



Membership information

WHO WE ARE... >>

The Suffolk Coast DMO (Destination Management Organisation) is an industry-led, not for profit, membership organisation working to boost the visitor economy, develop the tourism infrastructure and support businesses along our coast.

Using 'The Suffolk Coast' brand we are able to communicate a clear, consistent message, raising the profile of the Suffolk coast, attracting visitors - focusing on improving out of season trade and working hard to get your business noticed.

Every business listed on www.thesuffolkcoast.co.uk and involved in our marketing activity contributes to the Suffolk Coast's success - with every penny of your membership fee and all advertising revenue going into promoting and developing the Suffolk Coast as a destination.

Whether yours is a small, medium or large organisation, we want you to join us and help shape the future of tourism on our coast.



WHAT YOU GET >>

Annual membership includes:



1 free website listing on
www.thesuffolkcoast.co.uk



Your business
included in The Suffolk
Coast's **PR, content,
campaign and social
media activity**



Discounted
advertising rates on
www.thesuffolkcoast.co.uk



Access to The
Suffolk Coast's
**Festival and Events
Fund**



Regular communications
- updates on industry
insights, research, latest
news and funding
opportunities



25% discount on
www.visitsuffolk.com
Enhanced Listings



Free basic listing on
www.visiteastofengland.com and access
to their member benefits including:

- Preferential rates on credit card processing and reductions in terminal costs from Lloyds TSB and 7 months FREE banking for new customers from Lloyds TSB
- **£150 voucher** to use against Larking Gowen services
- **10% discount** on hospitality insurance by Ryan Group
- **30 minute consultation** from Birketts LLP Communication



HOW IT CAN WORK FOR YOU... >>

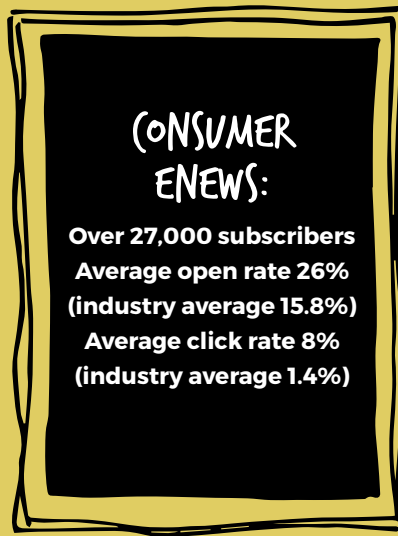
Our beautiful user friendly, mobile responsive website is our shop window – jam packed with fresh content, stunning imagery and video - driving visitors to your business! View current statistics on website traffic and engagement here: www.thesuffolkcoast.co.uk/join-us

USEFUL WEBSITE AND SOCIAL MEDIA STATISTICS



TOP 5 LOCATIONS WHERE WEBSITE TRAFFIC COMES FROM:

London
Suffolk
Norfolk
Essex
The Midlands



CONSUMER NEWS:

Over 27,000 subscribers
Average open rate 26%
(industry average 15.8%)
Average click rate 8%
(industry average 1.4%)



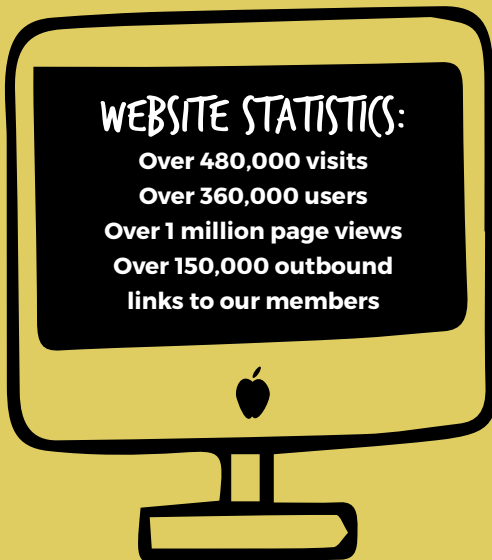
GENDER:

64% female
36% male



AGE:

65+ 17%
55-64 20%
45-54 23%
35-44 20%
25-34 15%
18-24 5%



WEBSITE STATISTICS:

Over 480,000 visits
Over 360,000 users
Over 1 million page views
Over 150,000 outbound
links to our members



SOCIAL MEDIA:

Facebook likes
over 12,400
Twitter followers
over 5,500
Instagram followers
over 1,400



MOST POPULAR PAGES:

What's On
Towns and Villages
Homepage
Things to do
Where to Stay
Explore
Food and Drink

YOUR FREE WEBSITE LISTING >>

WHAT'S INCLUDED...



