

## PARTNERSHIP AND MARKETING PROGRAMME 2026-27

Visit Winchester is the consumer facing destination brand for the Winchester district, showcasing and raising awareness of 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 closely with the Visit Winchester team to generate additional tourism visits and spend through the provision of industry support and marketing opportunities outlined below.

**NEW:** Join us as we launch a new Winchester District Tourism Strategy for 2026-2031 which will provide a robust framework to strengthen our local visitor economy.

## PARTNERSHIP BENEFITS IN A SNAPSHOT

### VISITWINCHESTER.CO.UK

- 38,000+ unique visits per month
- Over 1.3 million page views in 2025
- 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
- 150,000+ Instagram views per month
- 200,000+ Facebook impressions per month

### PUBLICATIONS

- Visit Winchester Destination Guide
- Winchester Visitor Map
- Market Towns Guide
- Market Towns Map
- Over 16 self-guided walking trails

### E-NEWSLETTERS

- Monthly B2C e-newsletters with 49% open rate
- 3.7% click rate
- Bi-monthly B2B industry e-newsletters

### PR 2025

- Over 200 pieces of coverage
- Reached a potential audience of 2,255m
- More than 1,100 brand mentions

### 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](https://festivalsinwinchester.co.uk) per year

### BUSINESS SUPPORT

- Networking opportunities and partnership meetings
- Access to training, toolkits and advice



[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	£380/month	A0	PDF
Middle Brook Street poster site	£330/month	A0	PDF
VIC poster site (free for Platinum & Gold)	£168/month	A1	PDF
VIC digital screen	£58/month	1920px x 1080px	JPG/PNG
Website banner	£190/month	480px x 480px	JPG/PNG
Blog	£30/post	<1500 words	DOC
Featured web position	£45/month	N/A	N/A
Solus e-newsletter	£155	<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)