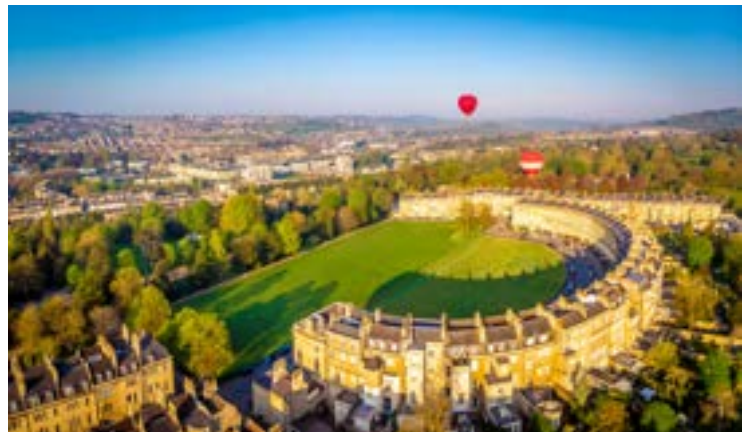


# VisitWest

## Visitor Economy Promotional Marketing Opportunities

Opportunities to drive the profile of your business



# Introduction

Bristol and Bath are two of the UK's most popular and visited destinations whether for day trips, overnight stays, to attend conferences or events. Together with the surrounding coast and countryside we have one of the most diverse and exciting visitor offers and Visit West provides exclusive routes to market to reach visitors both during the planning process and while in destination.

We have opportunities to reach consumers directly, as well as our comprehensive industry work and business support. All of our consumer marketing operates through the Visit Bristol and Visit Bath brands. This includes the VisitBristol.co.uk and VisitBath.co.uk websites as well as branded newsletters and social media channels, with a focus on Facebook, Instagram and TikTok.

The websites offer a blend of inspirational editorial content, business listings and themed pages for specific markets, from family friendly to film inspired. All are enhanced by a comprehensive search, illustrative maps, regular blogs, integrated social media feeds, an itinerary planner, suggested itineraries, banner advertising opportunities, video and images, as well as an online booking portal.

To enhance your presence and assist with promoting through these channels to a dedicated audience, we have prepared a comprehensive portfolio of opportunities.

The rates stated throughout this document are exclusively for Visit West members, with special rates for partners. For more about membership of Visit West please contact: [membership@visitwest.co.uk](mailto:membership@visitwest.co.uk)

## About Visit West

Visit West is a public / private partnership, and the Local Visitor Economy Partnership (LVEP) for the West of England, accredited by Visit England in April 2023.

Our LVEP official boundary is that of the four unitary authorities of Bristol, Bath & North East Somerset, North Somerset and South Gloucestershire, and our commercial membership programme includes businesses within the boundary and beyond. Our roles include visitor economy development, business support, destination management, and the marketing and promotion of the region as premier destinations for leisure travel and business events. Through our work, we provide opportunities to maximise the potential of the region's visitor economy.

We bring together the business, communities, local authorities, and wider stakeholders, and the domestic and international travel industry to create a strategically focused and innovative delivery organisation with a clear purpose.





VISIT BATH

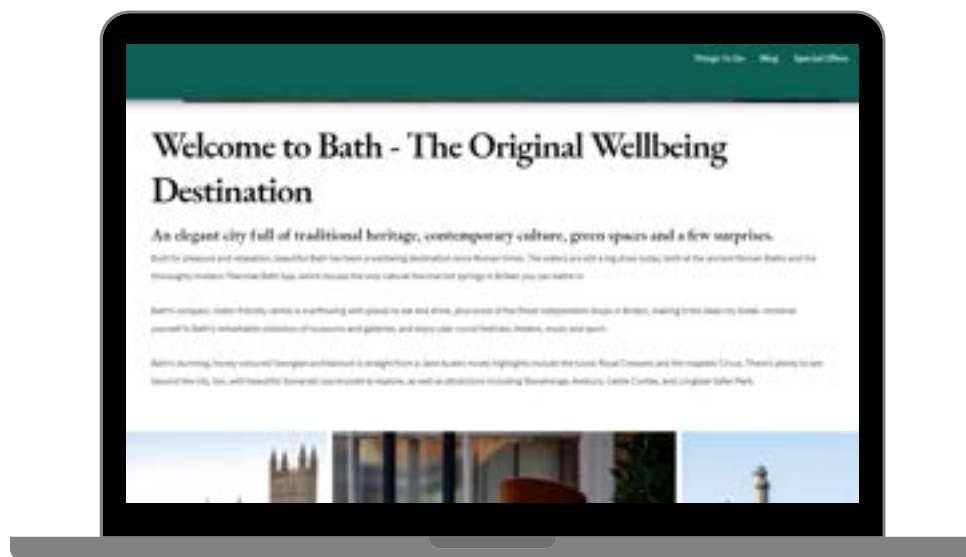


# Visit Bath

VisitBath.co.uk is a vast consumer-facing website showcasing the best of Bath and the surrounding area to visitors. Alongside the Visit Bath social media channels, this forms a formidable presence and mine of information for visitors and other consumers wishing to find out about things to do, what's on and where to stay in and around Bath.

Member businesses are showcased in a variety of ways, from inspirational content to more functional event and product listings.

The Visit Bath 'always on, content first' approach ensures that the website is ever-relevant and doesn't stand still. Our talented team create and curate content around what consumers are looking for and always focus on the best ways to attract web traffic and engage with visitors.



