



# Visit Herts **Packages & Benefits 2020/21**



**VISIT HERTS**



**GO TO PLACES**

Part of the Go to Places family



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# About Visit Herts



Visit Herts 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. Our Vision 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.

Join over 50 public and private organisations, including Hertfordshire County Council and Hertfordshire LEP, who are investing in Hertfordshire's visitor economy through Visit Herts.



# 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.



Engaging content that drives visits and helps partners to reach new audiences.



Collaborative marketing opportunities under a strong destination brand.



Being part of our network gives 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



Visit Herts  
Over 1.7k likes



@visithertsUK  
Over 2.5k followers



@visithertsuk  
Over 2.2k followers



448k page views  
156k users  
81% organic search

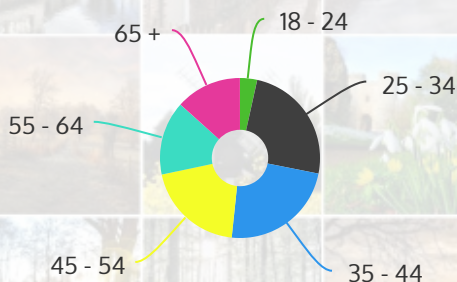
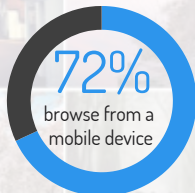
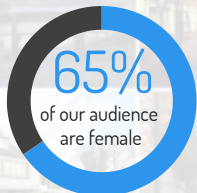


Av dwell time 1.17 m  
Pages/session 2.23



4k subscribers  
37.7% Open rate  
10.6% Click through

## Our audience



Sports & fitness TV lovers  
Travel buffs Green living  
Food & dining Family  
Shopping Book lovers  
News & politics Art & theatre

# The power of 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 channels.

**Feature content now accounts for around 25% of all page views and achieves average dwell times of over 1.5 minutes.**

To reach new audiences, it's essential for businesses to feature on high quality third party channels. Visit Herts Investor Partners have the opportunity to feature in relevant content, aligning your business with wider destination partners and providing cross sell opportunities.

Each piece of content you feature in across our channels has an approximate

**£200**  
media value





I've got your chance to win a luxurious overnight stay at top 5-Star Hotel **The Grove, Hertfordshire!**

When it comes to beautiful hotels just outside London, **The Grove** is one of my top picks. Set in 340 acres, the grounds are totally stunning, with cascading water features, perfectly manicured hedges and even an outdoor



# 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.



## Campaigns & partnerships

- Big Weekend
- Gourmet Garden Trails
- Explorer's Road
- Winter campaign \*
- Summer in Herts \*
- Business events \*\*
- Screen tourism \*\*



## PR

We regularly collaborate with local, national and international publications, travel trade press and influencers to amplify our destination message. Our Investor Partners are prioritised in pitches, recommendations, press releases, press visits and features.



## Travel Trade

Our Travel Trade programme engages tour operators and distributors in key markets to ensure that the Hertfordshire product is included in their offer. Our team provides them with the knowledge and tools to sell your business effectively. Investor Partners are prioritised in newsletters, recommendations, on our trade hub, fam trips and sample itineraries. You can get more involved by joining us at shows or our travel trade group.

\* Buy-in options available \*\* Buy-in required





## OUR NEWS AND ACTIVITY

From trade shows to conventions, read on to find out what the Visit Herts team has been working on this month...



## HERTFORDSHIRE'S VISITOR ECONOMY - WE HOPE YOU ENJOY THE NUMBERS!

continues to thrive. We  
highlights from our latest  
see that Hertfordshire  
visitors and  
venue.

