

Christchurch

Grow Your Business with **Christchurch's Official Visitor Network**

Connect your business with more than
1 million visitors exploring Christchurch
every year

Inside:

- ✓ Member Benefits
- ✓ Marketing opportunities
- ✓ Services and support

An aerial photograph of Christchurch, Dorset, showing the town, the River Christchurch, and the Christchurch Priory. The priory is a large, historic stone building with a prominent tower, surrounded by greenery. The river flows through the town, with many boats moored along the banks. The town itself is a mix of historic and modern buildings, with a large residential area visible in the background.

Welcome to Christchurch

We are Visit Christchurch: the official tourism website for our beautiful historic town. Backed by [Christchurch Town Council](#) and recognised across the wider [Bournemouth, Christchurch & Poole \(BCP\) visitor economy](#), we are the trusted source of information that brings together everything our town has to offer.

Our mission is simple: to celebrate Christchurch, support our local businesses, and help visitors discover the charm, character, and community that make this place unforgettable. As the officially recognised tourism platform for Christchurch, we are responsible for sharing the best of Christchurch with accuracy, authenticity, and community backing.

Why Join Visit Christchurch?



A **membership** with Visit Christchurch is more than a listing; it's a partnership with the town's official tourism body. Businesses join us because we offer:

- credibility: your business appears on the **official Christchurch tourism website**, the platform visitors rely on most
- visibility: we promote Christchurch through digital campaigns, curated guides, seasonal itineraries, and regional partnerships, helping your business reach thousands of potential customers
- access to regional tourism networks: As part of the BCP and **Dorset LVEP** ecosystem, we connect you to wider marketing opportunities, research, and strategic initiatives that private directories simply can't offer
- a shared commitment: membership signals that your business is part of Christchurch's shared effort to create a warm, sustainable visitor experience that benefits the whole community.

Membership Promotion Snapshot



88,400+

Website Impressions



47,000

Page Views



20,000

Website Visitors



344,000+

Social Media Views



Partner Exposure

Our website lets visitors explore accommodation, food, attractions and experiences in Christchurch



52,288

Listing Impressions



7,538

Listing Views

Businesses receive direct traffic from visitors planning their trip



Event Promotion

Events are a major driver of visitor engagement



36,198

Event Impressions



1,587

Event Views

13.7% Referrals from event views



Social Media Reach

Promoting local experiences to a wide audience



272,556

Facebook Views



71.8K

Instagram Views

17.7k+ Social media followers



Top Google Rankings

We are top of the search rankings when people search for these things

#1 Food & Drink Christchurch

#1 Plan your visit Christchurch

#1 Tourist Information Centre Christchurch

Top 3 for Christchurch tourism searches

Data taken from the last year

Member Benefits



FROM DISCOVERY TO ENQUIRIES, BOOKINGS AND VISITS.

Membership drives measurable results, with users clicking through to websites, booking systems, phone numbers and emails – turning visibility into real customer action.



PROMOTED BY THE TOWN, FOR THE TOWN.

As the official destination website delivered by the Town Council, Visit Christchurch provides trusted, high-quality promotion that positions your business at the heart of the town's visitor offer.



STRONGER TOGETHER AS ONE DESTINATION.

Your business benefits from being promoted alongside hundreds of local listings and events, helping visitors explore more, stay longer, and spend locally across Christchurch.



YEAR-ROUND EXPOSURE WITHOUT ADVERTISING SPEND.

Your listing works for you all year, appearing consistently across search results, maps and curated pages – no campaigns to manage, no extra ad budget required.



UNDERSTAND HOW YOUR LISTING PERFORMS.

Members benefit from transparent reporting on impressions, views and referrals – so you can see how visibility translates into engagement and enquiries.



STAND OUT DURING PEAK PERIODS.

Upgrade your membership to increase prominence across listings and results, helping your business capture more attention during busy seasons and key moments.

