

	Entry Level	Silver	Gold
Online - website			
Seen globally by over 1million in the last year and growing. SITE REFRESH FOR 2015 – the site will be developed using responsive design for PCs, tablets and mobiles and give a fresh clean new look, incorporating our current brand positioning.	Entry level listing	Detailed entry on visitwiltshire.co.uk including a comprehensive description, up to 6 photographs and full contact details plus availability updates	Detailed entry on visitwiltshire.co.uk including a comprehensive description, up to 6 photographs and full contact details plus availability updates
Priority Search Ranking	3 rd priority	2 nd priority	1 st priority
Option to display your last five TripAdvisor reviews on your entry on visitwiltshire.co.uk	Not available	✓	✓
NEW FOR 2015 – your social media feed on your page at visitwiltshire.co.uk	Not available	Not available	✓
Enquiries direct to your own booking service or online travel agent with no VisitWiltshire commission charges	Not available	✓	✓
Video – opportunity to link to your own video from your entry on visitwiltshire.co.uk	Not available	Not available	✓
Special offers and free listings of events	Not available	✓	✓
Online – video			
Exposure from exclusive VisitWiltshire video screen at Stonehenge, showcasing Wiltshire and signposting visitors to find your business at visitwiltshire.co.uk and our Apps	✓	✓	✓
Hosting VisitWiltshire videos on your own website	✓	✓	✓
Featuring in VisitWiltshire video*	Not available	Not available	✓
Online – VisitWiltshire App			
NEW FOR 2015 – Powerful Geofencing technology to allow you to send messages and special offers to visitors when close to your business	Not available	Not available	✓
Detailed entry	Not available	✓	✓
Link to your page on visitwiltshire.co.uk	Not available	✓	✓
Push Notifications	Not available	Not available	✓

	Entry Level	Silver	Gold
Online – Social Media			
Inclusion* in relevant social media activity, seen by over 22,000 people every day	Not available	✓	✓
Inclusion in blogs*	Not available	✓	✓
Main Guide			
Inclusion in editorial* and photography* which signposts visitors to visitwiltshire.co.uk	Not available	✓	✓
Consumer Marketing			
Benefit from our core marketing activity including Pay Per Click, Online Display, In App advertising etc. Our high profile 2015 campaigns will integrate our new brand positioning and will drive visitors to visitwiltshire.co.uk to find out more about your business	Not available	✓	✓
Increased presence via offering competition prizes	Not available	✓	Priority
Inclusion in downloadable special offer vouchers	Not available	✓	✓
Accommodation Information Boards			
DEVELOPMENT FOR 2015 – for accommodation partners – listing on accommodation boards in key Wiltshire locations	Not available	✓	✓
Opportunity to take advertising space at partner rates	Not available	✓	✓
Groups and Travel Trade			
Coverage in 8000 copies of Group Visits and Travel Trade Guide*	Not available	✓	✓
Inclusion in Familiarisation Trips and Itineraries*	Not available	✓	Priority
Opportunity to host Travel Trade journalists and related PR*	Not available	✓	Priority
Press & PR			
Inclusion in press releases and features* accessing an audience reach of over 162 million	Not available	✓	✓
Opportunity to host journalists and inclusion in itineraries*	Not available	✓	Priority
Photo Library			
NEW FOR 2015 – include your own high quality images in albums on the VisitWiltshire Flickr account and benefit from enhanced photographic reach	Not available	✓	✓

	Entry Level	Silver	Gold
Familiarisation Opportunities			
IMPROVED FOR 2015 – Free or reduced entry to over 40 attractions in Wiltshire worth up to £670 in 2015 via our Familiarisation Passport	Not available	✓	✓
Spring and Autumn Familiarisation trips to key attractions and destinations in Wiltshire for partners keen to improve their product knowledge	Not available	✓	✓
Networking opportunities			
Events take place across Wiltshire, hosted at partner venues where businesses can meet other partner businesses and hear the latest from VisitWiltshire too	Not available	✓	✓
Time for Wiltshire Tourism Conference and Exhibition - expert conference speakers, topical business workshops and opportunity to exhibit* or attend the industry exhibition	Not available	✓	✓
Training opportunities			
Low cost, short day training opportunities on key popular topics including Social Media, Marketing, Customer Service, Tax and Finance etc.	Not available	✓	✓
Business Benefits			
Access a range of business benefits from our Supplier Partners including Monahans, Eviivo, Reach Local, Maple Communications etc	Not available	✓	✓

*where appropriate