

Partner Packages

F&B/ NIGHTLIFE

	BENEFIT	BRONZE STARTING FROM: £500	SILVER STARTING FROM: £1,500	GOLD STARTING FROM: £3,000
DIGITAL ACTIVITY	Social media posts Posts across all Visit Manchester social media channels	4	8	12
	Listing on visitmanchester.com	detailed	detailed	enhanced
	Link to OpenTable (if present)	✓	✓	✓
	Unlimited Detailed Event Listings on What's On	✓	✓	✓
	Homepage feature on visitmanchester.com Priority placement on visitmanchester.com homepage with image and title with direct link to your own page	-	1 month	2 month
	Megamenu feature on visitmanchester.com Priority placement on top level menu drop downs on visitmanchester.com	-	1 month	2 month
	Landing page feature on visitmanchester.com Priority placement on relevant landing page with image and link to your listing. E.g. Where to stay, Food & drink etc	-	1 month	2 month
	Newsletter features Inclusion in our regular newsletter as an article or feature	-	1	2
	Editorial features (content to be supplied by partner)	✓	✓	✓
COMMS/ PRESS ACTIVITY	Media Visit Programme & Engagement	✓	✓	✓
	Inclusion in domestic/international press events & articles where appropriate	-	✓	✓
	PR service	-	-	✓
MARKETING ACTIVITY	Inclusion in marketing campaigns	consideration	consideration	priority consideration
	Featured in Travel Trade content	-	✓	✓
	Opportunity to participate in FAM trips	-	✓	✓
	Part of the official Manchester Visitor Pass	✓	✓	✓
PROFILE & ACCOUNT MANAGEMENT	Year round programme of networking, market insights & thematic events	✓	✓	✓
	Opportunity to host partnership events	✓	✓	✓
	Access to tourism data & intelligence report	✓	✓	✓
	Account Manager & Activity Report	-	✓	✓
	Spotlight on...presentation opportunity	-	✓	✓
	Account Reviews	-	6 monthly	quarterly

Please note, all prices are exclusive of VAT and vary depending on size of business.

Partner Packages

ATTRACTION/EXPERIENCE

	BENEFIT	BRONZE STARTING FROM: £500	SILVER STARTING FROM: £1,500	GOLD STARTING FROM: £3,000
DIGITAL ACTIVITY	Social media posts Posts across all Visit Manchester social media channels	4	8	12
	Listing on visitmanchester.com	detailed	detailed	enhanced
	Homepage feature on visitmanchester.com Priority placement on visitmanchester.com homepage with image and title with direct link to your own page	-	1 month	2 month
	Megamenu feature on visitmanchester.com Priority placement on top level menu drop downs on visitmanchester.com	-	1 month	2 month
	Landing page feature on visitmanchester.com Priority placement on relevant landing page with image and link to your listing. E.g. Where to stay, Food & drink etc	-	1 month	2 month
	Newsletter features Inclusion in our regular newsletter as an article or feature	-	1	2
	Editorial features (content to be supplied by partner)	✓	✓	✓
COMMS/ PRESS ACTIVITY	Media Visit Programme & Engagement	✓	✓	✓
	Inclusion in domestic/international press events & articles where appropriate	-	✓	✓
	PR service	-	-	✓
MARKETING ACTIVITY	Inclusion in marketing campaigns	consideration	consideration	priority consideration
	Featured in Travel Trade content	-	if applicable	✓
	Opportunity to participate in FAM trips	-	✓	✓
	Part of the official Manchester Visitor Pass	✓	✓	✓
PROFILE & ACCOUNT MANAGEMENT	Year round programme of networking, market insights & thematic events	✓	✓	✓
	Opportunity to host partnership events	✓	✓	✓
	Access to tourism data & intelligence report	✓	✓	✓
	Account Manager & Activity Report	-	✓	✓
	Spotlight on...presentation opportunity	-	✓	✓
	Account Reviews	-	6 monthly	quarterly

