



In a 'normal year' www.visitsoutheastengland.com receives more than 3 million visitors annually.

In 2020 despite the pandemic, we continued to welcome over 1.66 million visitors with a total of 1.94 million sessions.

Our site remains 5th out of 200 world-wide destination websites managed by Simple view.

As we look to support the tourism and hospitality industries as they get back on track we have a number of value for money digital marketing opportunities to enhance your exposure.



The opportunities outlined below are available on a 3, 6 or 12 month basis. Some opportunities are across the whole website, others are for specific pages. Bespoke digital packages are also available upon request. Design support options too.

Consumer Channels



www.visitsoutheastengland.com



[@visitsoutheastengland](https://twitter.com/visitsoutheastengland)



[www.fb.com/VisitSouthEastEngland](https://www.facebook.com/VisitSouthEastEngland)



[@visit_south_east_england](https://www.instagram.com/visit_south_east_england)



blog.visitsoutheastengland.com

Peak months for visitor to the site in 2020 unsurprisingly followed the pre-opening up of the tourism sector after each lockdown with the most popular pages including places to visit and things to do.

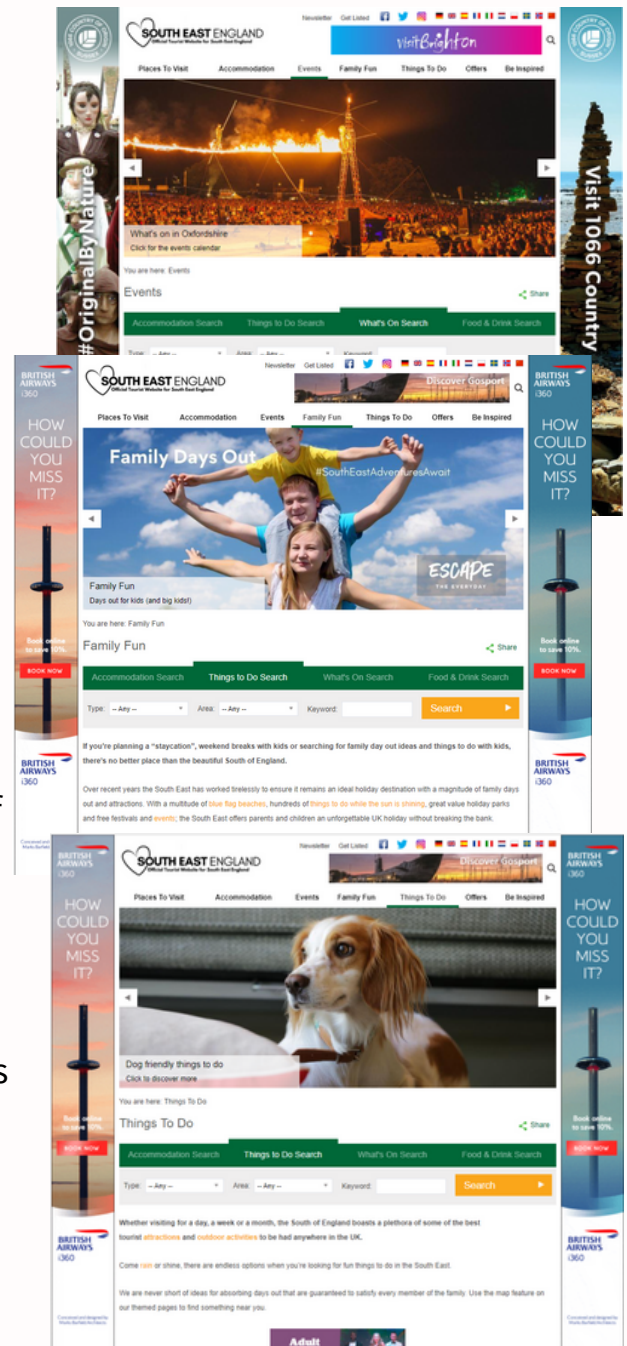
The events section of the site historically performs very well and we can't wait to work with our members to populate the website with exciting new content.

Members of Tourism South East receive a listing on the website and appear in searches. They can add an unlimited number of event listings to the website.