Your business listed in either 'Where to Stay'/ 'Things to Do' or 'Food and Drink'



Your business included in the nearest Town/ Village guide



Map pin on the interactive 'Explore' map page



Four carousel images on your listing page



Contact information, address, email and phone number



External link to your own website or Facebook page



Summary description and unlimited main description



Add PDF documents to your listing e.g. maps, rate cards, menus etc.



Listing rotation so your business appears 1st on the overall list of businesses at regular intervals



Listing featured at intervals on landing pages - 'Where to Stay'/ 'Things to do'/ 'Food and Drink'



Location map



Add one video to your listing

Annual
Membership fee
£95+VAT
(£114.00 total)

Listing in additional
sections of the website
£35+ VAT
(£42.00 total)



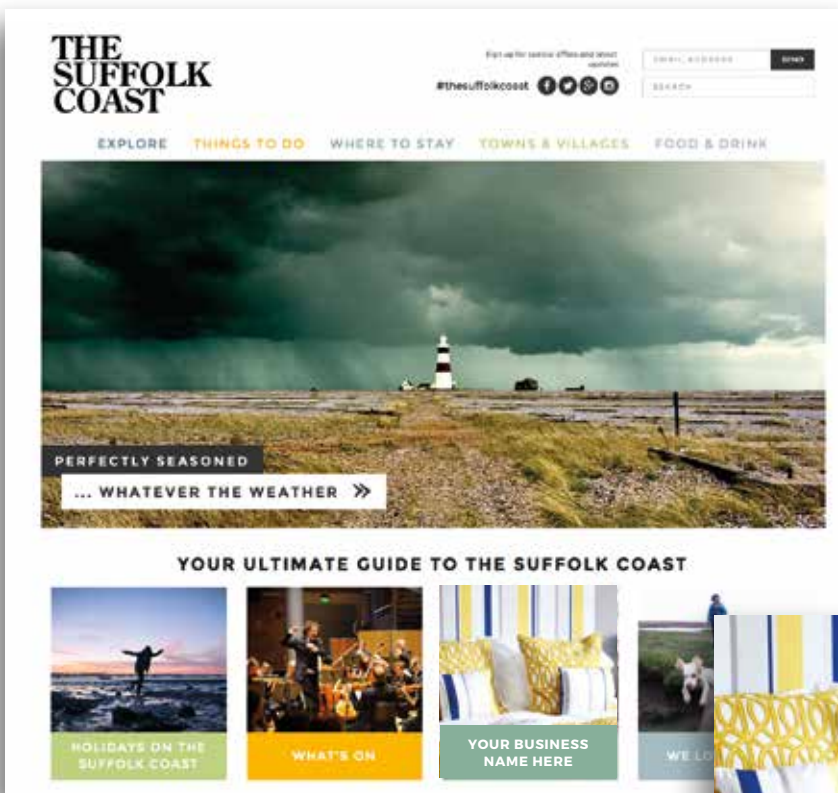
Value for money...

Example, as a hotel your listing will appear in 'Where to Stay', you can also have a separate listing for your restaurant in 'Food and Drink' for £35+VAT.

ADVERTISING ➤

As a member of The Suffolk Coast DMO take full advantage of discounted opportunities to promote your business across www.thesuffolkcoast.co.uk. We offer prime advertising space on pages that attract high levels of traffic, including our homepage and popular landing pages. Advertise on www.thesuffolkcoast.co.uk and drive custom your way by being identified as a principle brand/business within the destination. View current statistics on website traffic and engagement here: www.thesuffolkcoast.co.uk/join-us

HOMEPAGE



We will tailor make packages to suit your needs, design & create your advertisements, give you a full performance report and offer great discounts when you book 2 or more ads!

Please note: The number of landing page banners, homepage box ads and enews slots are limited - book now to avoid disappointment!



1 box advertisement in the 'Ultimate Guide' section with an external link to your website = £50 + VAT for 2 weeks



ADVERTISING ➤

LANDING PAGE BANNERS

Where to Stay, Things to Do, Food and Drink, Towns and Villages.

Large carousel banners across the top of our landing pages lend themselves naturally to advertising your business, they attract great traffic and link directly to your website.

