

# Visit Eastbourne

## Accommodation Membership

# 2025

Visit Eastbourne has an exciting membership programme, giving you the opportunity to help shape more of the activity that we do.

Let us help you to showcase your business to 80,000 visitors per month, and reach many thousands more through Visit Eastbourne's social media channels, email database, digital brochure and more, all available through our exclusive membership packages.

Join one of  
the biggest  
destination  
brands in  
Sussex

### 80,000

average unique users on  
VisitEastbourne.com per  
month



### 3.44 million

impressions from  
VisitEastbourne social media

**128,000** social  
media followers  
across Visit  
Eastbourne  
& Events

Press coverage in  
national and  
international  
media

### 75,000

VisitEastbourne  
e-news  
subscribers



Digital brochure  
available  
worldwide

### Number 1

on Google for Accommodation,  
What's On, Things to Do, Shops,  
Restaurants & more

Representation to  
travel /trade media via  
Tourism South East

UK's First  
Destination  
Gift Voucher  
Platform



### 80,000+

VisitEastbourne.com  
referrals to member websites

Working with VisitBritain, Tourism South  
East, Experience Sussex, Sussex Local  
Visitor Economy Partnership, Southern  
Railway, Towner, Sussex Modern, Sussex  
Top Attractions & more

Online  
Accommodation  
Booking and  
Open Table  
reservations

Outdoor  
advertising  
opportunities  
across  
Eastbourne

### £485m

value of tourism to the  
local economy



Digital Marketing Campaigns  
throughout 2025

### Free

Accommodation listing  
on selected events websites

### 10,000

jobs (26%) supported by  
Tourism in Eastbourne



French and German  
websites optimised for  
overseas markets



# Why Join?

- Be part of Eastbourne's official online tourism platform – providing inspiration to visitors researching their holiday, along with valuable information, themed content, offers, digital brochure, online accommodation booking and gift vouchers.
- Your own page on VisitEastbourne.com (also translated in French and German) plus a range of extras when you upgrade. Choose from packages which include free banner ads, enewsletter features, social media campaigns and more!
- Online accommodation booking using your live availability from compatible systems and Open Table restaurant reservations\*\*.
- Join in with familiarisation visits and competition promotions across a range of media.
- Sell Gift Vouchers via the VisitEastbourne destination gift voucher platform – the first of its kind in the UK – powered by UK provider Gift Voucher Brilliance (subject to commission).
- Regular destination and industry news delivered to your inbox, plus your events and services promoted to other members.
- Representation at national and regional level with joint activity across a range of organisations including planned campaigns via Tourism South East, GTR/Southern Railway and working with the East Sussex, Brighton & Hove and West Sussex Local Visitor Economy Partnership.
- Promotional opportunities within dedicated VisitEastbourne campaigns across eNewsletter and social media marketing. Previous campaigns have generated hundreds of thousands of impressions, along with email open rates above the industry standard.
- Plus access to a range of marketing assets, research and discounted services such as copy writing, graphic design and photography.





# Choose Your Package

	Basic £249 +VAT	Enhanced £400 +VAT	Premium Plus £600 +VAT	Partner £1000 +VAT
Full page online listing for 12 months with: 10 images, long description, web link & contact details	✓	✓	✓	✓
Online accommodation booking & Open Table reservations **	✓	✓	✓	✓
Extra 10 images, You Tube video and PDF brochure on your page		✓	✓	✓
Appear above other membership levels in search listings		Above Basic	Above Enhanced	Above Premium Plus
Appear in the Accommodation Highlights carousel (12 months)		✓	✓	✓
1 month Web Banner advert			✓	✓
1 month Don't Miss banner advert in Web Navigation Menu				✓
1 month Home page feature				✓
1 month You Tube video on the Accommodation page				✓
Up to 10 events listed under What's On		✓	✓	✓
Social Media post(s)		1	2	3
Facebook advert boosted to the value of £50				✓
Visitor Enewsletter feature			1	2
Your businesses featured in a themed digital marketing campaign				✓
1-2-1 meeting to plan your 2025 VisitEastbourne campaigns				✓



	Basic £249+ VAT	Enhanced £400+ VAT	Premium Plus £600+ VAT	Partner £1000+ VAT
Inclusion in Accommodation Listings on selected events websites.	✓	✓	✓	✓
Access to Gift Voucher sales platform **	✓	✓	✓	✓
Access to Image Library, Marketing Toolkit & Campaign Planner	✓	✓	✓	✓
Access to research PLUS your business website stats provided twice yearly	✓	✓	✓	✓
Access to discounted Copywriting Services, Graphic Design & Photography ^	✓	✓	✓	✓
Ongoing Destination News Update (min 1 per month)	✓	✓	✓	✓
Representation at Tourism South East, VisitBritain, VisitEngland, Experience Sussex, Sussex Local Visitor Economy Partnership, Towner, Sussex Modern & Sussex Top Attractions	✓	✓	✓	✓
<b>Additional Extras</b>				
Solus eNewsletter to 75k recipients	£450+ VAT			
eNewsletter Feature	£100+ VAT			
Social media post (posted to Facebook, Instagram Stories, X)	£50+ VAT			

Book your package online by 7 February at  
[www.visiteastbourne.com/join-accommodation](http://www.visiteastbourne.com/join-accommodation)

\* new members are required to register with a recognised accreditation scheme e.g. AA, VisitEngland or Eastbourne Hospitality Association, and show proof of accreditation (and grading where appropriate).

\*\* commission payable to Open Table, requires an Open Table account. Accommodation booking requires access to appropriate PMS/booking distribution systems.

^ subject to availability.





# Terms & Conditions

- Membership Packages - advertising space included in each package is subject to availability. Dates must be booked in advance and content provided at least 2 weeks prior to campaign start date. Failure to book in dates or supply content within the timeframe, will deem the advertising opportunity as spent. Unused advertising space is not transferable to future years.
- Open Table reservations, TXGB online accommodation booking and TXGB ticketing are available on your business page. You must have an Open Table / TXGB account. We do not charge commission on Open Table reservations however commission may be charged by Open Table depending on the conditions of your contract.  
10% commission is charged on all TXGB ticketing at source.
- All new members are required to register with a recognised scheme e.g. AA, VisitEngland or Eastbourne Hospitality Association, and show proof of accreditation (and grading where appropriate).
- Online content can be updated at any time, however please allow 10 working days for changes to be made. Online access to Extranet is available for all members on request.
- Images for use on the website must be supplied as jpeg files, minimum 1220px wide x 715px deep.
- Video must be supplied via your own You Tube account.