



VisitNorwich
The City of Stories




VisitNorwich

Membership 2023-24

»»» [visitnorwich.co.uk](https://www.visitnorwich.co.uk)

   #CityOfStories



A few months ago, CNN published an article - 'Norwich named top underrated destination in Europe'. The write-up highlighted what we already knew: that the city's unique blend of history, first-rate culture, independent businesses and 'truly magical atmosphere' makes it an irresistible destination for international visitors.

To be named top of this list – which featured the likes of Basel, Rotterdam and Sardinia – goes to show the potential for Norwich's visitor economy. The city shines on the world stage, and our job is to make sure that Norwich is in the spotlight. As the team plan for the year ahead, we're clear on our focus in order to continue our work within domestic audiences: maintain a consistent presence on the coaches and groups markets year-round; encourage day trips from holidaymakers in the Norfolk Coast and Broads; build awareness and challenge the perception of Norwich's offer for younger visitors. And – for the first time – VisitNorwich is actively involved in inbound markets, welcoming two familiarisation (FAM) trips at the beginning of this year, and building relationships with the US and French trade in particular.

All of this follows another strong year for us: in 2022 we had a record-breaking number of users on the VisitNorwich website, and over 170 pieces of positive coverage secured in media across Europe. We have seen an increase in Investment Partner enquiries and recruitment from Norwich and around the county. And the testimonials on the following pages tell their own story about the VisitNorwich team's hard work, dedication, and delivery. Thank you again for supporting us for another year. Your trust and collaboration is the reason we're able to do our jobs. And rest assured we'll be working now, and always, to make sure that – instead of underrated – the world knows exactly how special Norwich is.

Isabel Johnson, Head of Marketing

»»» Here is what some of our Investment Partners are saying about us

"VisitNorwich is one of the unsung heroes in the arsenal of promoting our incredible city of Norwich. This organisation has encouraged growth for us by publicising our restaurant, inviting us to different B2B events, supporting our business in a range of ways, whilst providing expert, insider knowledge on the area. Their list of contacts is extensive, and we have benefitted from various networking events, communicating with other local businesses and gaining insights that have been invaluable. Their relationship with VisitEngland and other associations has been hugely important to us and rewarding. VisitNorwich is an organisation whose reach is broad and knowing that they have our back and want to wave the flag for Norwich in every way they can, is something we feel is doubtless worth investing in. It is fantastic value for money and something that we definitely wouldn't be without."

Katja Bainbridge, Director, Benedicts

"The Maids Head has been a proud member of VisitNorwich for over 10 years. Mel and her team are fantastic advocates for our amazing City and have really helped put Norwich on the map and to drive visitor numbers up. Always supportive, creative and committed to generating interest in our Fine City. We love getting on board with all their initiatives, whether it be PR visits, FAM trips, Love Light Festival or the City of Stories food trails. Communication is always first class and whatever 'story' we have to tell, and as the oldest hotel in Britain, there are many, they will always help us to spread the word. Thank you VisitNorwich"

**Georgina Postlethwaite, Marketing Manager,
The Maids Head Hotel**

2022 – 2023 Highlights

»»» Partnerships

In May 2022 we saw Norwich shine on Channel 4's **Best of Britain by the Sea**: the result of a paid partnership with Great Yarmouth and Norfolk County Council's European EXPERIENCE project. The episode featured two of our Investment Partners, both of whom reported increased business following their appearance on the show.

Our marketing through **Coach Tours UK** has also seen great results, with Investment Partners actively telling us they saw more groups in Norwich in 2022 than ever before.

And we've also had an unprecedented year for new membership enquiries and requests to collaborate with other brands. This year we've partnered with **LoganAir**, **Greater Anglia** and **Norwich Park and Ride** to increase our reach.

»»» Overseas tourism

For the first time, we are working on **familiarisation trips** to grow inbound tourism, thanks to the generosity of The Broads Authority who benefitted from VisitEngland's 2017 'Discover England Fund'.

Further investment has led to these FAM trips, which have also seen us working with Visit East of England, VisitBritain and UKinbound. Both trips were very well received by participants, which we hope will generate **new regional itineraries from the US, Germany, France and Scandanavia** in particular.