What's Included

- Business listing on [Visit Christchurch website](#)
- Social media promotion opportunities
- Inclusion in destination campaigns
- Feature opportunities in blogs and guides
- Collaboration opportunities



Who Can Join



ACCOMMODATION

- Strong early-stage planning searches, as visitors decide where to stay early in the trip-planning journey
- High commercial intent, with visitors actively comparing and booking accommodation
- Drives longer stays and wider local spending across food, attractions, retail and events
- Encourages visitors to plan ahead, supporting stronger, more confident travel decisions



ATTRACTIONS

- Core part of destination browsing, as visitors explore what makes Christchurch unique
- Strong performance for discovery and inspiration, helping visitors uncover new places and experiences
- Often linked from editorial and itinerary-style content, increasing visibility beyond standard searches
- Influences itinerary planning, shaping where visitors go and how long they stay



RESTAURANTS & CAFES

- Frequently searched by visitors and residents, making food and drink a key decision driver
- Often browsed by location, such as town centre, seafront or near events and attractions
- High relevance during trip planning, influencing where visitors choose to spend time
- Plays a key role in “what’s nearby” searches, capturing on-the-day dining decisions

Who Can Join



RETAIL

- Supports dwell time and town-centre exploration, encouraging visitors to spend longer in Christchurch
- Works well alongside events and attractions, benefitting from increased footfall during busy periods
- Important for encouraging “spend locally” behaviour, helping retain visitor spend in the town
- Boosts in-town spend, capturing browsing-led and impulse purchases



EVENTS

- Time-sensitive, high-intent browsing, as visitors look for what’s happening during their visit
- Strong click-through and referral rates, turning interest into enquiries, bookings or attendance
- Often shared via social, newsletters and campaign pages, extending reach beyond the website
- Creates urgency and momentum, encouraging visitors to act quickly and plan around events



ACTIVITY PROVIDERS

- Appeals to visitors looking to “do something different”, offering memorable experiences beyond traditional sightseeing
- Often linked to events or itineraries, increasing visibility within wider visit planning content
- Strong alignment with booking and enquiry actions, as visitors actively look to take part
- High-intent experiences, attracting users ready to commit time and spend

An aerial photograph of a crowded beach. The beach is wide and sandy, with many people and colorful umbrellas scattered across it. The water is a vibrant blue-green. In the background, there's a line of trees and some buildings, and further back, a city skyline is visible across a body of water. A semi-transparent blue box with white text is overlaid on the right side of the image.

Be Part of Something Bigger

Together we showcase everything that makes Christchurch special – attracting more visitors, supporting local businesses, and strengthening our visitor economy throughout the year.

Christchurch

Business Membership Packages

Join our vibrant business community and showcase your offerings to both local and international visitors. Our tiered membership packages provide varying levels of exposure and promotional opportunity.



Essential Listing Free

Ideal for small businesses or startups seeking basic visibility

- ✓ Business name & Contact details
- ✓ One High resolution image
- ✓ Brief description (100 words)
- ✓ Listing under one relevant category



Standard Membership £150+ VAT/quarter £500+ VAT/year

Enhance your presence with additional features and promotional support

- ✓ All essential benefits
- ✓ Up to 5 High resolution images
- ✓ Extended description (up to 250 words)
- ✓ Listing under two relevant categories
- ✓ Priority placement in search results
- ✓ Link to website & social media
- ✓ 10% discount on additional advertising



Premium Membership £270+ VAT/quarter £950+ VAT/year

Maximise your exposure with comprehensive promotional tools

- ✓ All essential & standard benefits
- ✓ Up to 10 High resolution images
- ✓ Extended description (up to 500 words)
- ✓ Listing under all relevant categories
- ✓ Feature placement on category pages
- ✓ Link to website & social media
- ✓ Dedicated social media campaigns
- ✓ Featured article annually
- ✓ 15% discount on additional advertising



Additional Opportunities

(For Paid memberships only)

- ✓ Featured Newsletter Placement: £75+VAT
- ✓ Homepage Banner Advert: £150+VAT
- ✓ Social media campaign: £200+VAT

