standard marketing with the added benefit of our partner network and the sector specific support that you would expect from a leading Destination Management Organisation.

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, confidence and helps partners to reach new audiences.



Access our collaborative marketing and campaign opportunities under a strong destination brand.



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

### **Our channels**



@visithertsukOver 5.6K followers



Visit Herts
Over 4.2K likes



@visithertsuk
Over 3.2K followers



538K page views 195K website users 30% <mark>o</mark>rganic <mark>se</mark>arch



23 million people reached through Visit Herts press activity in 2023



109K subscribers 24% open rate 5.5% click through



12,000 competition entries in 2023 winter campaign

### **Our Audiences**

Social Contemporary Seekers 18-34 years old

Changing Family Dynamic Families and extended families

Green Spacers
Older couples and retirees

Hyper Local Kent residents



Regular content contribution to Absolutely Herts 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 supports our Visitor First strategy which responds to emerging visitor trends for authentic experiences and encourages overnight stays. This year the focus is also on rebuilding confidence and extending the season.

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 channels.

### Our feature content now accounts for...



24%

0.55 min

of all website page views on www.visitherts.co.uk

average session duration 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



# HERTS BIGWEE RD Saturday 20th to Sunday 21st April 2024 VISIT HERTS VISIT HERTS REPWY HOU

### WELCOMING FILM CAST AND CREW















Successful 'Herts, Camera, Action: Knowledge Exchange Event' takes place at the University of Hertfordshire as new screen tourism campaign is launched to position Hertfordshire as a global leader in film and TV



# 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 Winter campaign
- Screen Tourism
   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 to media contacts and the VisitBritain press and content teams.



### **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.

### Sustainable Tourism

The priority themes of community, nature and climate, form the strategic backbone - the corner posts - of Visit Herts's new Sustainable Tourism Hub. When these life support systems thrive, local tourism and visitors benefit. However, the relationship is two-way. The tourism industry has a significant impact on communities, nature and climate and we have a duty to manage it responsibly and protect the beautiful Hertfordshire landscape.

Our <u>Sustainable Tourism Hub</u> has wide range of areas that need to be addressed to improve tourism's impact on nature, community and climate, we have prioritised three key areas, Food for Good, Go Nature Positive and Modal Shift in order to create the most impact across the tourism sector.

At Visit Herts, we believe that tourism should deliver a positive impact on communities and play its part in protecting our valuable natural environment.

Our plan aims to help protect and enhance community, climate and nature for the long term value - not only of the local tourism industry - but also of the planet.

### Why should you take action?

More and more visitors, as well as local residents, are choosing travel businesses and destinations that are able to offer lower carbon, nature-friendly experiences and will actively choose those businesses that are consciously more 'purpose-led' in their approach.

Whether it is saving energy or making better use of food waste, designing your business operations in a more sustainable way has the potential to save money too.



### How can your business get involved?

1 Access our resources

We've created <u>a suite of resources</u> to help businesses make a more positive impact on climate, nature and the community.

2 Become an impact hero

We're celebrating tourism businesses across Hertfordshire who are taking steps to embed sustainable tourism into the heart of how they operate and grow. If you have stories that you think might help other tourism businesses working to be more sustainable, <u>please get in touch.</u>





2.9 MILLION

6.1 MILLION



# 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 and Travel Trade groups.



### **Industry insights**

The Visit Herts research team provides our partners with sector specific research to help 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, alongside the latest data and intelligence though VisitBritain.



### **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 website, attend training sessions or receive advice to improve sustainability through our Sustainable Tourism Hub.



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

- Select which package of activity you'd like your business to benefit from.
- Check the investor fees on pages 11 and 12 to identify your base fee by business type.
- Collaborate further by joining targeted campaigns and adding 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.



# Select your package

| Activity              | Free support  | Core Investor Partner - See table for fees   |
|-----------------------|---|--|
| Consumer<br>website   | Basic listing<br>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<br>Enhanced presence in Herts Big Weekend   |
| Travel trade          |   | Representation at trade shows Featured on trade sales kit Host buyers in relevant fam trips Relevant recommendations Included in relevant sales training Opportunity to provide leafets 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 inuencer trips  |
| Business<br>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<br>support   | Access resources on B2B website<br>Free training events                                 | Investor only training events Access to sector specific expertise and advice   |
| Industry insights     | Business barometer  | Access to research expertise and advice  |