»»» Seasonal Campaigns

VisitNorwich ran two **visitor campaigns** in 2022: one designed to build awareness of Norwich's offer in pre-nesters based in the East Midlands and North Essex; the other to encourage people in Norwich and Norfolk to visit the city over Christmas. Both these were fully integrated campaigns, encompassing **PR, outdoor, pay-per-click and print advertising** – media specified to reach our target audiences. As a result, visitnorwich.co.uk had its **highest ever number of yearly visitors in 2022**. And as we look ahead to 2023, we're building on the success of our inaugural **'Work in Norwich'** campaign, which reached over 39 million people in January this year.



Elm Hill



St Benedicts Street

VisitNorwich Investment Partners PR

In 2022/23 VisitNorwich generated **over 170 pieces of positive media coverage** for either Norwich, Norfolk or our individual Investment Partners.



This included:

The Evening Standard
The Guardian
Channel 4
Daily Mail
VisitEngland
Yahoo
Reuters
BBC
The Sunday Times
The Scottish Sun
The Week
iPaper
The Telegraph



Norwich University of the Arts

“The Assembly House in Norwich is hugely grateful to the VisitNorwich team for another glittering year of membership which has led directly to our best year of national and international coverage to date. We have featured on primetime TV programmes such as The One Show and Channel 4’s Best of Britain and in virtually every newspaper and major magazine in the country in 2022/23.

“VisitNorwich helps us to reach a wide variety of domestic and international leisure tourists via a number of routes, from national press to national TV, international buying groups to local media. Many of these contacts are ones we would struggle to find ourselves. The team is incredibly proactive and works hard with local businesses to promote both the business in question and the city as a whole. By working together, I believe we have all put Norwich and Norfolk very firmly on the tourism map not just in the UK, but in Europe and the wider world.

“The regular contact and newsletters from VisitNorwich mean that we are informed of marketing activities, content callouts and opportunities to get involved in a host of projects we simply wouldn’t hear about otherwise. For us, VisitNorwich is an essential tool in our marketing box!”

Richard Hughes, Chef Proprietor, The Assembly House

Working with us on your PR

We're proud of our PR. Each day we work on bringing PR opportunities to Norwich, and to our investment partners. We use national PR platforms to share stories about the city: through TravMedia and Vuelio we can respond to media alerts and journalist requests, access a national database of journalists and media titles, receive requests for interviews, and pitch our own stories and thematic pieces when we run visitor campaigns. We also work closely with the PR teams at VisitEngland and VisitBritain, getting Norwich on the agenda of the UK's national tourist boards, and in their campaigns.

We cultivate strong and long-lasting relationships with journalists, meaning we get repeat requests for information from all kinds of media – from travel columnists to guidebooks. The work we produce is trusted, high-quality and valued, and our team have built a solid reputation for delivery.

Call out calendar

We constantly need your news and events information. The table here will help you plan when we need your content.

Summer events & what's new April – May +

Christmas 2023 May – July +

Autumn August +

October half term August – September +

Halloween August +

What's New in 2024 October – 1 December +

February half term 2024 December 23 – January 2024 +

Easter 2024 February 2024 +

Please note these timeframes are a guide only.



Content top tips

- Send us full event, new product details as early as possible. Inbound marketing and groups work 12 – 18 months in advance, magazines 3 months, industry partners 2 months.
- Send high-res 300dpi images to accompany all event and product updates, labelled with copyright details.
- The media will be looking for Christmas content from June.
- The cost-of-living crisis will probably dominate many aspects of life in the UK in 2023 so events and things to do that are free, low-cost and affordable will be popular requests from the media. This is a key theme for VisitEngland who continues to focus on pre-nesters (25 – 34 yrs without children).

Digital Marketing & Campaigns

Each year, we reach tens of millions of people with our integrated campaigns. In 2023, we're working with a specialist media buyer to tell Norwich's story more widely, and access brand new insights on target markets and perceptions of the city as a visitor destination.

