

VISIT SHROPSHIRE



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



MEMBERSHIP



| visitshropshire.co.uk

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This is Shropshire

Shropshire is a county where location and history have combined to give us romantic hills and castles, award winning events and delicious eateries. We are home to a UNESCO world heritage site in Ironbridge Gorge, an Area of Outstanding Natural Beauty in the Shropshire Hills and the most varied of landscapes from meres & mosses, rivers & canals and endless footpaths through fields & forests. Shropshire is one of Great Britain's last remaining rural idylls, relax and unwind in our fine restaurants, cosy pubs and elegant bars after shopping in some of our unique independent shops found throughout our charming towns of Ludlow, Shrewsbury & Oswestry to name but three. Shropshire is a county where little legs can run wild and older legs can discover and unwind. Will you help us promote this wonderful county?

- Our aim is to market Shropshire as a world-class destination, maximising the economic benefits of tourism for all.
- Our year-round marketing campaigns aim to increase domestic and international visitors to Shropshire who spend £39.12 million and support thousands of jobs.
- Visit Shropshire will be the essential link between private and public sector in Shropshire and Britain. Visit Shropshire is recognised as the Destination Management Organisation of Shropshire by Visit Britain and Visit England and will be growing those links.
- Be part of a strong network promoting Shropshire as a world-class destination.
- For further information contact Mark Hooper & Sarah Creighton who are available to answer any questions and look forward to working with you to develop your business and Shropshire's visitor economy.

E: info@visitshropshire.co.uk

Why should you join Visit Shropshire?

- Visit Shropshire operates a membership scheme designed to help the county and your business grow and develop.
- By becoming a member of Visit Shropshire, you will join a strong network of businesses providing services and products to the visitors of Shropshire. Membership with Visit Shropshire gives you access to a wide range of benefits and opportunities to promote your business through our powerful marketing channels.
- By paying the membership fee, you will be supporting our work to promote Shropshire as one of the premier visitor destinations in the county. Your investment helps us deliver advertising campaigns and work with our partners with an aim to attract visitors from around the UK and abroad, contributing to a strong local visitor economy.
- Membership is open to all types of businesses, including attractions, restaurants, accommodation providers, retail outlets, tour guides and activity providers who see the benefit of bringing more visitors to the county. Membership is not limited by strict geographical area; it is open to any business which can see the advantage in aligning with the Shropshire destination and brand.

Social Media

Promote your news via the Visit Shropshire social media channels



Over 10,000 followers across 3 platforms

Where does your membership fee go?

Every penny of the membership fee goes into promoting Shropshire. As a not for profit organisation we're here for you and the greater good of Shropshire. Our core aim is to fund promotional activity and services to support the visitor economy of Shropshire. You can be assured that your membership fee is helping to raise the profile of Shropshire, attracting visitors and growing your business.

1 Million

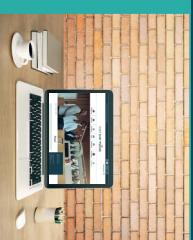
page views per year

52,000

International visits

Website | visitshropshire.co.uk

- Present your business with your own designated page and external link on our website
- Unlimited events listings on our website



Visit Britain & Visit England Benefits

- Receive Visit England opportunities and news
- Eligibility for accommodation providers to receive 10% discount using the Visit England accreditation scheme
- Integrated booking system via Visit Britain TXGB initiative



VISIT SHROPSHIRE

Free use of Visit Shropshire branding

Be part of the Visit Shropshire members' group to communicate with other Visitor Economy businesses and partners