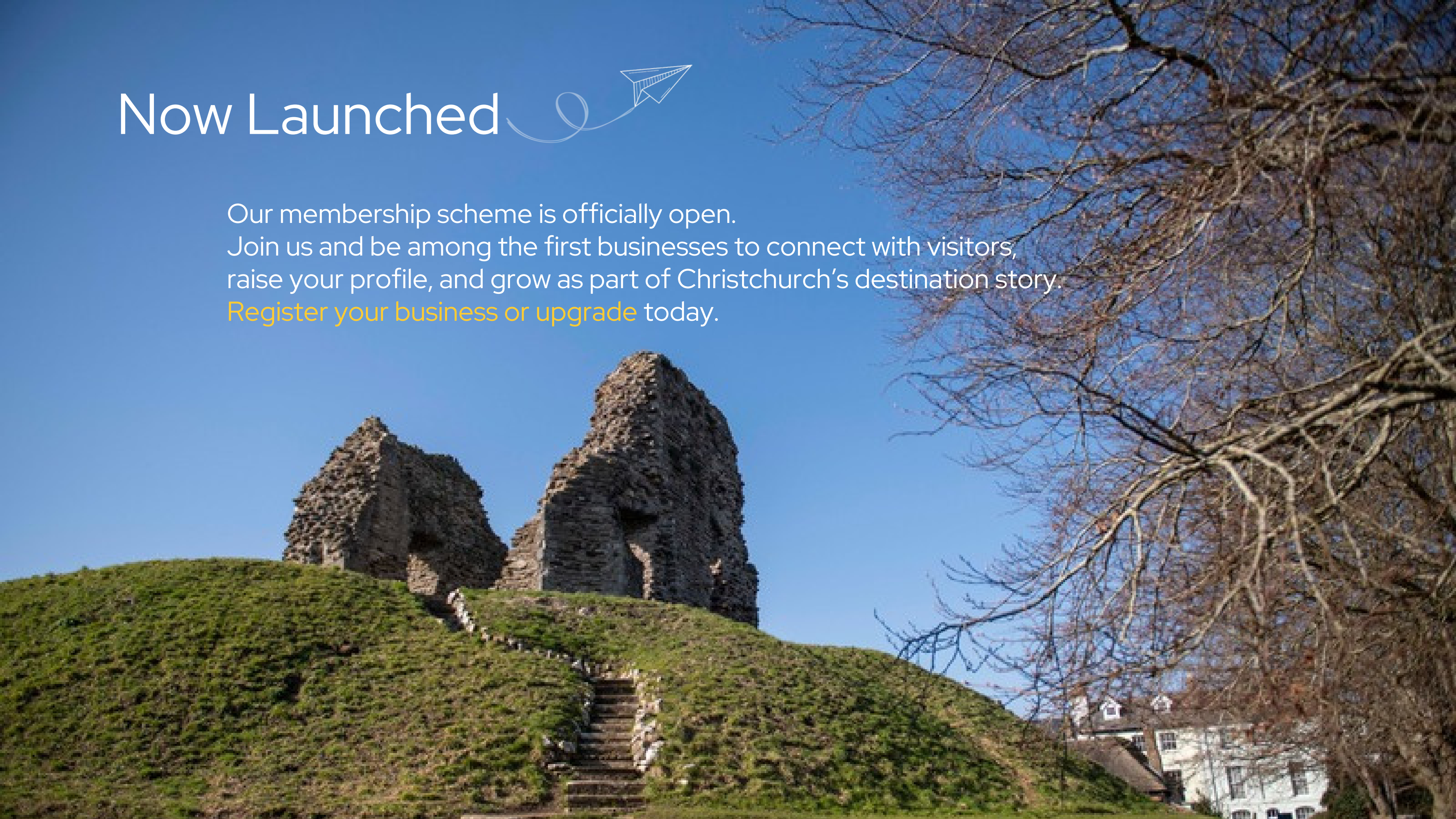
Apply for membership

To register your business, please complete the registration form below

[Apply Now](#)

Now Launched

Our membership scheme is officially open.
Join us and be among the first businesses to connect with visitors,
raise your profile, and grow as part of Christchurch's destination story.
[Register your business or upgrade](#) today.



Get Involved

If you have any questions about the membership scheme or require further information please get in touch:

Email: tourism@christchurch-tc.gov.uk

Website: www.visit-christchurch.co.uk

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Town Council**

