

A photograph of Brighton Pier at sunset. The pier is illuminated with warm, golden light, and the sky is a deep orange. A person is seen kayaking in the water in the foreground. The text 'visitBrighton' and 'visitbrighton.com' is in the top right, and 'WORK WITH US' is in large yellow letters in the center. '2024-2025' is in the bottom right.

visitBrighton

visitbrighton.com

**WORK  
WITH  
US**

**2024-2025**



# Working with VisitBrighton

**VisitBrighton is the official tourism organisation for Brighton & Hove and is part of the Tourism & Venues Unit within Brighton & Hove City Council. We work with a wide range of private sector businesses in the city and across Sussex.**

VisitBrighton partnership gives you the opportunity to promote your products and services to local, regional, national and international visitors and gives you the chance to become part of a network of over 350 like-minded businesses.

By becoming a Partner you can play a proactive role in boosting the profile of Brighton & Hove, and driving economic growth.

T: +44 (0)1273 292621

E: [partnership@visitbrighton.com](mailto:partnership@visitbrighton.com)

W: [visitbrighton.com](http://visitbrighton.com)

# How we support you

VisitBrighton is responsible for promoting the city to both leisure and business visitors, engaging with target visitor markets to take them on a customer journey from “looking to booking to visiting to returning and recommending” both nationally and internationally.

## Leisure Tourism:

It is vital that we keep Brighton & Hove in the forefront of the visitor’s mind so we work hard to secure targeted promotion. Our annual marketing activity includes:

- Delivering [www.visitbrighton.com](http://www.visitbrighton.com)
- Creating and delivering **digital campaigns**
- Hosting media and **influencer visits** from across the world
- Providing **inspirational content** to the media, driving online and offline coverage
- Managing our **dedicated social media channels**
- **Blog posts**
- Monthly **consumer newsletters**

## Business Tourism:

Our Conference Team are responsible for enhancing and building Brighton & Hove’s reputation as a Meeting & Events destination to UK and international conference bookers. Our activity includes:

- Promoting Brighton & Hove as a **key UK destination** for events, generating **conference enquiries**
- Hosting **familiarisation trips** for organisers
- Providing a dedicated **accommodation booking service** for conference delegates



RIGHT  
HERE  
RIGHT  
NOW

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# The impact of tourism

Visitors brought in

**£1.27 billion**

economic benefit

Tourism supported over

**23,345 jobs**

in the Brighton & Hove area

We welcomed

**11.47 million**

visitors to Brighton & Hove

*"We have worked with VisitBrighton for many years as the work they do is invaluable to the Hilton and the city as a whole. The business confirmed via the conference team is a great asset to the hotel and the press coverage generated by the marketing team ensures Brighton remains a popular place to visit.*

**Laura Hogbin,**  
Commercial Director,  
Hilton Brighton Metropole

\*Economic Impact Assessment of Tourism, 2022

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# VisitBrighton's Impact 2023

**Over 1.7m**

unique users to  
www.visitbrighton.com

**Over 2.6m**

page views on  
www.visitbrighton.com

**Over 50%**

open rate on  
consumer newsletters

**2,678,279**

impressions received from  
digital marketing campaigns

**675 pieces**

of media coverage  
generated including:

Conde Nast, The Independent,  
The Times, BBC Good Food,  
Country Living and National  
Geographic

Each year we confirm  
conferences generating an  
economic impact of approx

**£40m**

**f 33k** Followers

**X 60.9k** Followers

**@ 46.8k** Followers

**🎵 2.6k** Blog views

**© 6k** Followers

**Over 1.4m**

in accommodation booked  
via our Conference Delegate  
Booking Service

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# Benefits of becoming a partner

Every business who signs up as a VisitBrighton Partner is directly supporting the work of developing and marketing our destination. All partners receive the following benefits:

- A dedicated page for your business on [www.visitbrighton.com](http://www.visitbrighton.com)
- Opportunity to offer bookings via our digital box office
- Invitations to exclusive VisitBrighton Partner events
- Opportunity to promote/receive special offers from partner businesses
- Weekly industry e-newsletter
- Opportunity to promote special offers to conference delegates
- Inclusion in our regular media briefings
- Preferential rates for additional advertising
- Free Brighton Attractions pass
- Access to free image library
- Accommodation providers: opportunity to receive bookings via VisitBrighton's conference delegate booking system

*"VisitBrighton have played a crucial part in our success by helping us reach a target audience outside of the city, especially with journalists and conferences visiting."*

**Raz Helalat,**  
The Coal Shed, The Salt Room,  
Burnt Orange and Tutto

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# People say...