**Visit  
West**

 **VISIT  
BATH**

**visit  
BRISTOL**

**meet  
BRISTOL  
& BATH**  
Conventio Bristol

**BATH AND  
BRISTOL**

# Visit Bath Insights

## Visitors to VisitBath.co.uk

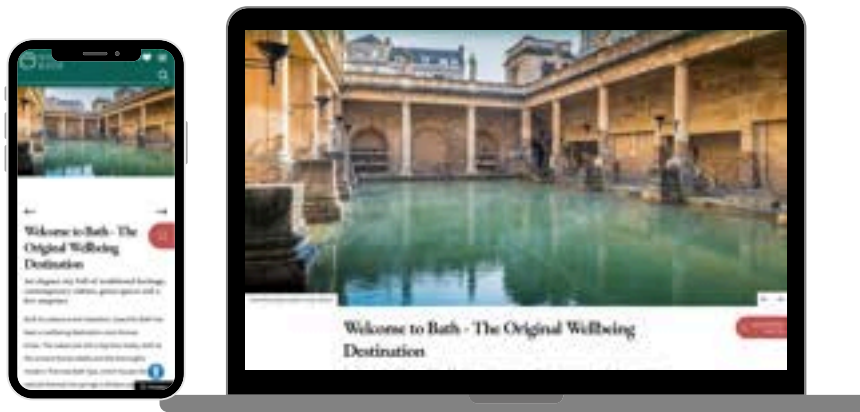
- 6.8 million page views across the website, 3 million sessions in the past 12 months

## E-Newsletter Stats

- Database of 39,000+ Subscribers'
  - Average of 53.9% open rate
  - Average of 7% click through rate
- Fortnightly 'always on' e-newsletters sent out
  - Bi-weekly solus e-newsletters available

## Most popular pages on VisitBath.co.uk

- Homepage
- Things to Do
- What's On
- Attractions
- Spas & Wellbeing
- Where to Stay
- Events Calendar



## Demographic of visitor to the website

- 61.8% female, 38.2% male
- Most popular age range: 25-34 (160k users), followed by 18-24 (95k users)

## Biggest audiences by country:

UK (1.8M million users)  
USA (146k users)  
Australia (28k users)  
Germany (23k users)  
Canada (21k users)  
France (19k users)  
Netherlands (16k users)

## Biggest audience by city:

London (726k users)  
Bath (95k users)  
Bristol (79k users)  
Birmingham (53k users)  
Wolverhampton (49k users)  
Plymouth (48k users)  
Milton Keynes (48k users)



Followers  
57,000+



Followers  
5,000+



Followers  
1200+

**Visit  
West**

 **VISIT  
BATH**

**visit  
BRISTOL**

**meet  
BRISTOL  
& BATH**

**BATH AND  
BRISTOL**

# Featured Adverts

Premium positioning on Visit Bath for maximum exposure.

Our 'We Recommend' featured adverts are our most sought-after advertising spots. They can be used in a multitude of ways, whether to promote a music event, restaurant launch or accommodation on offer. We use existing business/event listings on the website and pull them through into the advert itself.

Pulling directly from your business or event listing, there's no need to supply additional imagery or copy, we can do all the work for you. Taking a maximum of 8 adverts per month, the adverts remain static and 'always on', with the potential to capture more impressions and click throughs.

Homepage/Things to Do/What's On pages - £150+vat per month (non-member rate £187.50+vat)

Where to Stay/Shopping/Attractions/Spa and Wellbeing - £125+vat per month (non-member rate £156.25+vat)



## Web Banners

Web Banners are large eye-catching visuals, consumers sure won't miss them. These adverts require artwork to be submitted by the advertiser themselves, giving flexibility to add your own branding. Links will click directly through to your own website, giving advertisers a great way to push those click through rates. Artwork will need to be submitted no later than a week prior to activation.

Artwork spec: 1220 wide x 380 high px with URL

Homepage/Things to Do/Food and Drink pages - £350+vat per month, per page (non-member rate £437.50+vat)



Visit  
West

VISIT  
BATH

visit  
BRISTOL

meet  
BRISTOL  
& BATH

BATH AND  
BRISTOL

# Panoramic Adverts

Panoramic adverts are large scale adverts, running the full width of the website, giving advertisers the ability to showcase one large landscape image, a bold header and copy, the advert will then click through to your business/event listing.

Artwork required: one image 1920 wide x 1080 high px, along with a title and short description of up to 30 words.

Things to Do - £300+vat per month (non-member rate £375+vat)

Where to Stay/What's On/Food and Drink/Attractions/Spa & Wellbeing - £275+vat per month (non-member rate £343.75+vat)

## 24 Things to Do in Bath in 2024

Decide what not to miss during your 2024 Bath break with our top 24 things to do over the next 12 months.

[Learn more](#)



**Visit  
West**

 **VISIT  
BATH**

**visit  
BRISTOL**

**meet  
BRISTOL  
& BATH**  
Coventry & London

**BATH AND  
BRISTOL**



# E-Newsletter Marketing

Our very popular e-newsletters give our consumers the best insights into upcoming events/festivals/tours and much, much more. With over 39,000 engaged subscribers receiving newsletters fortnightly, we've received an above industry average open rate of 53.9% and click through rate of 7% in 2023.

We have a few options available depending on requirements.

## Newsletter Features

Situated within Visit Bath's news articles this advert has great visibility and the opportunity to attract click throughs to your website.

Artwork required: One image (325 wide x 203 high px) with up to 30 words and URL.

£200+vat per feature (non-member rate £250+vat)



## Newsletter Banner Advert

These banner adverts are direct click throughs to your own website. Artwork is provided by the advertiser themselves, giving you the flexibility of designing your own call to action.

Artwork spec: 325 wide x 203 high px with URL

£150+vat per banner (non-member rate £187.50+vat)



## Solus E-Newsletter

Our dedicated e-newsletters could be an ideal option in reaching our whole database with only your business. Articles are written by the advertisers themselves then submitted to our marketing team who will do all the formatting into our email template. These newsletters are available bi-weekly on alternate weeks to our 'always on' newsletters.

£750+vat per newsletter (non-member rate £937.50+vat)





