

Visit Eastbourne

EASTBOURNE
BREATHE IT IN

Membership
Packages
2020



Up to
20% OFF

Reach thousands of visitors planning their 2020 holiday and enjoy exclusive trade benefits with VisitEastbourne!

See inside for details

Why Join?

- Feature in the official VisitEastbourne 2020 Holiday Guide, with 65,000 guides distributed across the UK via a lead generation marketing campaign and overseas exhibitions, plus digital brochure online too
- Your own page on VisitEastbourne.com with online booking *
- Promote your special offers on VisitEastbourne.com and to our 70,000+ e-newsletter subscribers
- Promote your offers, videos and latest news to our growing social media following of 85,000+
- Join in with our familiarisation visits for journalists/ bloggers and competition prizes in national media
- All members appear free of charge in the VisitEastbourne Resort Guide, our handy attractions guide, with 60,000 copies distributed across the South East
- Receive booking enquiries via the TIC
- Access to research data
- Access to complimentary theatre and bandstand tickets on selected dates
- Half price green fees for your guests at Eastbourne Downs Golf Course (after 1pm, subject to availability)
- Receive delegate booking enquiries via your complimentary Conference Eastbourne membership *
- Receive your complimentary VisitEastbourne Trade Pass with free visits to attractions across Sussex (worth over £450 in 2019)

* 10% commission charged on bookings

Think Print

Feature your business inside the 2020 Holiday Guide within our stylish accommodation section, alongside colourful spreads and editorial.

Advert sizes range from our entry level 1/32 page listing to the Double Page Spread, with the largest adverts appearing first. Plus full page and double page advertisers can opt for their own branded advert to showcase the very best of their business.

350,000
VisitEastbourne.com
monthly users

65,000 printed guides

85,000 SOCIAL MEDIA
FOLLOWERS

70,000 e-newsletter
subscribers

PLUS YOUR COMPLIMENTARY
TRADE PASS & TICKETS TO 20+
ATTRACTIONS



89% Success Rate!

With 89% of visitors planning to visit Eastbourne as a result of requesting the Eastbourne Holiday Guide and 60% using the brochure to find accommodation for their stay, the brochure is an essential resource for any staying visitor. Plus, an extensive lead generation campaign targets new visitors to Eastbourne, with more than 50% never having visited before!

Source: Lifestyle Media Group survey 2018



Online & Digital

All members receive one standard property page listing on VisitEastbourne.com.

Upgrade to Premium for just £99+VAT to unlock much more!

Why Upgrade?

Standard Online (Free)

- Business name & address
- 1 image
- Short description
- Directions, maplink, facilities, reviews
- Online booking

Premium £99+VAT

All of the above plus:

- Image gallery with 10 images
- Unlimited description
- Telephone, email and web address
- Social media links eg Facebook, Twitter, Instagram
- Your video embedded from You Tube
- 1 PDF eg brochure, menu
- A choice of two VisitEastbourne Extras (worth £50 each)



Dates for Your Diary

2019

31 July	Membership booking deadline
6 September	Holiday Guide copy deadline for advertisers
20 September	First proof of advert
11 October	Final proof of advert
November	Printing of Holiday Guide and invoicing
6 December	Deadline for website content and booking of online extras
December	Holiday Guide distribution begins

2020

1 January – 31 December	Your online membership is live
February	Resort Guide distribution begins
April	Trade Passes issued

Next Steps

Simply complete the attached booking form, selecting your ad size and any online extras, and return to the address below by **31 July 2019** to guarantee up to 20% off all membership rates for current members and EHA members!



EASTBOURNE
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