

PARTNERSHIP AND MARKETING PROGRAMME 2025-26

Visit Winchester is the consumer facing destination brand for Winchester district, showcasing all the great things to do, places to eat and drink, where to stay and what's on.

The Visit Winchester Partnership & Marketing Programme offers businesses across the district the chance to work more closely in partnership with the Visit Winchester team to shape and grow the local visitor economy.

Our main aims are to raise awareness of the Winchester district and generate additional tourism visits and spend through the provision of industry support and marketing opportunities outlined below.

PARTNERSHIP BENEFITS IN A SNAPSHOT

VISITWINCHESTER.CO.UK

- 38,000+ unique visits per month
- Over 1 million page views a year
- Top performing business and event listings

VISITOR INFORMATION CENTRE (VIC)

- Visitor Information Centre of the Year 2023
- 100,000+ visitors per year
- Showcase for local makers and tourism businesses

VISIT WINCHESTER SOCIAL MEDIA

- 20,000+ social media followers
- 20,000+ Instagram reach per month
- 50,000+ Facebook reach per month

PUBLICATIONS

- Visit Winchester Destination Guide
- Winchester Visitor Map
- Market Towns Guide
- Market Towns Map

E-NEWSLETTERS

- Monthly B2Ce-newsletters with 49% open rate
- 3.7% click rate
- Bi-monthly B2B industry e-newsletters

NETWORKING OPPORTUNITIES

- Attractions Partnership
- Discover Winchester PR
- Meet in Winchester
- Festivals in Winchester

CHRISTMAS IN WINCHESTER

- Dedicated Christmas in Winchester campaign page
- 130,000+ unique visits per year
- 23,000+ reach on Instagram and Facebook

FESTIVALS IN WINCHESTER

- Dedicated Festivals in Winchester campaign page
- 10,000+ unique visits to festivalsinwinchester.co.uk per year

JANE AUSTEN 250

- Dedicated Jane Austen 250 campaign page
- 6,000+ unique visits per month
- National and international press coverage (audience of over 530m)



[VISITWINCHESTER.CO.UK/ADVERTISING](https://visitwinchester.co.uk/advertising)

CLICK HERE

To complete the booking form

LISTING ON VISITWINCHESTER.CO.UK

Name, address, contact details	✓	✓	✓	✓	✓
Description (words)	(1000)	(500)	(250)	(100)	(50)
Images	15	10	5	3	1
Website, booking and social media links	✓	✓	✓	✓	
Opening times	✓	✓	✓	✓	
Location widget	✓	✓	✓	✓	
TripAdvisor widget	✓	✓	✓	✓	

DIGITAL ADVERTISING

Featured web position (months)	4	2	1		
Web banner advertising (months)	4	2	1		
Dedicated blog	4	2	1		
Competitions	✓	✓	✓	✓	
Offers	✓	✓	✓	✓	
'Visit Winchester Spotlight' social post	12	9	6	3	
Meta advertising	£50	£25			
E-newsletter feature	4	2	1		
Solus e-newsletter	2	1			
VIC digital screen advertising (months)	(12)	(6)	(3)	(1)	

PAY-AS-YOU-GO ADVERTISING

	COST	SIZE	SEND FORMAT
Guildhall poster site	£320/month	A0	PDF
Middle Brook Street poster site	£320/month	A0	PDF
VIC poster site (free for Platinum & Gold)	£160/month	A1	PDF
VIC digital screen	£55/month	1920px x 1080px	JPG/PNG
Website banner	£180/month	480px x 480px	JPG/PNG
Blog	£30/post	<1500 words	DOC
Featured web position	£45/month	N/A	N/A
Solus e-newsletter	£150	<1500 words	DOC
E-newsletter feature	£25/month	<250 words	DOC

BOOK NOW

Secure your booking today and gain access to the partnership benefits immediately. For full terms & conditions please see:

[visitwinchester.co.uk/advertising](https://www.visitwinchester.co.uk/advertising)