VISIT SHROPSHIRE

A Not for Profit Company dedicated to promoting Shropshire as a high-quality destination for visitors

MEMBERSHIP

Shrewsbury Castle

Welcome to **Visit Shropshire** membership. Our mission is to position Shropshire as a world-class destination, boosting tourism to benefit businesses and communities across the county. Through year-round campaigns, we attract domestic and international visitors, generating over £900 million annually and supporting thousands of jobs. Being part of the Shropshire Local Visitor Economy Partnership, we connect private and public sectors to grow the county's visitor economy.

For more information contact mark@visitshropshire.co.uk

Visit Shropshire Membership

Price: £200 +VAT per year
This membership is ideal for businesses seeking comprehensive support and visibility.

Membership benefits:

- **Dedicated Online Presence:** Your own designated page on the Visit Shropshire website
- **Event Listings:** Feature unlimited events on the What's On page of
- visitshropshire.co.uk
- **Flexible Categorisation:** List your business in up to three categories on the Visit Shropshire website
- **Event Access:** Free tickets to events and networking
- **Professional Development:** Access to training courses and other networking events
- **Market Insights:** Access to the latest market research and data
- **Press & PR:** Opportunities to feature in regional and national PR initiatives
- **Trade Events:** Participate in relevant trade events (additional contribution applies)
- **Supplier Network:** Gain priority information on suppliers and exclusive discounts
- **Member Updates**: Stay informed with bi-weekly members' emails featuring news, workshops, and promotional opportunities.