Social media followers @visitnorwich



Instagram
21.4k



Facebook
21.4k



Twitter
24.1k



The River Wensum



The Team



Isabel Johnson

Head of Marketing

isabel.johnson@norwichbid.co.uk

Favourite thing about Norwich:

"Browsing the antiques shops on Magdalen Street on a sunny Saturday morning - and then going for a drink by the river afterwards."



Melanie Cook

PR & Marketing Manager

melanie.cook@norwichbid.co.uk

Favourite thing about Norwich:

"I love the quaintness and unspoilt nature of Elm Hill. And I adore the contemporary design of the Sainsbury Centre and of course all the treasures exhibited within it."

VisitNorwich.co.uk March 22 – February 23



Website Users
+613k

Page Views
1.35m

Social performance March 22 – February 23

- **63m** combined impressions across social channels
- **188k** engagements across social
- **10%** audience growth year on year

VisitNorwich e-newsletter

- over **23k** contacts
- **38%** average open rate (20.44% average industry open rate)
- campaign partnerships with Loganair, Norwich Airport and Greater Anglia in 2022



Callum Barnett

Marketing Executive

callum.barnett@norwichbid.co.uk

Favourite thing about Norwich:

“Definitely the pub scene. Meeting up with friends and finding new pubs or visiting old favourites is the perfect way to spend a weekend. Even better if there’s good food!”



Chloe Samways

Digital Marketing Executive

chloe.samways@norwichbid.co.uk

Favourite thing about Norwich:

“Norwich has something for everyone, quirky independent shops and an incredible selection of restaurants, bars and cafes!”



Rose Prewer-Padilla

Admin and Marketing Support

rose.prewer-padilla@norwichbid.co.uk

Favourite thing about Norwich:

“I’m always trying out new food spots – there’s so much amazing vegan food in Norwich! I love exploring Norwich Market and the independent shops in the Lanes, and seeing the talented buskers playing in the street.”

12 Month Investment Partner Membership & Benefits

Silver £325+ VAT | Gold £750+ VAT

»»» Silver and Gold Investment Partner benefits*:

- One Silver or Gold level listing on visitnorwich.co.uk with a link to your website under See & Do, Eat & Drink or Travel & Stay.
- With over 66k highly engaged followers across our social media channels, VisitNorwich is a trusted influencer. We can get your brand into the hands of consumers with our carefully crafted content.
- National and international tourism PR, print, digital & broadcast & excellent media contacts.
- Content & media opportunities through VisitEngland & VisitBritain channels.
- Interviews and content inclusion with BBC Radio Norfolk & Places & Faces magazine.
- Inclusion in VisitNorwich twice-yearly consumer marketing campaigns.
- Inclusion in B2C biweekly e-newsletters.
- Guidebook inclusion opportunities e.g. Rough Guides.
- Press releases published on visitnorwich.co.uk
- Competition opportunities.
- Password protected Investment Partner area of visitnorwich.co.uk for news.
- Inclusion in VisitNorwich photoshoots & campaign films.
- Opportunities for inclusion in Norwich BID events e.g. City Food Trail, Love Light Norwich, Norwich Wine Week.
- Inclusion in national & international press trips & influencer visits.
- Inclusion in VisitBritain international tourism familiarisation trips & itineraries.
- 3rd party marketing with our partners Greater Anglia, Loganair & Park & Ride.
- Marketing & PR to domestic groups market.
- Inclusion in the City of Stories blog.

- Monthly B2B e-newsletters news & advice.
- Unlimited event listings published on visitnorwich.co.uk
- National product placement & industry expert interview PR opportunities.
- Invitations to Investment Partners exclusive events.
- Business leads to Investment Partners from VisitNorwich enquiries.
- Business advice from our expert team across digital marketing, marketing, PR and tourism.

* where product fits.

BID Levy Payers receive a free basic listing worth £115, or an equivalent discount on VisitNorwich Investment Partner membership. That works out at £210 +VAT for Silver level, and £635+VAT for Gold Level benefits, for 12 months.



Gold level members get in addition:

- free use of the VisitNorwich professional image library
- bumper website listing including additional word and image count, TripAdvisor integration and optional promotional code
- priority listing on category landing page (randomised)
- 30% discounts on advertising on our digital channels
- four Bespoke Instagram Stories: max 5 slides and 2 links

VisitNorwich.co.uk listings

Depending on your level of membership, you'll get a different amount of content in your listing on visitnorwich.co.uk. Your listing sits in either: See & Do, Eat & Drink, or Travel & Stay.

