

VISIT *Exmouth*

2025 Membership Scheme and rate card

visitexmouth.co.uk



About us

Visit Exmouth is the official destination brand for Exmouth which is managed by Exmouth Town Council. We have partnered up with Visit South Devon to develop a marketing strategy and digital plan for 2025. With the support of Visit South Devon we will deliver this plan and manage the membership scheme.

The website is currently getting approx. 102,000 visitors a year with the launch of our new website and digital plan in place we expect to increase this through 2025.

Why Join

The primary purpose of Visit Exmouth is to promote and develop Exmouth's destination tourism.

As a valued member of our local business community, we believe that joining presents a unique opportunity for your business to thrive and contribute to the success of Exmouth. Allow us to explain why:

Expanded Reach and Visibility:

Listing your business on the Visit Exmouth website and engaging with our social media channels exponentially increases your reach and visibility. Our website serves as a central hub for tourists and locals seeking information about our destination, ensuring that your business is easily discoverable by a wide audience. Additionally, our social media channels attract followers interested in exploring our destination, providing further exposure to potential customers.

Access to Targeted Audiences:

The Visit Exmouth website serves as a hub for travellers seeking information about our destination, including accommodations, dining options, activities, and more. By listing your business on our website and engaging with our platforms, you gain access to a highly targeted audience actively looking for the products or services you offer. This targeted exposure increases the likelihood of attracting qualified leads and converting them into loyal customers.

Community Collaboration and Cross-Promotion:

Engaging with Visit Exmouth social media channels opens doors to collaboration and cross-promotion opportunities within our destination community. By participating in joint marketing campaigns, sharing each other's content, and leveraging our collective networks, you can amplify your brand message and reach new audiences. Collaborative efforts strengthen the overall destination experience and benefit all stakeholders involved.

Networking and Collaboration:

Our membership scheme fosters collaboration and networking among businesses like yours. By connecting with other stakeholders in the tourism industry, you'll have the chance to exchange ideas, share best practices, and explore potential partnerships. This collaborative environment not only enhances your business's visibility but also opens doors to new opportunities for growth and innovation.

We invite you to become a part of our community and together unlock the full potential of our destination.

To learn more about our membership scheme and how it can benefit your business, please don't hesitate to reach out to us. We look forward to welcoming you onboard!

To join or for more information please
contact Jo Butler:

E: Membervisitexmouth@gmail.com

| | BASIC £50 per annum | ENHANCED £100 per annum | PREMIUM PARTNER £199 per annum |
|--|---------------------------|-------------------------------|--------------------------------------|
| Website | | | |
| Single listing in your business sector category: <i>THINGS TO DO, EAT & DRINK, STAY, SHOP.</i> Listing includes phone number and map location. | | | |
| Listing 'card' image | Generic image | 1 | 1 |
| Listing image/s | 0 | 3 | 10 |
| Description | Unlimited | Unlimited | Unlimited |
| <i>BOOK NOW</i> button | | Yes | Yes |
| Website link, email link and opening times | | Yes | Yes |
| Facilities, awards & pricing | | Yes | Yes |
| Special offers on website | | Yes | Yes |
| Links to you social media accounts (Twitter, Facebook, Instagram, Pinterest) and your Tripadvisor account | | Yes | Yes |
| Add a video to your listing | | | Yes |
| Guest blogs | Yes | Yes | Yes |
| Event listings & Competitions | Unlimited | Unlimited | Unlimited |
| Additional business listing (at same address) | | | Yes (x2) |
| 'Feature spot' in the Visit Exmouth newsletter | | | Yes |



| Additional social media & PR benefits | | | |
|--|-----|-----|-----|
| Sharing / promoting your posts across the Visit Exmouth channels | | Yes | Yes |
| Dedicated quarterly social media post about your business | | | Yes |
| Opportunity to host a <i>press visit</i> | | Yes | Yes |
| Inclusion in press releases (subject to topic) | | Yes | Yes |
| Additional Membership benefits | | | |
| Access to the Visit Exmouth members Facebook group | Yes | Yes | Yes |
| Attendance at quarterly Visit Exmouth meetings | Yes | Yes | Yes |
| Attendance at business workshops | Yes | Yes | Yes |



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