

Membership Levels – Bronze, Silver, Gold & Partner

Bronze is the basic level of membership for small businesses who want to work with and attract the leisure market

Silver is the standard level of membership for those interested in general leisure marketing opportunities, including group business

Gold is for those wanting to focus on both the leisure market and the meetings and events (MICE) markets

Partner is the Premium level of membership for those who want to significantly support the tourism industry and in turn receive a unique level of business support and inclusive marketing opportunities.

Bronze	Silver	Gold	Partner	What's Included
✓	✓	✓	✓	A listing on the Visit Bristol or Visit Bath website (depending on location)
5	5	5	10	Number of images on listing
4th	3rd	2nd	1st	Priority in search results
✓	✓	✓	✓	Ability to add live social media feeds, YouTube video links and live availability through TXGB to listing
✓	✓	✓	✓	Exclusive member discounts for a range of additional advertising opportunities (featured website pages, web banners and targeted coverage)
✓	✓	✓	✓	Invitations to exclusive member events and workshops (where relevant)
✓	✓	✓	✓	Advertising vacancies on Visit West Website
✓	✓	✓	✓	Receive Visit West exclusive members weekly industry e-news
✓	✓	✓	✓	Invitations to optional membership review sessions
✓	✓	✓	✓	Receive Visit West assets to use across your own channels and have access to professional photography library
X	✓	✓	✓	Promotion via Visit Bristol/Visit Bath social media channels (where relevant)
X	✓	✓	✓	Visit Bristol and Visit Bath Instagram takeovers
X	✓	✓	✓	Opportunities to be included in social media monthly competitions and giveaways
X	✓	✓	✓	Opportunity to feature in a 'Food Friday' Instagram post
X	✓	✓	✓	Inclusion in Visit Bristol and Visit Bath blogs and seasonal campaigns (where relevant)
X	✓	✓	✓	Listings on Visit West's Travel Trade site (where relevant)

X	✓	✓	✓	Additional listings on the Visit Bristol/Bath websites
X	✓	✓	✓	Ability to add special offers on listing and Visit Bristol or Visit Bath websites
X	✓	✓	✓	Opportunities to be included in press releases and press trips (where relevant)
X	✓	✓	✓	Specialist marketing opportunities to groups and travel trade market

Gold Benefits				
X	X	✓	✓	Inclusion in Visit West Convention Bureau's venue finding service
X	X	✓	✓	Dedicated listing on Visit West Convention Bureau's website
X	X	✓	✓	Discounted rates to stand share with Visit West Convention Bureau at trade events and exhibitions
X	X	✓	✓	Opportunity to submit editorial to Visit West Convention Bureau's newsletters and blog posts
X	X	✓	✓	Promotion via Visit West Convention Bureau's social media channels
X	X	✓	✓	Inclusion within relevant sample incentive itineraries on the Visit West Convention Bureau website
X	X	✓	✓	Opportunities to participate in client educational trips
X	X	✓	✓	Inclusion in Visit West Convention Bureau's group accommodation finding service
X	X	✓	✓	Invitation to exclusive Gold & Partner events and workshops
Partner Benefits				
X	X	X	✓	Dedicated support to maximise B2B opportunities with Travel Trade, Groups and Business Events markets
X	X	X	✓	Allocated £1,000 of digital advertising credits
X	X	X	✓	Guaranteed quarterly social media posts across key channels
X	X	X	✓	User-generated content image and video gallery curated and added to listings at no additional cost
X	X	X	✓	Priority booking for Instagram takeovers
X	X	X	✓	Priority inclusion in seasonal campaigns and thematic B2B campaigns
X	X	X	✓	Preferential rates for all additional commercial opportunities
X	X	X	✓	Priority inclusion in Visit Bath/Bristol press releases

X	X	X	✓	Quarter page advert in the Bath Visitor Guide or third page advert in Bristol visitor guide
X	X	X	✓	Invitation to exclusive partner only events
X	X	X	✓	Exclusive partner rates and priority booking for all Visit West led campaigns, print and additional advertising
X	X	X	✓	Free entry to Visit West Master Classes
X	X	X	✓	Opportunity to speak at events such as Visit West Annual Conference (where appropriate)
X	X	X	✓	Quarterly review meetings to discuss trends, statistics, upcoming projects and digital performance across relevant Visit West channels
X	X	X	✓	Opportunity to explore enhanced bespoke packages to best suit organisational needs

Visit West Supplier Membership

Supplier membership is for businesses who are looking to work with and promote their services to Visit West's 650+ members

Key benefits:

✓	A listing on Visit West website's supplier page
✓	Opportunities to network with Visit West members at events throughout the year
✓	A solus email to Visit West members
✓	An opportunity to exhibit at Visit West Annual Regional Visitor Economy Conference
x2	Supplier of the week features in Visit West's corporate newsletter
x2	Featured posts on Visit West Instagram
x2	Featured posts on Visit West LinkedIn