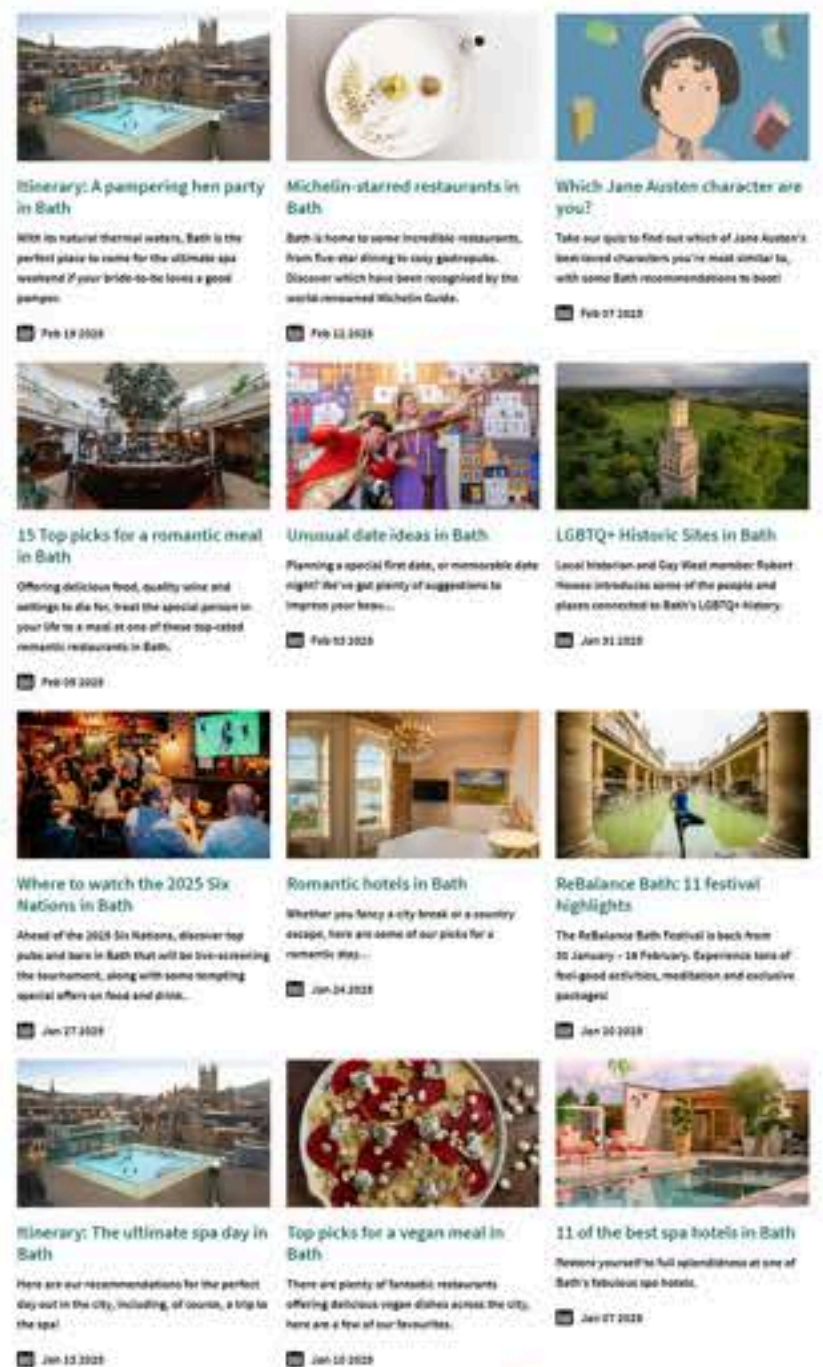
# Sponsored Blog Posts

Our very popular blog area is an excellent way for you to highlight those all-important top facts or insider tips. Whether you want to appeal to those first-time visitors or a long-time resident looking for new experiences, this will give you the platform.

The blog is then supported with social media and inclusion in our consumer newsletter.

We will require around 500 words and supporting imagery (1920 wide x 1080 high px).

£450+vat per blog (non-member rate £562.50+vat)



# Competition Data


Members are invited to offer competition prizes for our collaborative giveaways. Managed by our marketing team who run these monthly opportunities. You will then have the option to purchase collected data from subscribers who have opted in to receive 3rd party information.

Once the competition has closed and a winner chosen, we will then reach out to confirm how many subscribers have opted in and the associated costs. The competition is hosted on the Visit Bath website (the 3rd most viewed page of the website in 2023) and supported by our e-newsletters and social channels.

Partner members: Free of charge

Gold, Silver and Bronze members: £100+vat per 1,000 contacts (first 1,000 contacts free of charge when full data set purchased for accommodation members only).

Non-members: Opportunity not available



### Win a Bridgerton break in Bath

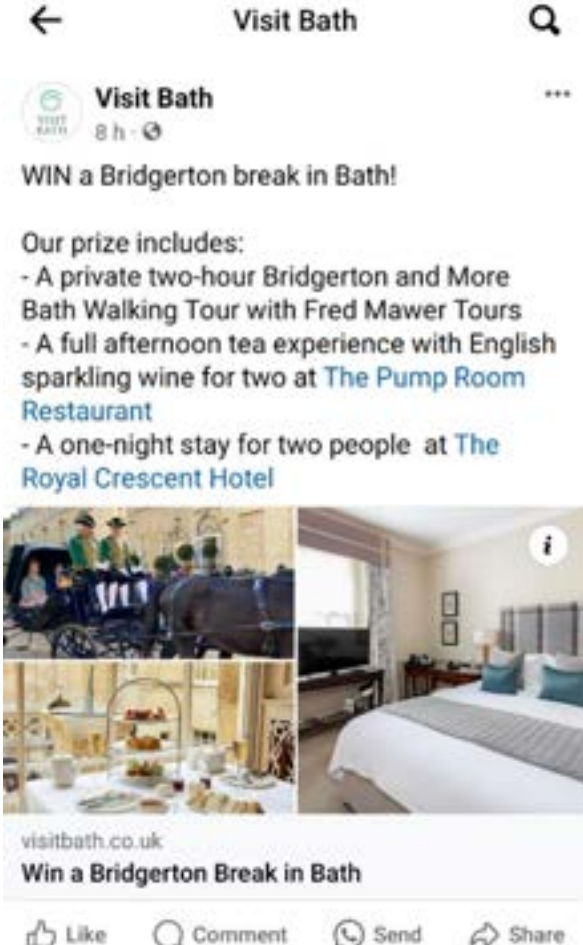
Celebrate the release of the hotly-anticipated third season of Bridgerton this May in true Regency fashion in Bath.

Prize includes:


- A private Bridgerton & More Bath Walking Tour with Fred Mawer Tours
- Afternoon tea with English sparkling wine at The Pump Room Restaurant
- A one-night stay for two people at The Royal Crescent Hotel, with breakfast

Competition closes at midday on Tuesday 30 April.

