





JOINING FOREST OF DEAN AND WYE VALLEY TOURISM MEANS BECOMING A PART OF A LARGE NETWORK OF BUSINESS OWNERS AND TOURISM EXPERTS. YOU WILL HAVE ACCESS TO A RANGE OF SUPPORT AND ADVICE AND BE ABLE TO JOIN IN WITH ALL THE WAYS WE PROMOTE OUR PARTNERS AND THE AREA.

TOP 10 REASONS TO JOIN US

1. We are the official DMO recognised by Visit England, Visit Britain and Visit Wales.
2. We have over 1 million page view on visitdeanwye.co.uk.
3. Our reach is 3.7 million across our social media channels.
4. We generate high-profile press coverage and organise press visits.
5. We run regular marketing and advertising campaigns to promote the area and entice new visitors.
6. We have integration with TXGB and are able to offer bookability on experiences and accommodation.
7. We have strong partnerships with Forest of Dean District Council, Gloucestershire LEP and all other DMO's in the local area.
8. We can offer support, insights and research to assist our members.
9. The partnership team will support you to ensure you gain maximum return on investment from your package.
10. We have a private Facebook group for members to provide support, advice and knowledge sharing.

WHO WE ARE

We are Forest of Dean and Wye Valley Tourism (FDWVT), the official Destination Management Organisation (DMO) for the Forest of Dean and Wye Valley. We are a not-for-profit organisation managing and marketing tourism and growing awareness of our area as an attractive holiday destination.

The organisation is run by a board of volunteer directors. We engage experts in their fields who manage our marketing and membership. As soon as you join as a partner you will be in contact with our team who will guide you through the services we can provide for your chosen package level, help get your website listing set up, provide advice and support throughout and encourage you to participate in our partner communications and marketing campaigns.



**TOURISM IS VITAL TO THE ECONOMY OF THE FOREST OF DEAN AND WYE VALLEY.
AS A DESTINATION WE WELCOME 5,393,600 VISITORS A YEAR CONTRIBUTING £276,545,000 IN VISITOR
RELATED SPEND. TOURISM SUPPORTS 5,600 JOBS IN THE ECONOMY.**

***THIS DATA IS FROM 2021.**

WWW.VISITDEANWYE.CO.UK



AS THE OFFICIAL DESTINATION MANAGEMENT ORGANISATION FOR THE FOREST OF DEAN AND WYE VALLEY OUR AIMS ARE TO RAISE AWARENESS, GROW TOURISM AND PROMOTE OUR PARTNERS. WE DO THIS IN A NUMBER OF WAYS:

Marketing

- We run the consumer website www.visitdeanwye.co.uk which promotes the area to 396,000 unique visitors per year and showcases our partner businesses to visitors.
- We generate high-profile press coverage and organise press visits featuring our partners.
- We have a reach of over 3.7 million on social media and profile our partners on these channels.
- We run regular marketing and advertising campaigns that can feature our partners and we share the collateral with partners for free.
- We send out a consumer newsletter each month with news stories and features on our partner to encourage visitors.
- We attend regular meetings with and participate in Visit Britain, Visit England and Visit Wales campaigns.

Partner Support & Communication

- We send out monthly partner newsletters which inform on industry updates, news, opportunities, and advice.
- We have a closed partner's Facebook group offering the opportunity to promote your business, network and discover the latest news and updates.
- We enable our partners to benefit from the use of an extensive image library with high-resolution images.
- We provide partners with the opportunity to be included on our website and in any marketing campaigns and promotions.
- We send out monthly consumer newsletters which partners can utilise to promote themselves.
- You will be supported by a dedicated Account Manager who will work with you to ensure that you are receiving the maximum return on investment from your chosen packages.



WHAT WE DO

Leadership and Business Development

- As part of a Visit Britain accredited Local Visitor Economy Partnership we provide strategic leadership for the tourism industry in our area.
- We provide business support, networking and development opportunities for our partners.
- We increase tourism to the area with our website, marketing campaigns, social media and PR coverage.
- We provide free advice on raising business quality standards, business regulations, local opportunities and support.
- We share our extensive visitor and business research which our partners benefit from.
- We provide business development workshops and training events for free.
- We have regular meetings with our local councils (district and town) to share campaigns, knowledge and events.
- We run trips for our MP's and other dignitaries helping to showcase the area.
- We are much more than just an advertising platform and our partners can benefit from a wide range of expertise by joining us.

National and International Tourism Representation

- We represent our partner businesses and the local tourism industry at local, regional, national and international level.
- We exhibit at trade shows (we exhibited at the British Tourism and Travel Show 2021) and attend travel and tourism shows.
- We attend regular Visit Britain, Visit England and Visit Wales Destination Management Organisation meetings on behalf of our partners.
- We run familiarisation trips across the area and invite partners to get involved.
- We attend regular meetings with other Destination Management Organisations in the surrounding areas, sharing knowledge and experience with each other.