In addition to this exposure, there are a host of opportunities outlined below available on a 3, 6 or 12 month basis to enhance exposure further

All opportunities are available to non members as well with a 40% surcharge added.

Bespoke digital packages are also available upon request. Design support too.



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www.visitsoutheastengland.com

- 1.66 m unique visitors (during the 2020 pandemic year)
- 1.94 m sessions
- Top performing pages, places to visit & things to do
- Visitors from UK, America, Australia and Canada

5th^{top}
performing destination
website out of 200
worldwide

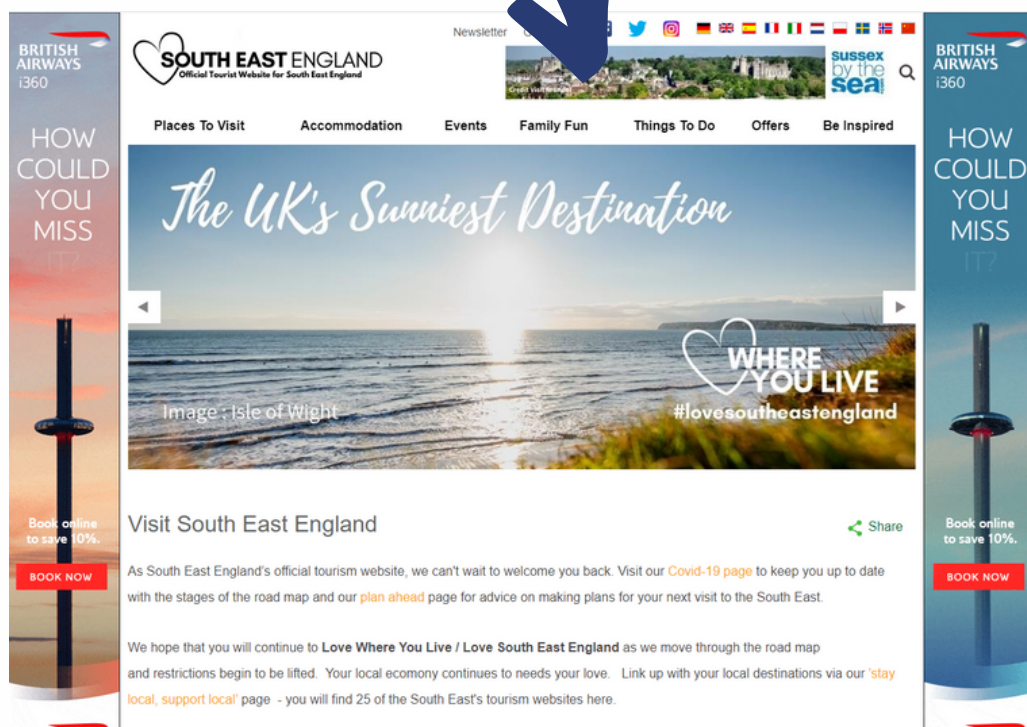
Header Banners

**Our popular header banners run across the top of
www.visitsoutheastengland.com website and link directly
to your own website**

Available for a minimum of 3 months
476px wide x 66px high sized graphic

3 months £350 + VAT
6 months £600 +VAT
12 months £995 +VAT

Design Support
available for a small
surcharge of £25



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40% off
published
prices for TSE
MEMBERS

Skyscraper Banners

Skyscrapers run vertically down the left and right side of all pages of www.visitsoutheastengland.com (except Events pages - see separate opportunity) Banners link to your chosen url

Available for a minimum of 3 months
140px wide x 1244px high
You receive both left and right positions

3 months £600 + VAT
6 months £1100 + VAT
12 months £2000 + VAT

Limited opportunities

Design help available
for a small charge of **£75.00+ VAT**



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Side Banners Skyscrapers (Events Pages Only)

Our comprehensive events section is huge traffic generator and members are invited to list unlimited events throughout the year. Vertical skyscraper banners can appear on the events pages of our website for a specific period