[Enter now](#)



← Visit Bath 🔍

 **Visit Bath**  
8 h · 🌐

**WIN a Bridgerton break in Bath!**

Our prize includes:

- A private two-hour Bridgerton and More Bath Walking Tour with Fred Mawer Tours
- A full afternoon tea experience with English sparkling wine for two at [The Pump Room Restaurant](#)
- A one-night stay for two people at [The Royal Crescent Hotel](#)

[visitbath.co.uk](#)  
**Win a Bridgerton Break in Bath**

👍 Like    💬 Comment    📧 Send    ➦ Share

# Digital Event Packages

Specifically designed with events in mind. Do you need marketing support to boost ticket sales? brand awareness? or to reach a new audience?

These packages can assist you alongside your own marketing strategies. Our tiered approach offers the flexibility to suit your budgets.

Gold Level Package - £1,250+vat (non-member rate £1,562.50+vat)

- Homepage Web Banner
- Things to Do Feature
- One E-Newsletter Feature
- Sponsored Blog Post
- Inclusion in relevant Blog Posts
- Guaranteed Social Posts (1 Facebook post, 2 Instagram Stories)
- Publishing of press release on Visit West

Silver Level Package - £750+vat (£937.50+vat)

- Homepage Feature
- What's On Feature
- One E-Newsletter Feature
- Inclusion in relevant Blog Posts
- Guaranteed Social Posts (2 Instagram Stories)

Bronze Level Package - £500+vat (non-member rate £625+vat)

- Things to Do Feature
- What's On Feature
- One E-Newsletter Banner
- Guaranteed Social Post (1 Instagram Story)

The prices above are member rates, which includes Gold, Silver and Bronze. Please ask for Partner rates.





# Campaign Advertising

As well as our seasonal 'always on' themes which run throughout the year, our two main consumer campaigns #SummerinBath and #BathatChristmas will give members the opportunity to enhance your business, whether you'd like to promote a summer event or Christmas exhibition, we'll be able to amplify your message.

Campaign advertising packages available from £350+vat (non-member rates from £437.50+vat) and will be available leading up to the campaign itself.

## Discover the Magic of Bath at Christmas

Search & Plan  
Your Trip

### Festive Inspiration

Explore our archive of Christmas blogs to find inspiration for your perfect Christmas in Bath - from how to make the most of Bath at Christmas, to finding the ideal gift, and ideas for fabulous festive fun for all the family.



#### 16 festive things to do in Bath this Christmas

Marvellous markets, ice skating, winter wonderlands, light trails, and fabulous family-friendly theatre shows - discover unmissable Christmas events and things to do in Bath.



#### A guide to Christmas markets in Bath

Looking to tick everything off your Christmas shopping list in one place this year? It can only be Bath, with a wide range of markets across the city, including the magical Christmas Market.



#### Indulge in a Festive or New Year Break in Bath

Put your feet up in style this festive season with these fabulous Christmas and New Year packages from some of the city's finest hotels.

## Summer inspiration

Search & Plan  
Your Trip



#### How to make the most of #SummerinBath

Thinking of booking a summer holiday in Bath? You won't regret visiting our stunning World Heritage city in the warmer months of the year.



#### Get the best value on your trip this summer

Searching for that little something extra on your summer holiday in Bath this year? There are plenty of offers across the city to give you value for your hard-earned money.



#### Outdoor theatre in and near Bath this summer

From family-friendly performances to al fresco gigs, there's an excellent line-up of outdoor events in Bath this summer.



#### Summer Offers

Browse our special summer offers and save cash on accommodation, things to do and places to eat.

Visit  
West

VISIT  
BATH

visit  
BRISTOL

meet  
BRISTOL  
& BATH  
Cultural Routes

BATH AND  
BRISTOL

# Annual Official Bath Visitor Guide

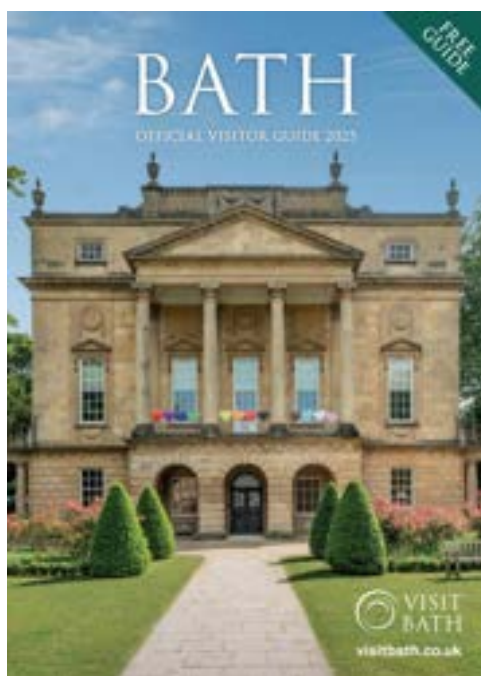
This guide is an essential piece of print for those planning a short break and for visitors once they arrive. It provides extensive information on things to see and do, where to shop, places to eat and drink, where to stay, and what's on.

The guides can be located in a number of key sites around the South West and beyond.

## Guide Information

- 250,000 copies printed
- 12-month distribution plan, covering key transport hubs, attractions, hotels, hospitality venues
- Out-of-home 6-sheet with QR code at Bristol Airport with a potential reach of 10.4 million passengers annually
- Digital version available on Issuu and displayed on VisitBath.co.uk
- Promoted with Visit Bath's e-marketing and social media channels
- Used as Visit Bath's main piece of collateral when attending national and international events by the Visit West team.

Booking forms along with rate cards will be available late Summer/early Autumn.