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Partner Packages

ACCOMMODATION PARTNERSHIP

	BENEFIT	BRONZE STARTING FROM: £500	SILVER STARTING FROM: £1,500	GOLD STARTING FROM: £3,000
DIGITAL ACTIVITY	Social media posts Posts across all Visit Manchester social media channels	4	8	12
	Listing on visitmanchester.com	detailed	detailed	enhanced
	Unlimited Detailed Event Listings on What's On	✓	✓	✓
	Homepage feature on visitmanchester.com Priority placement on visitmanchester.com homepage with image and title with direct link to your own page	-	1 Month	2 Month
	Megamenu feature on visitmanchester.com Priority placement on top level menu drop downs on visitmanchester.com	-	1 Month	2 Month
	Landing page feature on visitmanchester.com Priority placement on relevant landing page with image and link to your listing. E.g. Where to stay, Food & drink etc	-	1 Month	2 Month
	Newsletter features Inclusion in our regular newsletter as an article or feature	-	1	2
	Editorial features (content to be supplied by partner)	✓	✓	✓
COMMS/ PRESS ACTIVITY	Media Visit Programme & Engagement	✓	✓	✓
	Inclusion in domestic/international press events & articles where appropriate	-	✓	✓
	PR service	-	-	✓
MARKETING ACTIVITY	Inclusion in marketing campaigns	consideration	consideration	priority consideration
	Featured in Travel Trade content	-	if applicable	✓
	Opportunity to participate in FAM trips	-	✓	✓
	Part of the official Manchester Visitor Pass	✓	✓	✓
PROFILE & ACCOUNT MANAGEMENT	Year round programme of networking, market insights & thematic events	✓	✓	✓
	Opportunity to host partnership events	✓	✓	✓
	Access to tourism data & intelligence report	✓	✓	✓
	Account Manager & Activity Report		✓	✓
	Spotlight on...presentation opportunity		✓	✓
	Account Reviews		six monthly	quarterly

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Partner Packages

BUSINESS TOURISM PARTNERSHIP

	BENEFIT	BRONZE STARTING FROM: £500	SILVER STARTING FROM: £1,500	GOLD STARTING FROM: £2,500
DIGITAL ACTIVITY	Social media posts Posts across all convention bureaux channels	2	4	6
	Listing on meetinmanchester.com	detailed	detailed	enhanced
	Homepage feature on meetinmanchester.com Priority placement on meetinmanchester.com homepage with image and title with direct link to your own page	-	1 month	2 month
	Megamenu feature on meetinmanchester.com Priority placement on top level menu drop downs on meetinmanchester.com	-	1 month	2 month
	Newsletter features Inclusion in our regular newsletter as an article or feature	-	1	2
	Editorial features (content to be supplied by partner)	✓	✓	✓
COMMS/ PRESS ACTIVITY	Media Visit Programme & Engagement	✓	✓	✓
	Inclusion in domestic/international press events & articles where appropriate	-	✓	✓
	PR service	-	-	✓
PROFILE & ACCOUNT MANAGEMENT	Year round programme of networking, market insights & thematic events	✓	✓	✓
	Opportunity to host partnership events	✓	✓	✓
	Access to tourism data & intelligence report	✓	✓	✓
	Account Manager & Activity Report	-	✓	✓
	Spotlight on...presentation opportunity	-	✓	✓
	Venue Location Services/ Accommodation Booking Services	✓	✓	✓
	Account Reviews	-	six monthly	quarterly

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Partner Packages

HIGH TIER

	BENEFIT	PREMIUM £10,000	PRESTIGE £20,000
DIGITAL ACTIVITY	Social media posts Posts across all Visit Manchester social media channels	16	24
	Enhanced Listing on visitmanchester.com	✓	✓
	Unlimited Detailed Event Listings on What's On	✓	✓
	Homepage feature on visitmanchester.com Priority placement on visitmanchester.com homepage with image and title with direct link to your own page	3 month	5 month
	Megamenu feature on visitmanchester.com Priority placement on top level menu drop downs on visitmanchester.com	3 month	5 month
	Landing page feature on visitmanchester.com Priority placement on relevant landing page with image and link to your listing. E.g. Where to stay, Food & drink etc	3 month	5 month
	Solus newsletter	1	2
	Newsletter features Inclusion in our regular newsletter as an article or feature	3	6
	Editorial features (content to be supplied by partner)	✓	✓
	Virtual tour (half day 360 filming)	-	✓
COMMS/ PRESS ACTIVITY	Media Visit Programme & Engagement	✓	✓
	Inclusion in domestic/international press events & articles where appropriate	✓	✓
	PR service	✓	✓
	Promotional Video including filming, editing & distribution	20% discount	up to 2 minutes
BUSINESS TOURISM	Venue Location Services/ Accommodation Booking Services	✓	✓
	Enhanced listing on meetinmanchester.com	2	4
	Newsletter inclusion	2	4
MARKETING ACTIVITY	Included in all domestic activity throughout the year	sub-headline partner	headline partner
	Inclusion in international marketing campaigns	sub headline in one chosen market	headline in all markets
	Inclusion in travel trade activity	sub-headline partner	headline parter
	Opportunity to participate in FAM trips	✓	✓
	Opportunity to participate in overseas missions (price TBC)	✓	✓
	Part of the official Manchester Visitor Pass	✓	✓
PROFILE & ACCOUNT MANAGEMENT	Year round programme of networking, market insights & thematic events	✓	✓
	Opportunity to host partnership events	✓	✓
	Access to tourism data & intelligence report	✓	✓
	Wider MM team account review	-	quarterly
	Spotlight on...presentation opportunity	✓	✓
	Account Reviews	quarterly	monthly
	Membership of the Manchester Visitor Economy Leaders Group	✓	✓