**28M VISITORS**  
**£2.2BN VALUE**

PERFORMANCE	PURPOSE OF TRIP TO HERTFORDSHIRE	VALUE AND VOLUME
<p>— 2017</p> <p>11%</p>	<p><b>HOLIDAY 32%</b> THOSE ON HOLIDAY STAY 4.6 NIGHTS IN THE AREA AND SPEND £202</p> <p><b>BUSINESS 20%</b> THOSE ON BUSINESS STAY 3.5 NIGHTS IN THE AREA AND SPEND £388</p>	<p><b>TOURISM JOBS</b></p> <p>ACCOMMODATION 3</p> <p>RESTAURANT 3</p> <p>FOOD &amp; DRINK 3</p> <p>ENTERTAINMENT 3</p> <p>TRANSPORT 872</p>



# 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 provide 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 businesses to business, attend training sessions or receive advice through our Tourism Business Advisory Service (TBAS).



# How it works



Ashridge Estate - National Trust

Our base fee structure is categorised by business type and scale, this gives all Investor Partners 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 & 11 to identify your base fee by business type

2

Add the boost package if you'd like increased exposure across our channels

3

Tailor your package by joining targeted campaigns and adding bespoke activity

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





# Select your package

Activity	Free support	Core Investor Partner – See table for fees
Digital	Basic listing Event listings	Enhanced listing Priority search Website cross sell opportunities
Content		Inclusion in feature content Access to marketing content hub (coming soon)
Campaigns & partnerships	Big Weekend	Inclusion in seasonal campaign content Enhanced presence in Big Weekend
Travel trade		Representation at trade shows Feature on trade hub Opportunity to feature in what's new leaflet 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		Relevant press releases Relevant press trips Relevant press suggestions Inclusion in press pack
Business network	Email updates Enter tourism awards	Attend networking events Receive investor only opportunities Introductions to partners Join relevant forums Hospitality skills partnership Feature in our partner news Host a networking event
Business support	B2B Website Tourism Business Advisory service (for fee) Free training events	Corporate Partner masterclasses Investor only training events Access to sector specific expertise and advice
Industry insights	Business barometer	Access to research expertise and advice





# Visit Herts Investor Fees

Business type	Core Investor Fee + VAT	Example Return on Investment
Accommodation		
Boutique accommodation up to 10 rooms	£510	0.5 room night p/m
Hotel 10 - 99 rooms	£765	0.75 room night p/m
Hotel 100 + rooms	£1,020	1 room night p/m
Campsite, caravan park	£1,020	2 room nights p/m
Holiday cottage agency	£2,040	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	£510	34 tickets
25,000 – 50,000	£765	51 tickets
50,000 – 75,000	£1,020	68 tickets
75,000 – 100,000	£1,275	85 tickets
100,000+	£1,530	102 tickets
Groups	POA	-
Events or bookable experiences		Based on a tickets at £20 pp
1 event	£255	13 tickets
2 – 4 events	£510	26 tickets
5 +	£1,020	51 tickets
Retail (groups or centres)		Based on a spend of £37.68*
Up to 20 stores	£510	14 people
20 – 99 stores	£1,020	27 people
Over 100 stores	£1,530	41 people

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

If a hotel receives just 2 room nights per month from visitors inspired by us to visit the destination or extend their stay, they will have

**Doubled**  
your 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	£255	73 pints / 13 covers at £20
2 – 5 properties	25% discount	
6 – 9 properties	33% discount	
10 + properties	40% discount	
Venue (sports/ theatre/ music etc.)		Based on a tickets at £20 pp
Capacity up to 250	£510	26 tickets
250 – 1,000	£1,020	51 tickets
1,000 – 5,000	£2,040	102 tickets
5,000 +	£3,060	153 tickets
Transport		
Local transport (bus service, coach company)	£2,040	510 £4 tickets
Train operating company	£10,200	340 £30 tickets
Airport	£5,100	-
Education		
Private language school	£1,020	1 student
Further / Higher Education Provider	£1,530	1 student
Farmers markets / Food halls / Garden Centres	£510	27 people spending £18.84*
Golf course	£1,020	41 rounds at £25 per person
BID / Town Council	£1,020	27 people spending £37.68*
District Council**	£5,100	136 people spending £37.68*
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





# Add a Boost Package

Activity	Boost Package 1 - £995 + VAT	Boost Package 2 – £1,395 + VAT
Digital	1 x Home page banner image 1 x Direct link from newsletter	1 x Home page banner image 1 x Direct link from newsletter One month fully managed PPC campaign with set up, account management and reporting to support wider boost package
Content	1 x Guest feature written by us OR 1 x Guest feature written by you and 1 x Instagram Story	1 x Guest feature written by us OR 1 x Guest feature written by you and 1 x Instagram Story
Campaigns	Winter campaign headline partner with opt-in data	Winter campaign headline partner with opt-in data
Total value	£1,480	£1,980

There are a limited number of Boost Packages available. If you commit for three years you will receive 10% discount off the Boost Package.