Front Cover of 2025 Bath Visitor Guide



Bristol Airport Arrivals Walkway





Visit Bristol

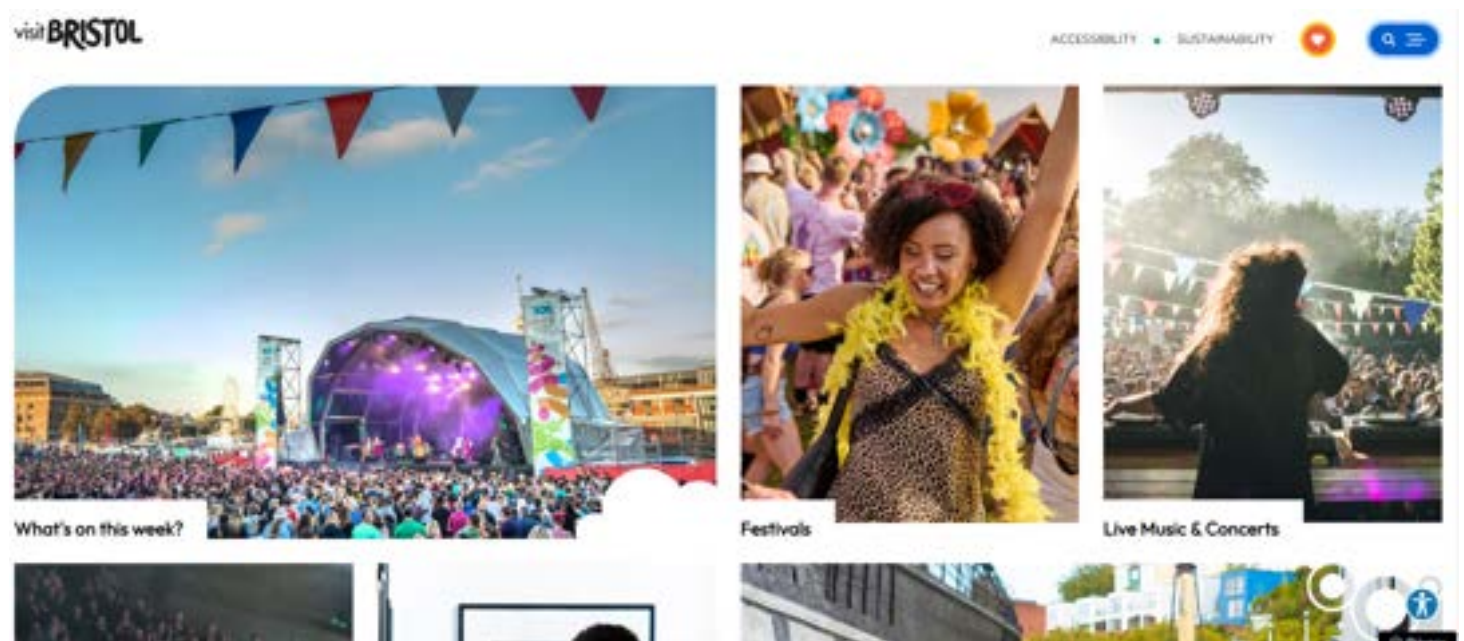


# Visit Bristol

VisitBristol.co.uk is a consumer facing website showcasing the best of Bristol for visitors and other consumers wishing to find out about things to do, what's on and where to stay in Bristol, South Gloucestershire and North Somerset.

Member businesses are showcased in a variety of ways, from inspirational content to more functional event and product listings.

The Visit Bristol 'always on, content first' approach ensures that the website is always relevant and doesn't stand still. Our talented team create and curate content around what consumers are looking for and to ensure the best ways of attracting web traffic and engaging with visitors.



# Visit Bristol Stats

## Visitors to VisitBristol.co.uk

·7.1 million page views across the website, 3.6 million sessions in the past 12 months

### E-Newsletter Stats

- Database of 20,000+ Subscribers'
- Average of 41% open rate
- Average of 6.5% click through rate
- Fortnightly 'always on' e-newsletters sent out
- Bi-weekly solus e-newsletters available

### Most popular pages on VisitBristol.co.uk

- What's On
- Things to Do
- Homepage
- Competition
- Family Things to Do
- Attractions
- Events Calendar



## Demographic of visitor to the website

- 57.5% female, 42.5% male
- Most popular age range: 25-34 (160k users), followed by 18-24 (95k users)

### Biggest audiences by country:

UK (2.1 million users)  
USA (56k users)  
Germany (23k users)  
France (22k users)  
Ireland (17k users)  
Spain (15k users)  
Netherlands (14k users)

### Biggest audience by city:

London (797k users)  
Bristol (346k users)  
Plymouth (60k users)  
Birmingham (54k users)  
Wolverhampton (52k users)  
Milton Keynes (50k users)  
Cardiff (50k users)



Followers  
57,000+



Followers  
90,000+



Followers  
1300+

**Visit  
West**



**visit  
BRISTOL**



**BATH AND  
BRISTOL**

# Featured Adverts


Premium positioning on Visit Bristol for maximum exposure.

Our 'Top Picks' featured adverts are our most sought-after advertising spots. They can be used in a multitude of ways, whether to promote a music event, restaurant launch or accommodation on offer. We use existing business/event listings on the website and pull them through into the advert itself.

Pulling directly from your business or event listing, there's no need to supply additional imagery or copy, we can do all the work for you. Taking a maximum of 4 adverts per month, the adverts remain static and 'always on', with the potential to capture more impressions and click throughs.

What's On/Things to Do/Homepage pages - £150+vat per month (non-member rate £187.50+vat)  
Where to Stay/Shopping/Family Things to Do/Attractions - £125+vat per month (non-member rate £156.25+vat)


## Be inspired by our top picks...



### Wake The Tiger

Wake The Tiger's out-of-this-world experience is a self-guided, walk-through...


[Read More](#) →



### Aerospace Bristol

Aerospace Bristol tells the incredible story of Bristol's amazing aviation...


[Read More](#) →



### Brunel's SS Great Britain

Voyage back in time at Brunel's SS Great Britain, the world's first great...

[Read More](#) →



### Bristol Zoo Project

Discover a world of animal adventures – right on your doorstep! Bristol...