Available for a minimum of 3 months

140px wide x 1244px high

You receive both

Left and Right Positions

One url link

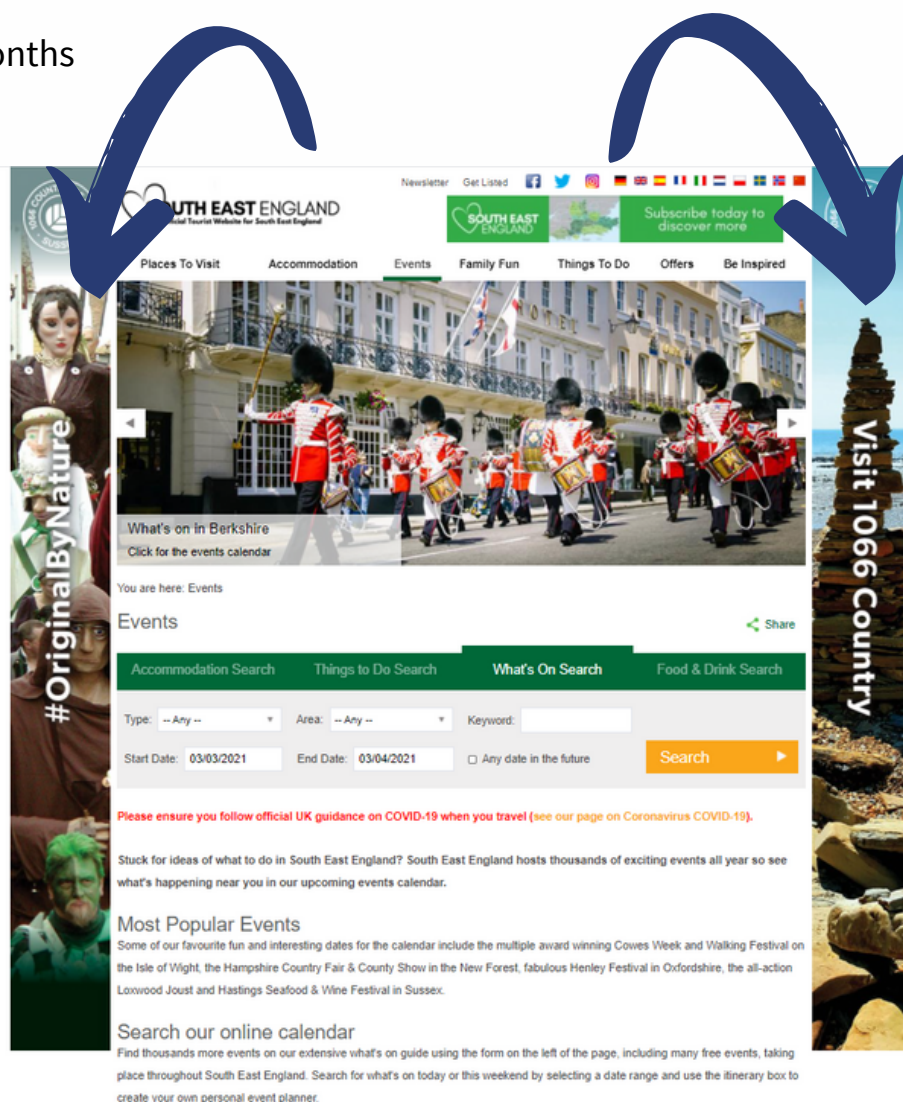
This is limited to one business at any one time.

3 months £450 + VAT

6 months £800 + VAT

12 months £1395 + VAT

Design help available upon request for just £75 + VAT



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MPU Advert

A mid-page unit is displayed on your chosen three pages for 3, 6 or 9 months and included within the content of the page so it can't be missed.

Size 300px wide x 200px high
one url link

Included on three chosen pages

3 months £300 + VAT

6 months £500+ VAT

12 months £800 + VAT

Design help available for just £25.00.



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Featured Pages

Ensure your business gets highlighted in our inspiration boxes, on THREE selected pages across the website (excluding the home page) .