The 2019 Winter in Herts campaign achieved a record

**4,522**  
**competition entries**

# 3

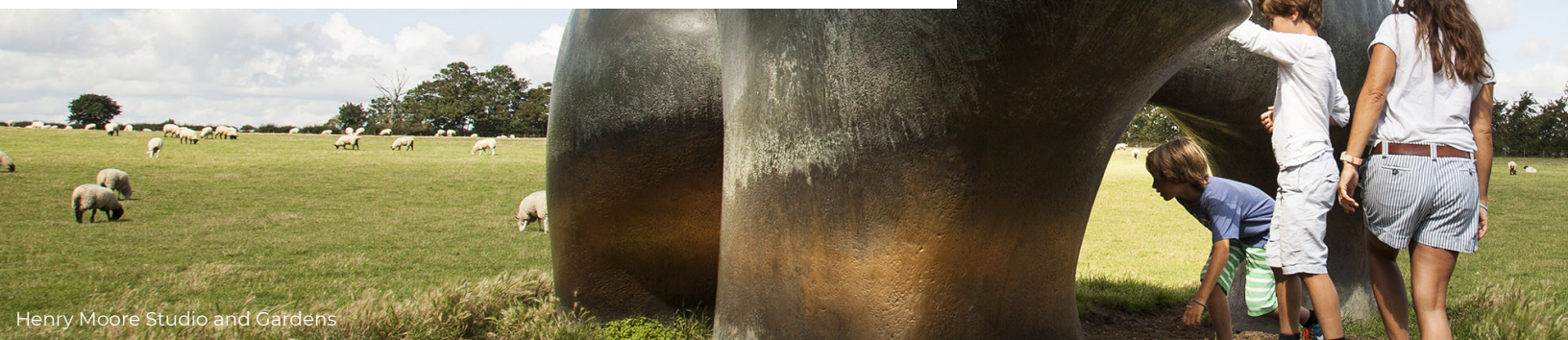
## Add your optional extras

Activity	Additional Options	Price + VAT
Digital	Dedicated newsletter Direct link in newsletter Instagram Story Bespoke competition Fully managed PPC campaign with set up, account management and reporting	£395 £195 £395 From £1,500 From £449 - £1,399 per month
Content	Guest feature or Sponsored content Feature for your channel Bespoke itinerary	£395 £595 £495
Campaigns & partnerships	Summer Campaign Winter Campaign Screen Tourism Partnership Business Events Partnership	£995 £495 £TBC £2,500
Travel trade	Join travel trade shows Dedicated travel trade newsletter Travel Trade training Travel Trade strategy planning session Dedicated fam trip Travel Trade consultancy	From £880 £300 £500 From £500 From £1,000 + costs POA
PR	Dedicated press / influencer trip Instameet / Blogger event PR & Media Training PR strategy planning session Dedicated press release & distribution	From £300 + costs From £300 + costs £500 From £500 £695
Business network	Dedicated B2B newsletter	£300
Business support	Bespoke training	From £500
Industry insights	Bespoke research Topical secondary insights review Dedicated presentation	POA From £1,500 From £500

Work with our team of industry experts to enhance your wider activity with bespoke activity and specialist support.



# 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."**

Hayley Lewis, St Albans Cathedral





**VISIT HERTS**

Visit Herts is the official Destination Management Organisation for Hertfordshire, welcoming 28 million visitors a year, championing the county's £2.2 billion tourism industry and supporting more than 40,000 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.

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