[Read More](#) →

[View All](#) →

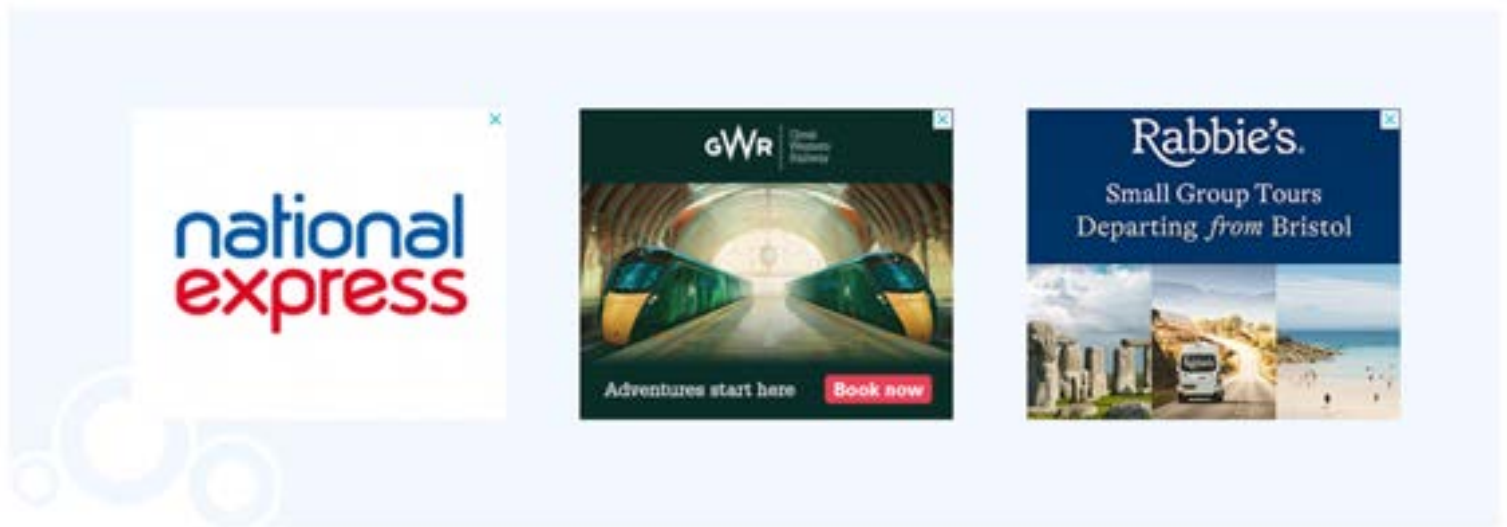


# Web Banners

Web Banners are eye-catching visuals, consumers sure won't miss them. These adverts require artwork to be submitted by the advertiser themselves, giving flexibility to add your own branding. Links will click directly through to your own website, giving advertisers a great way to push those click through rates. Artwork will need to be submitted no later than a week prior to activation.

Artwork spec: 300 wide x 250 high px with URL

Homepage/What's On/Things to Do/Food & Drink pages - £350+vat per month, per page (non-member rate £437.50+vat)



Visit  
West

VISIT  
BATH

visit  
BRISTOL

meet  
BRISTOL  
& BATH

BATH AND  
BRISTOL

# Panoramic Adverts

Panoramic adverts are large scale adverts, running the full width of the website, giving advertisers the ability to showcase one large landscape image, a bold header and copy, the advert will then click through to your business/event listing.

Artwork required: one image 2500 wide x 1250 high px, along with title and up to 30 words.

Things to Do/What's On - £300+vat per month (non-member rate £375+vat)

Where to Stay/Food and Drink/Attractions/Family Things to Do - £275+vat per month (non-member rate £343.75+vat)



## Things to Do Special Offers

Save money on entry prices and tickets at these outstanding Bristol attractions... Whether you're looking for kids go free offers, bargain ticket prices for booking in advance, or off-peak reductions, this is where you can find the best value days out in Bristol. Please note: These offers can be...

[Read More](#) →



Privacy

**Visit  
West**

 **VISIT  
BATH**

**visit  
BRISTOL**

**meet  
BRISTOL  
& BATH**  
Convenient Locations

**BATH AND  
BRISTOL**

# E-Newsletter Marketing

Our very popular e-newsletters give our consumers the best insights into upcoming events/festivals/tours and much, much more. With over 20,000 engaged subscribers receiving newsletters fortnightly, we've received an above industry average open rate of 41% and click through rate of 6.5% in 2023.

We have a few options available depending on requirements.

## Newsletter Features

Situated within Visit Bristol's news articles this advert has great visibility and the opportunity to attract click throughs to your website.

Artwork required: One high resolution image (600 x 600 px) with up to 30 words and URL.

£200+vat per feature (non-member rate £250+vat)



## Newsletter Banner Advert

These banner adverts are direct click throughs to your own website. Artwork is provided by the advertiser themselves, giving you the flexibility of designing your own call to action.

Artwork spec: 200 wide x 200 high px with URL

£150+vat per banner (non-member rate £187.50+vat)



## Solus E-Newsletter

Our dedicated e-newsletters could be an ideal option in reaching our whole database with only your business. Articles are written by the advertisers themselves then submitted to our marketing team who will do the formatting into our email template. These newsletters are available bi-weekly on alternate weeks to our 'always on' newsletters.

£750+vat per newsletter (non-member rate  
£937.50+vat)






# Sponsored Blog Posts

Our very popular blog area is an excellent way for you to highlight those all-important top facts or insider tips. Whether you want to appeal to those first-time visitors or a long-time resident looking for new experiences, this will give you the platform.


The blog is then supported with social media and inclusion in our consumer newsletter.

£450+vat per blog (non-member rate £562.50+vat)




**Things To Do**  
**Alternative stag and hen do ideas in Bristol**  
● 11 Min Read  
Stag and hen parties on 'liver' boats can be more than just pub crawls. Here...

[Read More](#)




**Things To Do**  
**Where to watch the Six Nations in Bristol**  
● 6 Min Read  
The Six Nations is back, bringing rugby fans on the edge of their seats over five weekends from 21...

[Read More](#)




**Things To Do**  
**60 free things to do in Bristol**  
● 16 Min Read  
A visit to Bristol doesn't need to be an expensive one, in fact we've got 60 ideas for...

[Read More](#)




**Things To Do**  
**25 Things to do in Bristol in 2025**  
● 20 Min Read  
With a seemingly never ending list of things to see and experiences to tick off, how can you pick...

[Read More](#)




**Family**  
**Fun things to do in Bristol**  
● 13 Min Read  
Exploring Bristol with an exciting adventure...

[Read More](#)




**Street Art and Banksy**  
**How to have a Banksy-themed weekend in Bristol**  
● 8 Min Read  
One of the latest, greatest mysteries of the art world is the elusive, enigmatic graffiti artist Banksy...

[Read More](#)




**Things To Do**  
**Beaches and seaside towns near Bristol**  
● 4 Min Read  
Bristol is only a few miles from the coast, so if you're looking for places to enjoy a long...