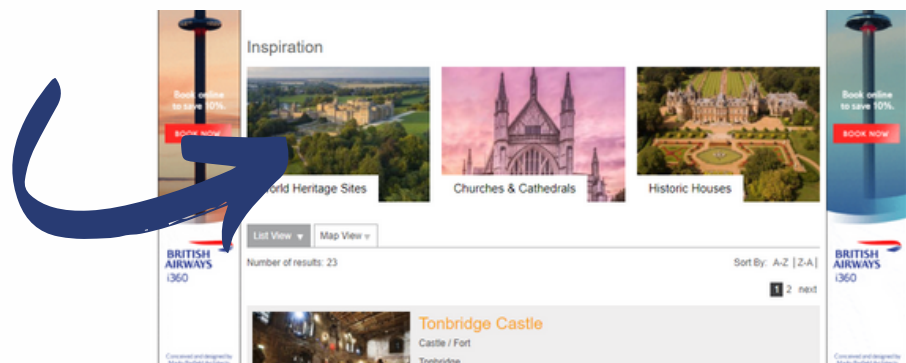
This box links to your VSEE product page within our site (not your own website) to enhance the exposure of your listing and information within our site, before signposting onto your own external URL.

Featured box Image - size 206px x 150px
Design help available.

3 months £100 + VAT

6 months £195 + VAT

12 months £350 + VAT



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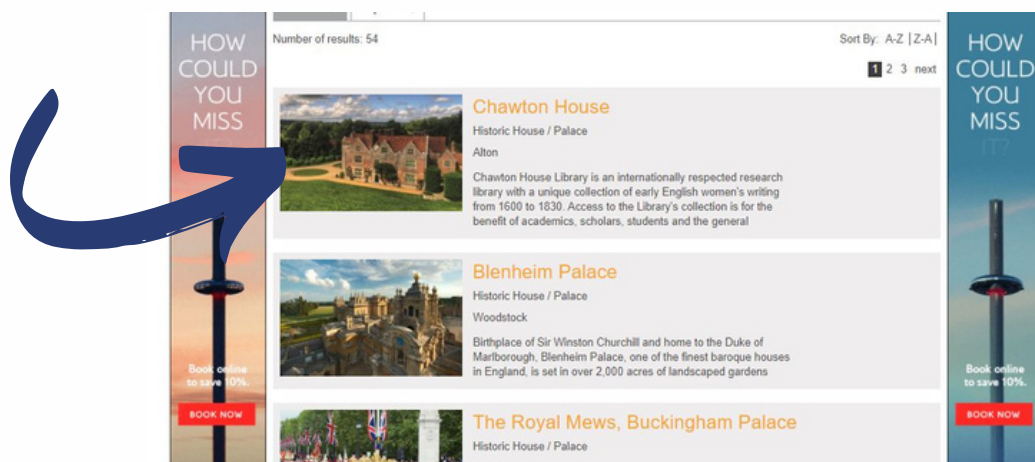
Enhanced Listing Plus

Ensure your business gets exposure by appearing at the top of the product listing. This is only available to a limited number of partners at a time.

3 months £75 + VAT

6 months £125 + VAT

12 months £200 + VAT



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Visit South East England Social Media

- Audience across all platforms 11,000 +
- 3% organic growth month on month
- #LoveSouthEastEngland - 68.9k impressions

Guaranteed Social Media Exposure

We endeavour to share our members content, share on your posts whenever we can, however with so much content we can't share it all, all the time. We encourage members to tag us in our channels to increase the opportunity for us to pick up your posts. We also encourage you to support our destination campaign by using the hashtag #LoveSouthEast England and logo with your own content

If you would like to be guaranteed exposure across our social platforms you can purchase a social media package and we will work with you to feature your content.

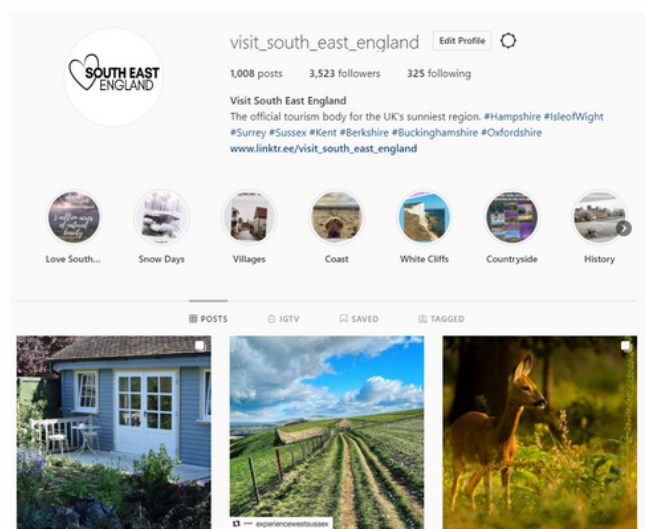
1 Posts on an agreed date £80 + VAT

3 Posts of 6 months £160 + VAT

6 Post of 12 months £290 + VAT



Each post will be simultaneously posted across Facebook/Insta/twitter and boosted on facebook to enhance your exposure further.