# 2 Visit Herts Investor Fees

| Business type  | Core Investor Fee + VAT   | Example Return on Investment   |
|--|---|--|
| Accommodation  |   |  |
| Boutique accommodation up to 10 rooms Hotel 10 - 99 rooms Hotel 100 + rooms Campsite, caravan park Holiday cottage agency Hotel groups 2 - 3 Hotel groups 4+ | £615.00<br>£925.00<br>£1,230.00<br>£1,230.00<br>£2,460.00<br>25% discount<br>50% discount | 0.5 room night p/m 0.75 room night p/m 1 room night p/m 2 room night p/m 1 night p/m - |
| Attractions  |   | Based on entry of £20pp  |
| Up to 25,000 visitors per annum<br>25,000 – 50,000<br>50,000 – 75,000<br>75,000 – 100,000<br>100,000+<br>Groups  | £615.00<br>£925.00<br>£1,230.00<br>£1,540.00<br>£1,850.00<br>POA                          | 30 tickets 46 tickets 61 tickets 77 tickets 92 tickets                                 |
| Events or bookable experiences   |   | Based on tickets at £20pp  |
| 1 event / experience<br>2 – 4 events / experiences<br>5 + events / experiences   | £310.00<br>£615.00<br>£1,230.00   | 15 tickets<br>30 tickets<br>61 tickets   |
| Retail (groups or centres)   |   | Based on a spend of £39.70*  |
| Up to 20 stores<br>20 – 99 stores<br>Over 100 stores   | £615.00<br>£1,230.00<br>£1,850.00   | 15 people<br>31 people<br>47 people  |

\*Based on average day visitor spend of £39.70 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



their return on investment





## 2 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   | £310.00<br>25% discount<br>33% discount<br>40% discount | 131 pints / 25 covers at £25                               |
| Venue (sports/ theatre/ music etc.)  |   | Based on a tickets at £25 pp                               |
| Capacity up to 250<br>250 - 1,000<br>1,000 - 5,000<br>5,000 +  | £615.00<br>£1,230.00<br>£2,460.00<br>£3,690.00          | 25 tickets<br>49 tickets<br>98 tickets<br>147 tickets      |
| Transport  |   |  |
| Local transport (bus service, coach company) Train operating company Infrastructure partner (Airport, port, rail link) | £2,460.00<br>£12,300.00<br>£6,155.00                    | 1,230 tickets at £2<br>53 return ticket at £78 each<br>way |
| Education  |   |  |
| Private language school<br>Further / Higher Education Provider   | £1,230.00<br>£1,840.00                                  | 1 student<br>1 student                                     |
| Farmers markets/ Food halls/ Garden Centres  | £615.00   | 39 people spending £15.77*                                 |
| Golf course  | £615.00   | 82 rounds at £7.50 per<br>person                           |
| BID / Town Council<br>District Council   | £6144.00  | 39 people spending £15.77*                                 |
| Multi offer  | POA All ra  | tes are excluding VAT                                      |

<sup>\*</sup>Based on average day visitor spend of £39.70 for half or full day

<sup>\*\*</sup>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



# Amplification packages

| Activity  | What's included?  | Cost + VAT  |
|---|---|---|
| Digital   | <ul> <li>Dedicated feature on the Visit Herts website</li> <li>Homepage banner on the Visit Herts website</li> <li>Inclusion in a Visit Herts enewsletters to 35k consumers</li> <li>5+ social media posts including an IG story</li> </ul>   | £1500   |
| Enewlsetter   | <ul> <li>Section within a suitable enewsletter or dedicated enewsletter (dependent on package purchased)</li> <li>Enewsletter copy written and created by the Visit Herts content team</li> <li>Direct link to partner website page of choice</li> <li>Final report of key metrics</li> </ul> | Dedicated newsletter £1000<br>Inclusion from £400 |
| <ul> <li>Dedicated competition landing page</li> <li>Exposure across all consumer social media</li> <li>Dedicated Visit Herts enewsletter to 33k consumers</li> <li>Paid social media activity</li> <li>GDPR compliant opt-in data</li> </ul> |   | Fully managed delivery £1500                      |
| Influencer activity   | <ul> <li>Influencer research and proposals</li> <li>Complete trip coordination</li> <li>Full briefing and itinerary preparation</li> <li>Content buy-out negotiation</li> <li>Contract management</li> </ul>  | £2000 + influencer costs                          |

Our marketing opportunities provide a cost-effective way to support your own activity...

- To promote an event
- To promote a new product
- To aquire opt-in data
- **Solution** Gain exposure to a new audience
- **⊘** Generate content for your own channels

# Measuring your return and 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 benefit from your share of the growth and recovery 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, 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