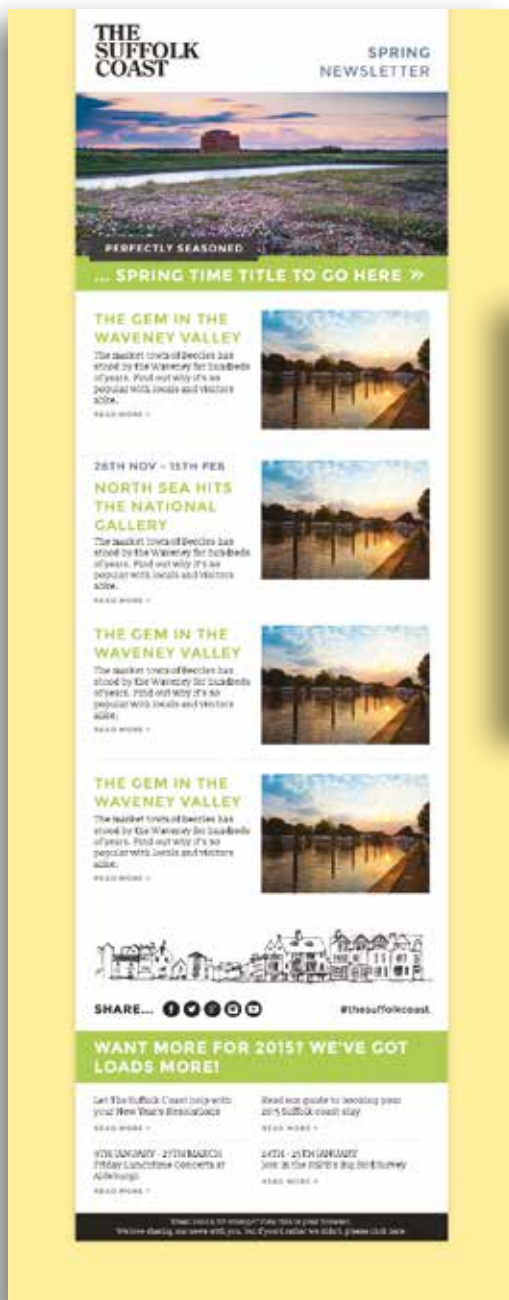


1 x banner advertisement with an external link to your website
= £100 + VAT per month

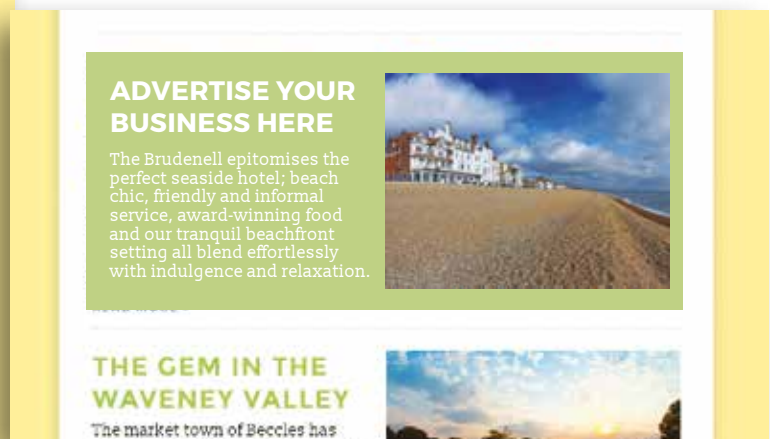
ADVERTISING >>

MONTHLY CONSUMER eNEWS

We currently have over 27,000 subscribers to our monthly enews, with an average open rate of 26% and click through rate of 8%.



1 x content slot in the monthly eNews with an external link to your website = £150 + VAT



DISCOUNTS ON MULTIPLE ADVERTISEMENTS:

Monthly enews slots - £150 per month

10% discount for 2+ slots = £270 (£300)

20% discount for 4+ slots = £480 (£600)

30% discount for 6+ slots = £630 (£900)

Banner Advertisements - £100 each per month

10% discount for 2+ banners = £180 (£200)

20% discount for 4+ banners = £320 (£400)

30% discount for 6+ banners = £420 (£600)

Get in touch with us today to find out how *The Suffolk Coast DMO* can work even harder for your business! Email annie@thesuffolkcoast.co.uk

JOIN ONLINE TODAY
www.thesuffolkcoast.co.uk/join-us

CONTACT US

tel: **01394 410506**

email: **annie@thesuffolkcoast.co.uk**

visit: **www.thesuffolkcoast.co.uk**



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