[Read More](#)




**Things To Do**  
**Top country pub walks near Bristol**  
● 6 Min Read  
From rolling hills to ancient woodland, we've lucky to have what feels like an endless supply...

[Read More](#)



**Things To Do**  
**Adventurous activities in Bristol**  
● 7 Min Read  
Whether you're looking for daring state hikes or a fun day out with friends or family, Bristol...

[Read More](#)



**Things To Do**  
**Things to do at...**  
● 9 Min Read  
Has another school term? It's time to do it in Bristol. Nightlife in...

[Read More](#)

# Competition Data

Members are invited to offer competition prizes for our collaborative giveaways. Managed by our marketing team who run these monthly opportunities. You will then have the option to purchase collected data from subscribers who have opted in to receive 3rd party information.

Once the competition has closed and winner chosen, we will then reach out to confirm how many subscribers have opted in and the associated costs.

The competition is hosted on the Visit Bristol website and supported by our e-newsletters and social channels.

Partner members: Free of charge

Gold/Silver and Bronze members: £100+vat per 1,000 contacts (first 1,000 contacts free of charge when full data set purchased for accommodation members only).

Non-member: Opportunity not available

## Win a foodie day out at Feast On in Bristol




Taking place from the 26 - 28 of July, on The Downs in Clifton - [Feast On](#) will celebrate Bristol's outstanding food and drink scene.

Expect a lineup of Bristol's best food vendors such as Bokman, Bianchi's, Sonny Stores, Danny's Burgers, Pipp & Co, Ahh Toots and much more!

There will also be live cooking demos, open fire cooking, wine tastings, live music, food sustainability talks, a communal banqueting area and even a cookery school.

Our winner will win an epic prize package from [Feast On](#) as well as a stay at [Redmayne House](#).

**Visit Bristol**  
5 d · 🌐

Win a foodie day out at Feast On in Bristol


Taking place from the 26 - 28 of July, on The Downs in Clifton - [Feast On](#) will celebrate Bristol's outstanding food and drink scene.

Expect a lineup of Bristol's best food vendors such as Bokman, Bianchi's, Sonny Stores, Danny's Burgers, Pipp & Co, Ahh Toots and much more!

There will also be live cooking demos, open fire cooking, wine tastings, live music, food sustainability talks, a communal banqueting area and even a cookery school.

Our winner will win an epic prize package from [Feast On](#) as well as a stay at [Urban Apartments, Redmayne House](#).

Enter now:  
<https://visitbristol.co.uk/competition/>



# Digital Event Packages

Specifically designed with events in mind. Do you need marketing support to boost ticket sales? increase brand awareness? or reach a new audience?

These packages can assist you alongside your own marketing strategies. Our tiered approach offers you the flexibility to suit your budgets.

Gold Level Package - £1,250+vat (non-member rate £1,562.50+vat)

- Homepage Web Banner
- Things to Do Feature
- One E-Newsletter Feature
- Sponsored Blog Post
- Inclusion in relevant Blog Posts
- Guaranteed Social Posts (1 Facebook post, 2 Instagram Stories)
- Publishing of press release on Visit West

Silver Level Package - £750+vat (non-member rate £937.50+vat)

- Homepage Feature
- What's On Feature
- One E-Newsletter Feature
- Inclusion in relevant Blog Posts
- Guaranteed Social Posts (2 Instagram Stories)

Bronze Level Package - £500+vat (non-member rate £625+vat)

- Things to Do Feature
- What's On Feature
- One E-Newsletter Banner
- Guaranteed Social Post (1 Instagram Story)

The prices above are member rates, which includes Gold, Silver and Bronze. Please ask for Partner and Non-member rates.





# Campaign Advertising

As well as our seasonal 'always on' themes which run throughout the year, our two main consumer campaigns #SummerinBristol and #MerryBristmas will give members the opportunity to enhance your business, whether you'd like to promote a summer event or Christmas exhibition, we'll be able to amplify your message.

Campaign advertising packages available from £350+vat (non-member rate from £437.50+vat) and will be available leading up to the campaign itself.

## Summer highlights

Make the most of a summer trip to Bristol - there really is no better place to be!



### Go al fresco

From outdoor gardens in country parks to the waterfront restaurants along the floating harbour, enjoy the Bristol sun complete without having to...



### Summer holiday events

Find out all about what's on during the summer holidays in Bristol.



### Festivals

Bristol is a festival city and there is a diverse and exciting mix throughout the calendar year. Discover the Bristol Festival for you and browse...



### Things to do outdoors

Bristol is closely surrounded by green spaces. There are over 400 parks and green spaces, and we have some amazing outdoor...



### Summer offers

Browse our special summer offers and take advantage of accommodation, things to do and places to eat.



### Parks & Gardens

Bristol is truly a green city and has over 400 parks and green spaces. To take a deep breath and find the perfect place to walk, jog, picnic and relax.

visit **BRISTOL**



Christmas Events

Home

## Christmas in Bristol

Discover all about our special Christmas events and activities.

Visit  
West

VISIT  
BATH

visit  
BRISTOL

meet  
BRISTOL  
& BATH  
Combined Authorities

BATH AND  
BRISTOL

# Annual Official Bristol Visitor Guide

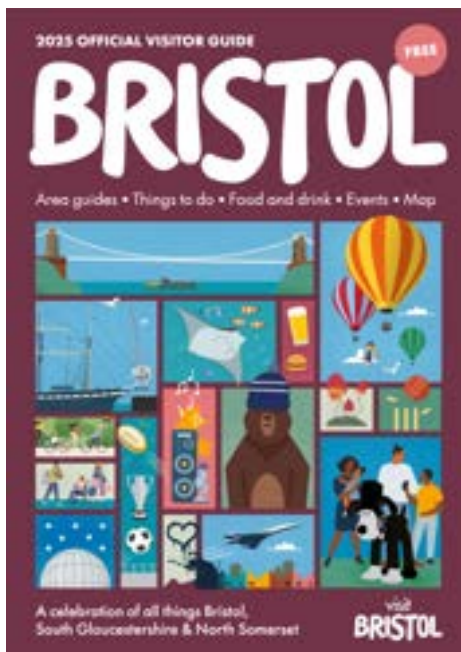
This guide is an essential piece of print for those planning a short break and for visitors once they arrive. It provides extensive information on things to see and do, where to shop, places to eat and drink, where to stay, and what's on.