»»» Silver level listing

100-word description and 3 images

Additional listings £150 per listing

»»» Gold level listing

300-word description with 10 images

Priority position on landing page

Integrated TripAdvisor reviews

Tagged listings categories

Promotional code for special offers

Additional listings £100 per listing



Looses, Magdalen Street



Country & Eastern and
The South Asia Collection
museum

VisitBritain inbound FAM attendee feedback:

"It was a wonderful trip that you organized for us in the East of England! I loved Cambridge but was even more stunned by the city of Norwich. The last hotel you booked us in (Maids Head) was one highlight of the trip! A real gem with great atmosphere and adorable staff. Thanks for letting us discover this off the beaten track region in the company of such professional and interesting guides."

VisitBritain inbound FAM trip group leader:

"In Norwich the Maids Head hotel impressed greatly, ticking all the boxes for location, character, welcome and presentation. All the visits and guided tours were good, but the one outstanding aspect of the whole visit as expressed by the whole group, was afternoon tea at the Assembly House. I agree with this and actually, having had many such teas, it was also to me the best for fun, with integrated themes and menu, delicious cakes, super tea menu, warm, freshly baked scones and limitless sandwiches. All in the impressively beautiful Hall."

Digital Advertising

In addition to our Investment Partner prices, we also offer a range of digital advertising products and packages, to help promote your business effectively.

Gold partners get 30% off all digital advertising prices.



E-newsletter advertising:

Advert banner linking through to VisitNorwich blog, service, event or business website

£140 | Gold £98

Bespoke Instagram Story:

Max 5 slides and 2 links. Limited to 4 per year

£130 | Gold FREE

Pinned Instagram post:

Live for 1 month

£200 | Gold £140

»»» Digital Advertising Packages

One month £350+VAT

- 1 Event link to be highlighted on the VN What's On page Top Picks
- 1 Facebook post per month with links and images (150 words max, 2 images max)
- 1 Bespoke 5-slide Instagram story with link
- 1 Advert banner or sponsored content feature in the City of Stories e-newsletter (audience 23k+)

Two months £550+VAT

- 1 Event link to be highlighted on the VN What's On page Top Picks for 8 weeks
- 2 Facebook post (one per month) with links and images (150 words max, 2 images max)
- 2 Bespoke 5-slide Instagram story (one per month) with link
- 2 Advert banners or sponsored content feature in the City of Stories e-newsletter (audience 23k+)

Three months £750+VAT

- 1 Event link to be highlighted on the VN What's On page Top Picks for 12 weeks
- 3 Facebook posts (one per month) with links and images (150 words max, 2 images max)
- 3 Bespoke 5-slide Instagram story (one per month) with link
- 3 Advert banners or sponsored content feature in the City of Stories e-newsletter (audience 23k+)
- 1 Bespoke blog (600-1000 words) supplied by advertiser or can be produced by VisitNorwich



The River Wensum

"VisitNorwich is a genuine asset to our three Norwich Museums. The combined force of excellent PR activity and a wide range of marketing opportunities support us in reaching audiences across Norwich and Norfolk, as well as helping us to significantly raise our profile with visitors to the City. One of the key benefits that VisitNorwich bring is brokering relationships with its members – across the travel, hospitality and retail sectors – that help us to create advocates for our sites and public programmes. The team are passionate, knowledgeable and lovely to work with. Overall, the partnership provides us with excellent benefits and represents real value for money."

Lis Ivany, Marketing Manager, Norfolk Museums Service



Creative Quarter, Norwich



The Water Front, Norwich




The Norwich Lanes Summer Fayre




The Sainsbury Centre for Visual Arts




Trans Express credit Norfolk & Norwich Festival


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 VisitNorwich

»»» visitnorwich.co.uk

 @NorwichBIDUK

 @NorwichBIDUK

 Norwich Business Improvement District (BID)

»»» norwichbid.co.uk

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Visit Norwich
The City of Stories



Norwich
Business
Improvement
District