Free use of Visit Shropshire image and video libraries



Other Benefits



Feature in PR press visits to be included in national publications



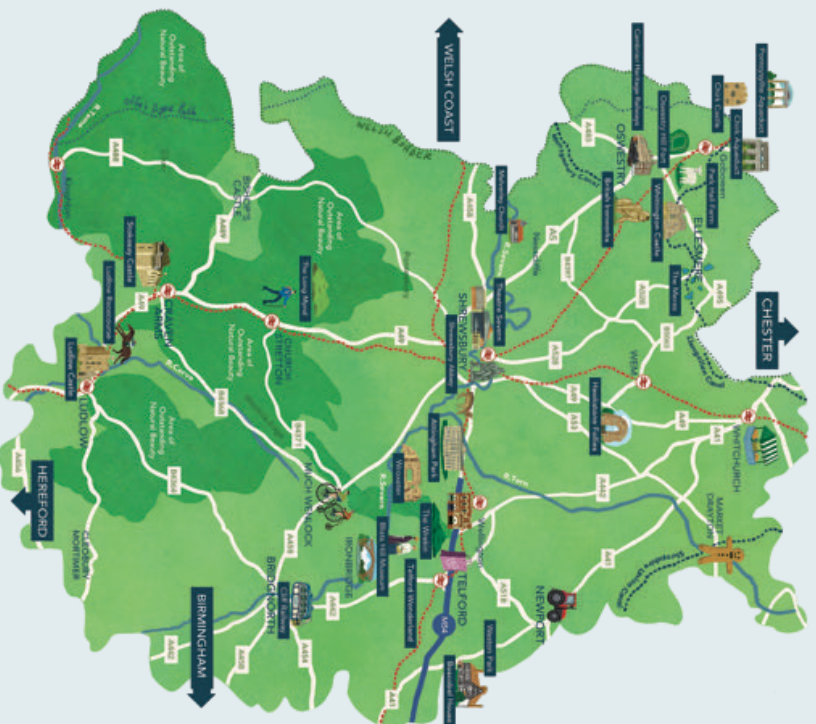
100,000+ publications distributed nationwide

Discounted training courses

Host member networking events



Receive our visitor & member newsletters to keep up with the latest tourism news, events and opportunities



MAP OF THE COUNTY

VISIT SHROPSHIRE

Membership Options

Basic Membership - £25 (+VAT)

- Attend and vote at the AGM or EGM Meetings
- Eligibility for election to the board of directors
- Receive our regular visitors' digital communications for news, updates, offers and more
- Receive our members' newsletter

Full Membership - £200 (+VAT)

Includes Basic Membership Package

- You will have your own designated page on visitshropshire.co.uk with the opportunity to list your business in various sections - Things to Do, Sleep or Eat & Drink - including an external link to your website
- Unlimited events listings on the Visit Shropshire website
- Integrated booking system via the Visit Britain operated TXGB initiative (10% commission on bookings)
- Promote your news via the Visit Shropshire social media channels
- Eligibility for accommodation providers to receive 10% discount using Visit England accreditation scheme
- Opportunities to be part of press visits to feature in regional and national publications
- Be part of the Visit Shropshire members Facebook page to communicate with other tourism and hospitality businesses across the county
- Discounted training courses
- Preferential rates from 3rd party local suppliers
- Free entry or discount to selected member attractions & events
- Free use of Visit Shropshire branding
- Receive Visit England opportunities and news
- Use of the Visit Shropshire images and video libraries
- Host member networking events
- FREE tickets to expos & networking events

Other opportunities available

Additional charges may apply

- Opportunity to advertise in Visit Shropshire publications and website
- Option to market your business directly as a sole business via our visitors database
- Promote your business solely via Visit Shropshire social media channels
- Directly involve your business in Visit Shropshire campaigns through various promotions including printed guides, website adverts, editorial in press articles plus much more
- Opportunities to take part in any events or tourism expos organised by Visit Shropshire

VISIT SHROPSHIRE

VISIT SHROPSHIRE
— TELFORD & IRONBRIDGE

VISIT SHROPSHIRE
— OSWESTRY & NORTH

VISIT SHROPSHIRE
— SHREWSBURY & CENTRAL

VISIT SHROPSHIRE
— HILLS & SOUTH

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