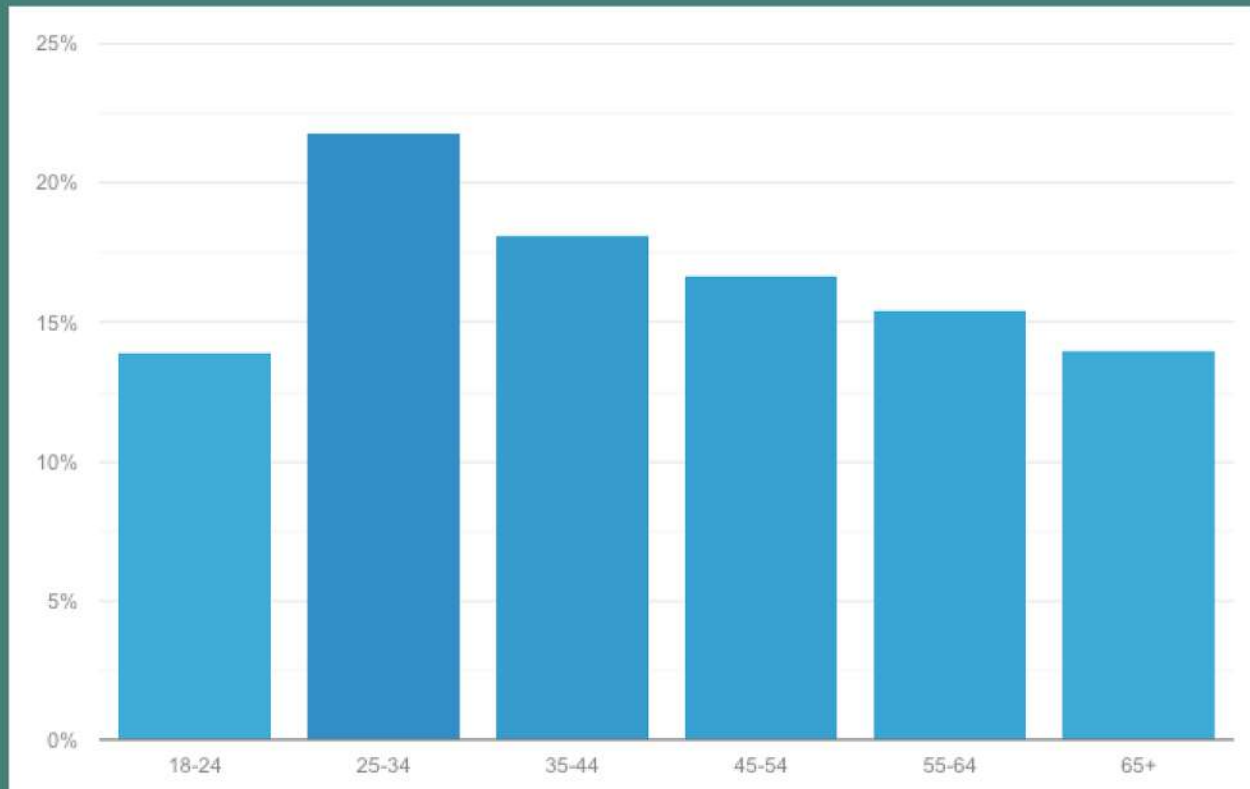
WEBSITE STATS 2023



1,040,000 Page Views

515,500 Sessions

396,000 Users



USERS BY AGE RANGE

DEVICE USAGE

Mobile - 62%
Desktop - 31%
Tablet - 7%

SOCIAL MEDIA

Facebook - 27k followers
Instagram - 10.8k followers

Over 3.7 million reach
across all channels

	BRONZE £195	SILVER £255	GOLD £395	PLATINUM £595
All prices exc VAT				
Website listing inc description, contact details, weblink & map	✓	✓	✓	✓
Number of Images	1	8	12	20
Facilities, Awards and Gradings	✓	✓	✓	✓
Priority in search results	4th	3rd	2nd	1st
Add Whats On events	✓	✓	✓	✓
Online Booking for Accommodation & Attractions (where avail)		✓	✓	✓
Promote Special Offers		✓	✓	✓
Ability to add to Itinerary planner		✓	✓	✓
Opportunity to feature in blog and social media content		✓	✓	✓
Inclusion in highlights carousel on category page		✓	✓	✓
Embedded YouTube video on page			✓	✓
Related pages, listings and events show on your listing			✓	✓
Inclusion in consumer newsletters			✓	✓
Guest Blog feature			✓	✓
Competitions and Data Capture			✓	✓
Social media feed on listing page				✓
Additional tailored pages in other categories e.g restaurant, spa etc	£99	£99	✓ Max 1 page	✓ Max of 3 pages
Inclusion in highlights carousel on homepage	£75	£75	£75	✓
Banner advert on related category page X 3 per year				✓
One hour one-to-one consultation				✓
Category Page image				✓

OTHER PROMOTIONAL OPPORTUNITIES

Home Page Banner	£150
Category Page Banner	£100
Consumer or Member Newsletter	£75
Solus Newsletter	£150



Call or email Shelly today to have a no-pressure chat about your thoughts and requirements and we can talk you through the opportunities to promote your business.

Tel - 01594 715217

Email - membership@visitdeanwye.co.uk