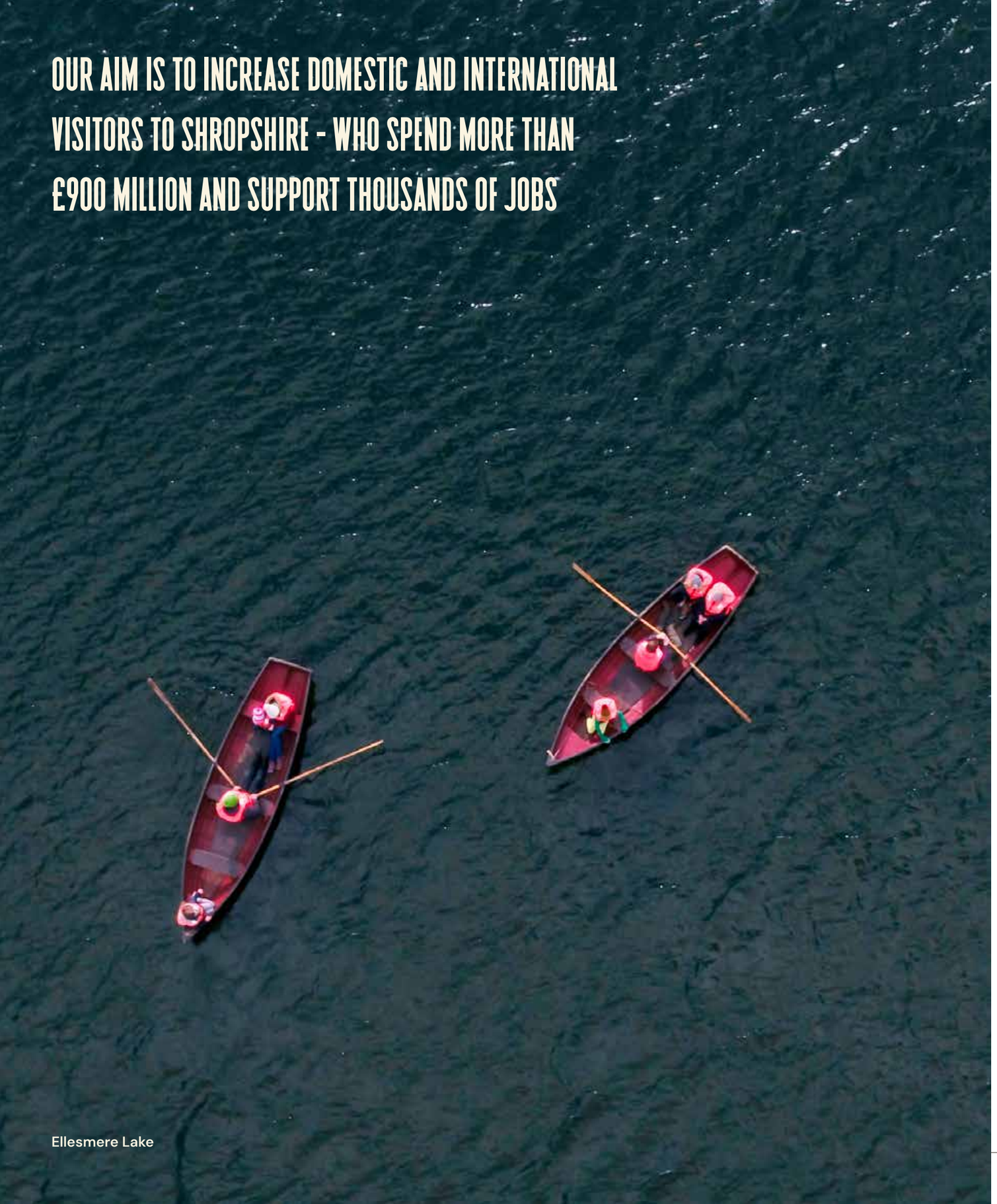
Premium Visit Shropshire Membership

Price: £1500 +VAT per year
Take your membership to the next level with enhanced benefits for greater visibility and impact.

Includes above membership benefits plus:

- **Press Priority:** Priority consideration for press and PR journalist visits
- **Prime Listing:** Your business locked at the top of one category page for one month annually
- **E-shot Feature:** Business promotion in one of the monthly Visit Shropshire B2C e-newsletters (20,000+ subscribers)
- **Extended Categorisation:** List in up to six categories on the Visit Shropshire website
- **Advertising Discounts:** Receive reduced rates for website advertising and marketing opportunities
- **Competition Feature:**
    - Drive engagement with a dedicated competition feature on the homepage and competition section
    - Generate leads with 2,000–5,000 opt-in emails through the opt-in service
- **Annual Reporting:** Receive a detailed annual report with insights into website/ digital performance, advertising engagement, and membership impact to support strategic planning.

BE PART OF A NETWORK PROMOTING SHROPSHIRE AS A WORLD-CLASS DESTINATION



Ellesmere Lake

Supplier Membership

Price: £150 +VAT per year
For suppliers serving the tourism and hospitality sectors, this membership helps you connect and grow.

Membership benefits:

- **Event Access:** Free tickets to events and networking
- **Training Opportunities:** Access to training courses and networking events
- **Market Insights:** Stay informed with the latest market research and data
- **B2B Listings:** Feature in the supplier area of the B2B website
- **Supplier Events:** Benefit from preferential rates for exhibiting at Visit Shropshire's Meet the Supplier events (Additonal contribution may apply)
- **Targeted Promotions:** Appear in two B2B e-shot newsletters annually, including images, text, links, and videos.

Strategic Partners & Patrons

Forge strong relationships, showcase your community commitment, and grow your influence.

Membership benefits:

- **Collaboration Opportunities:** Develop connections with other businesses and drive mutual success
- **Community Impact:** Be part of an influential network of businesses who are actively working together for the benefit of the county
- **Exclusive Branding:** Become recognised across a range of Visit Shropshire channels, as well as having a presence on our corporate Tourism in Shropshire website
- **Events:** Hold two exclusive events to tourism sector businesses or have promotional space/presentation time at Visit Shropshire events
- **Publicity:** Share press releases on the Tourism in Shropshire website and via B2B E-shot newsletters
- **Trusted Voice:** Be first in line as media spokespeople. Visit Shropshire is the 'go to' tourism organisation in the county for journalists, enabling us to highlight partner expertise around key topics
- **Access to the Latest Tourism Data and Research:** Patrons receive exclusive access to up-to-date market trends, tourism reports, and research insights, helping them stay informed about consumer behavior, regional tourism performance, and industry forecasts. This enables businesses to make data-driven decisions and tailor their offerings to meet evolving visitor demands.

Strategic Partners & Patrons have the unique opportunity to reach Visit Shropshire's 350 member businesses, becoming part of a powerful network and gaining access to high-level networking and market research opportunities.

Businesses interested in becoming a Strategic Partner or Patron of Visit Shropshire should contact Mark Hooper, Membership, Partnership & Sales Manager, at:
mark@visitshropshire.co.uk.

ENDLESS EXPLORING IN SHROPSHIRE

Whittington Castle

Destination Membership

Showcase your destination with year-round promotions and premium marketing opportunities.

Standard Membership

Price: £1500 +VAT per year

Benefits:

- 12 social media posts annually
- Two news articles per year
- Four seasonal blog articles
- Two banner images for a three-month period
- Dedicated page on Visit Shropshire's website
- Participation in seasonal campaigns
- Unlimited community event listings
- Access to press request opportunities.

Premium Membership

Price: £2500 +VAT per year

Benefits added:

Includes all standard membership benefits plus:

- ¼ page advert in the annual printed guide
- Hosted press visit for destination promotion
- Monthly data reports from Town & Place AI.

A WORLD CLASS DESTINATION

Discover the membership tier that's right for you and unlock the full potential of your business with Visit Shropshire. For more details or to join, contact mark@visitshropshire.co.uk

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