The guides can be located in a number of key sites around the South West and beyond.

## Guide Information

- 250,000 copies printed
- 12-month distribution plan, covering key transport hubs, attractions, hotels, hospitality venues
- Out-of-home 6-sheet with QR code located at Bristol Airport with a potential reach of 10.4 million passengers annually
- Digital version available on Issuu and displayed on VisitBristol.co.uk
- Promoted with Visit Bristol's e-marketing and social media channels.
- Used as Visit Bristol's main piece of collateral when attending national and international events by the Visit West team.

Booking forms along with rate cards will be available late Summer/early Autumn.



Front Cover of 2025 Bristol Visitor Guide



Bristol Airport Arrivals Walkway

# Meet Bristol & Bath Opportunities

Meet Bristol & Bath B2B channels could be the perfect way to showcase your business, not only to Visit West's 600+ members but businesses looking to host meetings, conferences along with summer & Christmas parties.

The options below give you the ability to maximise budgets according to your audience. Do you have summer/Christmas events, menus or launch parties to promote? This could be an excellent way to enhance your marketing strategies.

## Summer Party B2B Packages

The below packages will be active 1st May - 1st September, all social posts are subject to availability.

Option – 1 £750+vat (three available)

- One top row featured advert on the Summer Parties page
- One LinkedIn post – Meet Bristol & Bath
- One Instagram post – Meet Bristol & Bath
- One Instagram post – Visit West
- One banner advert on the Visit West e-newsletter (1,074 subscribers)

Option 2 - £450+vat (four available)

- One featured advert on the Summer Parties page – Meet Bristol & Bath
- One banner advert on the Visit West E-Newsletter (1,074 subscribers)

## Christmas Party B2B Packages

Featured adverts will be active 1st August - 12th December all social posts are subject to availability.

Option – 1 £750+vat (three available)

- One top row featured advert on the Christmas Parties page
- One LinkedIn post – Meet Bristol & Bath
- One Instagram post – Meet Bristol & Bath
- One Instagram post – Visit West
- One banner advert on the Visit West E-Newsletter (1,074 subscribers)

Option 2 - £450+vat (four available)

- One featured advert on the Christmas Parties page – Meet Bristol & Bath
- One banner advert on the Visit West E-Newsletter (1,074 subscribers)



# Contact Information

Please contact Lisa if you are interested in booking any of these options or require further information around advertising:

Lisa Franklin – Sales and Business Development Manager

[Lisa.franklin@visitwest.co.uk](mailto:Lisa.franklin@visitwest.co.uk)

Working days are Monday, Tuesday, Wednesday and Thursday



To discuss membership of Visit Bath or Visit Bristol, please contact Amelia, whether you're a new or existing member, Amelia will be happy to help.

Amelia Jewitt – Membership Manager

[Amelia.jewitt@visitwest.co.uk](mailto:Amelia.jewitt@visitwest.co.uk)

Working days are Monday, Tuesday, Wednesday and Friday



# Visit West - Bath & Bristol Travel Trade

Stand share with us at Group Leisure & Travel Show on Thursday 2 October 2025 in Arena MK, Milton Keynes. If you are aiming to expand your travel trade network and boost your group bookings, stand sharing with us is a great opportunity to connect with group travel organisers and coach operators. Build your network, get on the books and inspire buyers to bring their business to your organisation.

Date: Thursday 2<sup>nd</sup> October 2025

Location of exhibition: Arena MK, Milton Keynes

Attendee buyers: Tour operators, coach operators, group travel organisers, travel agents

Number of stand sharers: up to 6.

Social media: We will promote your venue via social media channels in the lead up to and during the show.

Price: basic cost will be £950+vat per sharer (subject to a minimum number of sharers). We are minimising additional costs for stand design by allowing each exhibitor to bring along a standard width pull-up banner. Visit West will provide literature stands for visitor guides. There will be two 1m wide desks that we will share.

Stand share with us at British Tourism & Travel Show 2026 on Thursday 19 March 2026 at the NEC in Birmingham. Travel trade professionals visit this show to get inspired on what to include in future itineraries and to seek out new experiences and trip ideas.

Date: Thursday 19<sup>th</sup> March 2026

Location of exhibition: NEC Birmingham

Attendee buyers: Tour operators, coach operators, group travel organisers, travel agents

Number of stand sharers: up to 6.

Social media: We will promote your venue via social media channels in the lead up to and during the show.

Price: ESTIMATED basic cost will be £900+vat per sharer (subject to a minimum number of sharers). We are minimising additional costs for stand design by allowing each exhibitor to bring along a standard width pull-up banner. Visit West will provide literature stands for visitor guides and there will be two 1m wide branded desks that we will share. Our stand will have a 6-metre frontage, allowing plenty of room for stand sharers.

For further information, please contact Joella.

# Meet Bristol & Bath - Stand Sharing



Stand share with Meet Bristol & Bath at CHS on Tuesday 28 October 2025 in ICC Birmingham. This is a wonderful opportunity to engage with MICE professionals who are seeking out new destinations and showcase what your venue has to offer.

Date: Tuesday 28<sup>th</sup> October 2025

Location of exhibition: ICC Birmingham

Timings of exhibition: 9AM-4PM

Attendee buyers: domestic agents, corporates and associations.

Number of stand sharers: up to 8.

Video: you will all have the opportunity to have venue video footage on the stand shown on a loop alongside videos from Meet Bristol & Bath and the other stand sharers.

Social media: Meet Bristol & Bath will promote your venue via social media channels in the lead up to and during the show.

Appointments: each stand sharer will have their own online portal available to promote their venue and to generate appointments with the MICE buyers. Every visitor to the stand will be scanned and leads will then be shared following the show. Please note that this show is not an appointment heavy show (prebooked) as buyers like to walk the show and meet with venues in an organic way.

Pre-show event: an evening networking drinks event takes place on the night prior to the show. Entry to this is included within the stand share price.

Price: £1400+VAT



Joella Ronchetti - Marketing & Events Exec B2B

Email: [joella.ronchetti@visitwest.co.uk](mailto:joella.ronchetti@visitwest.co.uk)