*"We at Drakes are proud to reflect on the invaluable support and assistance we've received over the years. Throughout our membership we have found the VisitBrighton team to be of great knowledge and support... whilst also providing excellent marketing and social media opportunities for our business"*

**Joe Setchell,**  
A Curious Group of Hotels

*We value our relationship with VisitBrighton. A great group of people, a consistency of approach and a genuine desire to make Brighton and Sussex a place people want to visit."*

**Nigel Greenwood,**  
So Sussex

*"Churchill Square and VisitBrighton have worked together for many years. Our relationship with [them] opens doors and provides invaluable additional opportunities for promotion and partnerships within our city."*

**Tara Phillips,**  
Churchill Square

*"I recommend VisitBrighton to anyone who is thinking of opening or taking over a business in Brighton. The annual fee is worth every penny."*

**Herve Guyat,**  
The New Steine Hotel, Cup of Joe  
& Kemp Town Trading Post

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# Partnership fees 2024/25

Our Partnership fees are based on the type and size of your business.

## Accommodation

1-25 room properties*	<b>£766</b>
26-100 room properties*	<b>£837</b>
101+ room properties*	<b>£909</b>

\*plus £14 per room

## Attractions

Up to 20,000 visitors	<b>£454</b>
20,001-200,000 visitors	<b>£1,411</b>
200,000+ visitors	<b>£2,272</b>

## Entertainment venues

Up to 500 seats	<b>£658</b>
501-1000 seats	<b>£1,160</b>
1001+ seats	<b>£1,794</b>

**Business Directory** **£398**

**Cafe, Bar, Pubs, Clubs** **£395**

**Campsite** **£380**

**Restaurants** **£478**

**Language Schools** **£419**

**Places of Worship** **£155**

**Activities** **£454**

**Shopping Centre / Area** **£1,315**

**Shops / Local producer** **£359**

**Tour Guides** **£228**

Discounts are available for members of:  
BID (Business Improvement District), Brighton & Hove Hotels Association, North Laine Traders, Brighton Marina, Churchill Square.

Discounts are also available for registered charities, if your business is less than 12 months old, if your business operates outside of Brighton & Hove, if you register more than one business.

To discuss becoming a VisitBrighton Partner, please contact us on [partnership@visitbrighton.com](mailto:partnership@visitbrighton.com)

All rates listed above EXCLUDE VAT

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# Why advertise with us?



Our Homepage has  
**21,495**  
average page views  
a month

The What's On  
main page has  
**17,900**  
average page  
views a month

A Banner Ad in the  
What's On section  
has an average of  
**77,761**  
impressions a month

Our Blog has nearly  
**9k** page views  
a month

**10k**  
newsletter subscribers  
with over 50 % average  
open rates

 **60.9k** Followers  
 **46.8k** Followers  
 **33k** Followers  
 **2648** Followers

Instagram  
competitions have  
an average of  
**9k**  
impressions and  
**400** likes

Our Partner Newsletter  
is sent to over  
**800**  
local business contacts

**542,135**  
TikTok video views in 2023

Average reach is  
**15.5k**  
per Instagram reel

The above figures are from 2023

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# Advertising options

We have a range of digital advertising opportunities which will help you reach your targeted visitor audience.

## Gallery Images

All pages have a carousel of prominent gallery images at the top that have a hyperlink to take you to your page on [www.visitbrighton.com](http://www.visitbrighton.com)

**Partner Rate: £349 per month**

**Non-Partner Rate: £399 per month**

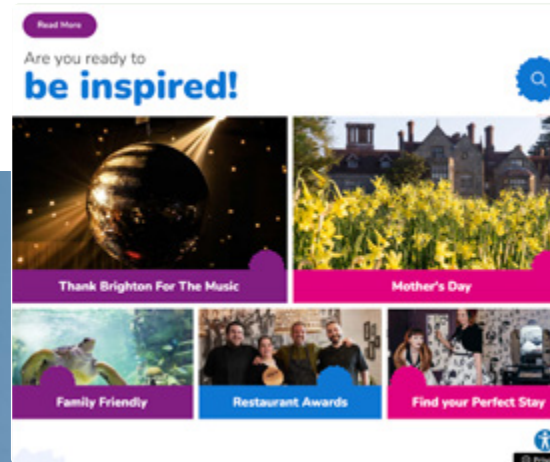


## Featured Navigation Tile

These are thumbnail images across the site that allow you to navigate to your page or blog article on [www.visitbrighton.com](http://www.visitbrighton.com)

**Partner Rate: from £149 per month**

**Non-Partner Rate: from £199 per month**

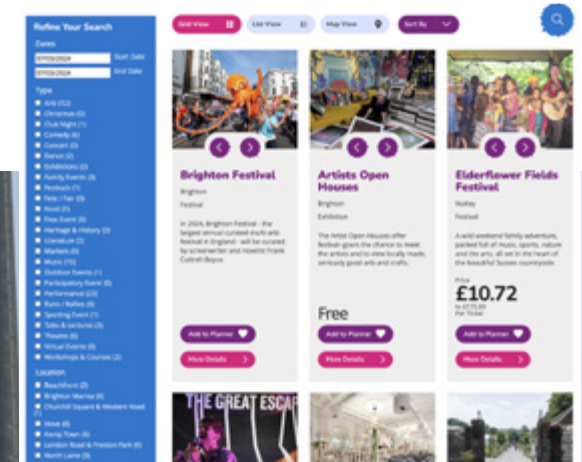


## Enhanced Event listing on What's On page

An enhanced listing will give your event priority on our main What's On contents page. This page alone has an average of 17,894 monthly views