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Competition Partner

Competitions are a great way of building data, however we appreciate they require investment in terms of prizes.



If you would be interested to work with us to run a competition and provide a prize package incentive please contact kjames@tourismse.com

There are TWO ways to work with us to run a competition.

Provide a prize for one of our competitions in return for free exposure.

Provide a prize for us to feature in one of our Visit South East England competitions. All data collected remains our property although we include an 'opt in' box for entrants who wish to hear from you as the partners

As a business benefit from all the exposure the competition brings with it across our social platforms, our website and our 44,000 database.

Run Your Own Competition and we can help you promote it.

If you have your own competition and wish to extend its reach, we can help you promote this. You are responsible for setting up your own competition on your own website, with your own data capture solution. All data remains yours and you simply purchase exposure via one of our solutions in this document.

For example, take a slot in the e-newsletter, purchase a header banner slot or a guaranteed social post package. All data captured is solely your property.

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Visit South East England E-newsletters

- 44,000 subscribers
- 30.8 % open rate | 8.2 % click through | 14.2% Click to Open (. [See industry Benchmarks](#))
- Themed Enewsletter Slots
- Solus Dispatches available.

E-newsletters

We have a schedule of themed e-newsletters that are dispatched throughout the year to 44,000 visitors to coincide with what visitors are looking for. Businesses are invited to book one of a limited number of slots in each themed newsletter. With open rates in excess of 30.8%, with is way above industry average (24%) you can be sure to get great exposure for your business.

£160 + VAT per slot. save £50 when you purchase three slots.

Our calendar of themes and entries can be booked at anytime and is available to view on www.tourismsoutheast.com/e-newslettermarketing.

Solus E-newsletters

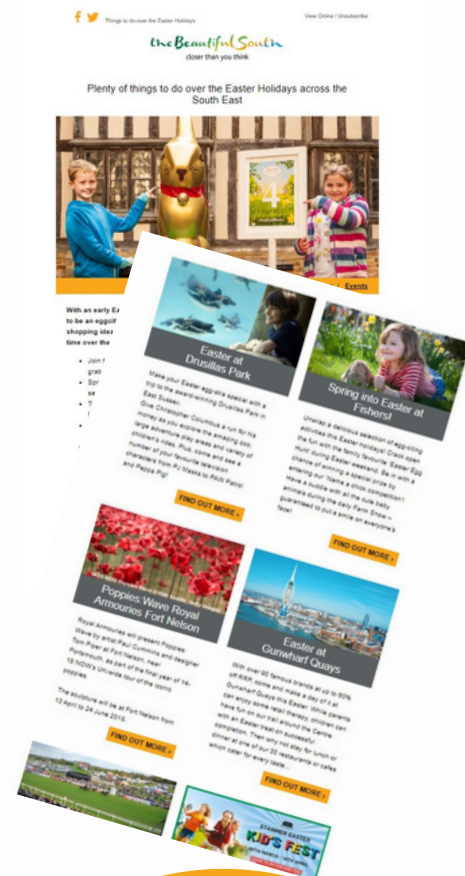
You may prefer to have your very own e-newsletter dedicated to your message(s). If you have a special event taking place, promoting a specific campaign or simply wish to promote your brand, why not consider your own solus e-newsletter.

This option allows you to facilitate multiple messages and have the focused attention of your audience.

You are welcome to provide HTML which we will top and tail and embed within our newsletters, or we can build it for you from content provided within our own template free of charge.

We can wherever possible endeavour to geographically filter by county.

**The cost depends on the volume - Solus E-newsletters start from
half database of 24,000 readers = £655 + VAT
full database of 44,000 readers = £1095 + VAT**



**[View Examples](#)
[Book Online](#)**

**[/www.tourismsoutheast.com](http://www.tourismsoutheast.com/e-newslettermarketing)
[/e-newslettermarketing](#)**