Visit Surrey DMO (Destination Management Company) holds the official visitor website for Surrey. We are an industry led, not for profit organisation working to boost the visitor economy and support businesses in promoting Surrey as a great destination to visit.

At Visit Surrey we feel that Surrey is a great place for any visitor. Our website www.visitsurrey.com provides lots of ideas and inspiration for however long our visitors may stay with us. We aim to showcase the huge variety of things to do and enjoy in Surrey. Our website ranks top in Google for tourism search in the county.

We offer a range of promotional options for you to choose from and become part of our website as well as our e-newsletters. Our website is provided by the leading operator in the country and we see thousands of potential visitors searching for ideas about Surrey.

**Being a Community Interest Company (CIC), all your money goes into promoting the best in Surrey – you!**

Contact us to discuss how you can reach thousands of potential visitors:
Call us on 01483 779087 – Email us on info@visitsurrey.com
Our website visitors in 2017

1,025,000 sessions and 862,000 users, in 2017, up 6% from 2016

Over 2.3 million page views in 2017, and average 71,000 users per month

31% of UK visitors are from London, 5.4% are from Croydon, 4.5% from Guildford and 3.8% from Woking

52% of views via a mobile, 30% via desktop, 16% via tablet

4% of visitors are from Australia, Canada and USA while 1.5% are from near Europe

10,500 Twitter followers, 2,300 Instagram followers, 2,300 Facebook likes

1% click through rate with square banner advertising

Partnerships

Visit England
Surrey Pass
Local Councils
BIDs
University of Surrey
Surrey Chambers
Surrey Hills
Surrey Life
Arriva buses
North Downs Way

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<table>
<thead>
<tr>
<th>ANNUAL ENTRY OPTIONS</th>
<th>Classic</th>
<th>Deluxe</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prices</td>
<td>£200</td>
<td>£325</td>
<td>£550</td>
</tr>
<tr>
<td>One off annual payment by BACs or cheque</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Address</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Telephone Number</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Priority in search results</td>
<td>3rd</td>
<td>2nd</td>
<td>1st</td>
</tr>
<tr>
<td>Website link</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Email link</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Text descriptions</td>
<td>100 words</td>
<td>200 words</td>
<td>400 words</td>
</tr>
<tr>
<td>Photos</td>
<td>1 photo</td>
<td>5 photos</td>
<td>10 photos</td>
</tr>
<tr>
<td>Location map</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opening times</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Prices</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Discount for subsequent entry (to have another entry to promote a different aspect of your business in a different section on the website)</td>
<td>£99</td>
<td>£50</td>
<td>Free</td>
</tr>
<tr>
<td>Inclusion in Inspiration Pages</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Hyperlink within text description</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>‘Book now’ red button (an additional website link button which takes visitors directly through to your booking page)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Facilities list</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social Media</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>(your Facebook and Twitter feeds displaying in your entry)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Video</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>TripAdvisor</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>(your TripAdvisor reviews displaying in your entry)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Related Items</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>(your events or subsequent entries listed as part of your entry enabling visitors to see other things you do)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Header Gallery Space</td>
<td>Available to purchase</td>
<td>Available to purchase</td>
<td>✓</td>
</tr>
<tr>
<td>(for one month)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>‘What’s On’ highlight box (one of your events enhanced for one month to appear on the main ‘What’s On’ page)</td>
<td>Available to purchase</td>
<td>Available to purchase</td>
<td>✓</td>
</tr>
<tr>
<td>Top navigation page highlight box (to appear on a top navigation page)</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>‘Don’t Miss’ box (for one month)</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

**Annual entries are for 12 months giving year-round exposure which can be bought at any time of the year.**

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Short-term advertising options

Header Gallery Space
£110 per page per month
(excludes the Home page)
1750 x 499 pixels

Event Entry Enhancement
£60 per month
On ‘What’s On’ page

Square Banner
Home page £130 per month
Top Navigation pages £100 per month
Sub Navigation pages £75 per month
3 months block bookings gives 15% discount
300 x 250 pixels

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Special campaign options

❖ Easter: 1 page for 6 weeks from 5 March to 15 April
  o x4 Header Gallery spaces at £110 each
  o x4 Highlight Box spaces at £60 each
  o x2 Square Banner spaces at £75 each

❖ Summer: 2 pages for 12 weeks from 11 June to 2 September
  o x8 Header Gallery spaces at £110 each
  o x8 Highlight Box spaces at £60 each
  o x4 Square banner at £75 each

❖ Christmas: 6 pages for 12 weeks from 8 October to 31 December
  o x24 Header Gallery spaces at £65 to £100 each
  o x24 Highlight Box spaces at £45 to £75 each
  o x12 Square Banner spaces at £50 to £85 each

Other special seasonal pages will be created for:

- Valentine’s Day
- 3 Half-terms in February, May and October
- Mothers’ Day
- 2 May Bank Holiday pages
- Fathers’ Day
- August Bank Holiday page
- Celebrate Autumn
- Bonfire & Fireworks page

On each page – x4 Header Gallery spaces, x4 Highlight Box spaces and x2 Square Banner spaces. All prices are the same as short-term advertising options.

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E-newsletter opportunities

Join Visit Surrey’s e-newsletter coming out 5 times per year:
- Winter/Early Spring
- Late Spring
- Summer
- Autumn
- Christmas

E-newsletter is regarded as one of the most effective advertising mediums at present.

First Visit Surrey e-newsletter sent out for summer 2017 → Subscription numbers increasing with each edition → At the end of 2017 reaching over 2,400 subscriptions

Each e-newsletter contains 6 boxes of information, giving visitors latest news, inspiration and tips.

One of these boxes is available for venues/events to buy and promote their latest activity – providing space for:
- a 50-word description
- one picture
- 2 hyperlinks

£200 per box per issue

This offer is limited to one entry per venue/event per year.

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To Book:
Email info@visitsurrey.com or
Phone 01483 779087

Visit Surrey Terms & Conditions

▪ All prices are set for 2018 and exclude VAT.
▪ We will promote both quality graded and non-quality graded accommodation.
▪ By accepting our confirmation, you are agreeing to Visit Surrey publishing your business details on www.visitsurrey.com website.
▪ Images: All bookings for opportunities are taken with the confirmation that you as a business own or are a licence holder for the images, texts, logos, videos you provide to us. In booking with us you are giving permission for them to be used by Visit Surrey on its website and Flickr account for social media and press promotion. We cannot use images, text, logos, videos that you either do not own or do not have the permission to use. You confirm that you are the copyright holder or have the consent of the owner for them to be used by Visit Surrey.
▪ Visit Surrey will make every reasonable effort to ensure accuracy but will not accept liability of any kind arising from, or in connection with, the use of publication of the information as a result of any error or omission.
▪ All bookings are first come first served basis.
▪ Any bookings made, but copy and content sent after the start date, will be uploaded, but at the next available working date.