**Partner Rate: £149 per month**

**Non-Partner Rate: £199 per month**



All rates listed above EXCLUDE VAT

\* Figures are taken from 2023 monthly average so fluctuate depending on the time of year

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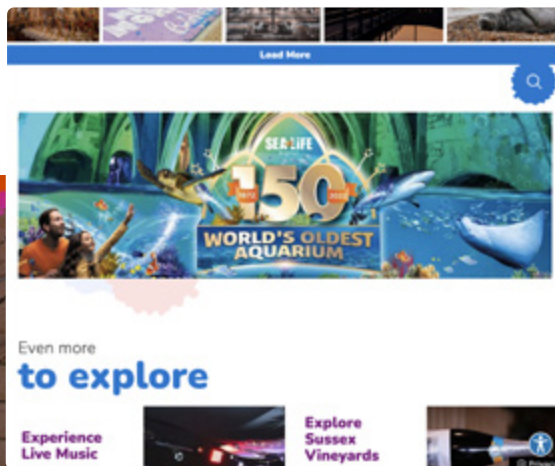
# Advertising options

## Banner Ads

These are large banner images that appear in different sections at the bottom of the page across the site, allowing you to navigate to an external website.

**Partner Rate: £249 per month**

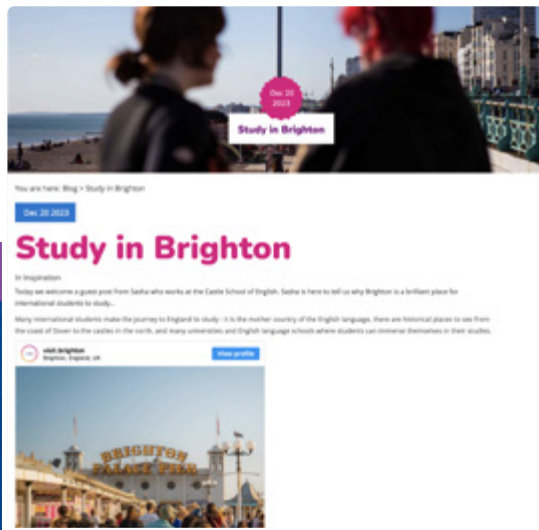
**Non-Partner Rate: £299 per month**



## Featured blog post

Our blog serves as an excellent platform from which to share more detailed information and engage with our audience on a deeper level.

**Non-Partner Rate: £149**



*“Wakehurst have worked with VisitBrighton for a few years now, and are a pleasure to work with. They’ve helped increase our reach and brand awareness in Brighton through digital advertising such as hero banners and event listings.”*

**Georgina Richards,  
Wakehurst**

All rates listed above EXCLUDE VAT

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# Event Marketing Packages:

Package 1	Rates per month	
	Partner	Non-Partner
<ul style="list-style-type: none"><li>• Navigation tile on What's On main page for 1 month</li><li>• Solus partner newsletter</li><li>• 2 mentions on social media</li></ul>	<b>£449</b>	<b>£499</b>

Package 2	Rates per month	
	Partner	Non-Partner
<ul style="list-style-type: none"><li>• Navigation tile on What's On main page for 6 weeks</li><li>• Solus consumer newsletter</li><li>• Partner newsletter</li><li>• 3 mentions on social media</li></ul>	<b>£849</b>	<b>£999</b>

Package 3	Rates per month	
	Partner	Non-Partner
<ul style="list-style-type: none"><li>• Navigation tile on What's On main page for 6 weeks</li><li>• Navigation tile on Homepage for 1 month</li><li>• Solus consumer newsletter</li><li>• Partner Newsletter</li><li>• Banner ad for 2 months</li><li>• 5 mentions on social media</li></ul>	<b>£1,499</b>	<b>£1,799</b>

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# Overview of Advertising Rates

Newsletters	Rates per month	
	Partner	Non-Partner
Solus Consumer Newsletter	£349	£399
Consumer Newsletter mention	£199	£249
Solus Partner Newsletter	£249	£299
Partner Newsletter mention	-	£149

Social Media	Rates per month	
	Partner	Non-Partner
Instagram Competition	£199	£249
Inclusion in a reel	£249	N/A
Stand-alone reel	POA	N/A
Facebook post	£149	N/A

Website	Rates per month	
	Partner	Non-Partner
Gallery Image	£349	£399
Enhanced Event listing on What's On page	£149	£199
Navigation Tile on Homepage	£249	£299
Navigation Tile on What's On page	£199	£249
Navigation Tile on other pages	£149	£199
Banner Ads	£249	£299
Featured blog post	-	£149

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# Get in touch



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