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Partner Packages

NEIGHBOURHOOD

	BENEFIT	PREMIUM	PRESTIGE
		£10,000	£20,000
NEIGHBOURHOOD BENEFITS	visitmanchester.com destination page Priority placement on visitmanchester.com homepage, featuring all businesses in the neighbourhood with links to own page	✓	✓
	Inclusion in travel trade presentations, press trips and editorials where appropriate	✓	✓
	Twice yearly neighbourhood focus on social media A week long focus on your neighbourhood across our social media platforms	✓	✓
	Inclusion of destination in international & domestic campaigns as a premium partner	✓	✓
ALL YEAR ROUND PROMOTION	Social media posts Posts across all Visit Manchester social media channels	2	3
	visitmanchester.com home page feature Priority placement on visitmanchester.com homepage with image and title with direct link to your own page.	-	-
	Sub section feature Priority placement on relevant landing page with image and link to your listing. E.g. Where to stay, Food & drink etc	1 month	1 month
	Mega menu feature Priority placement on top level menu drop downs on visitmanchester.com	-	-
	Newsletter feature if appropriate Inclusion in our regular newsletter as an article or feature	1	2
	Access to reduced price additional marketing opportunities Top up your package with reduced marketing opportunities	✓	✓
	Inclusion in travel trade presentations, press trips and editorials where appropriate	✓	✓
	Inclusion in Venue Location Service Only Benefiting from potential enquiries from our venue location service	-	-
ACCOUNT MANAGEMENT & EVENTS	Invitations to 12 month event programme, including virtual, hybrid and face to face events	✓	✓
	Opportunity to host a partnership events	✓	✓
	Specific quarterly Neighbourhood roundtable event	✓	✓
	Dedicated Account Manager and Activity Report	-	annual
TOURISM INDUSTRY INSIGHTS & INTELLIGENCE	Weekly Members E-newsletter updates	✓	✓
	Access to tourism courses	✓	✓
	Access to tourism data and intelligence reports	✓	✓
	Access to potential business opportunities through MIDAS	✓	✓

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Partner Packages

EVENTS

	BENEFIT	BRONZE	SILVER	GOLD	PLATINUM
		£500	£750	£1,000	£2,000
DIGITAL	Social media posts Posts across all Visit Manchester social media channels	2	4	6	8
	Instagram Story Feature Whether you invite us over to create content or send us your own, we can create a high quality Instagram Story to share with our followers.	-	1	2	3
	Mega menu feature Priority placement on top level menu drop downs on visitmanchester.com	-	1 week, 1 blog post	1 month, 2 blog posts	2 months, 3 blog posts
	visitmanchester.com home page feature Priority placement on visitmanchester.com homepage with image and title with direct link to your own page.	-	-	1 month	2 months
	What's on feature Listing on the 'what's on' page on visitmanchester.com	✓	✓	✓	✓
	Ticket Sales Via visitmanchester.com	✓	✓	✓	✓
	Videographer	£750	£750	£750	1 min Included
	Discount on TfGM advertising on Tram network	-	-	✓	✓
PRESS & PR	Media Visit Programme Priority consideration to showcase your event to national and international press	✓	✓	✓	✓
	Media Relations & Engagement Priority consideration of your event when responding to media requests and briefing journalists about Greater Manchester	✓	✓	✓	✓
MARKETING	Priority consideration for relevant campaigns	-	-	-	✓

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Partner Packages

FLEXIBLE MARKETING OPPORTUNITIES

	BENEFIT	PARTNER PRICE	NON-PARTNER PRICE
DIGITAL	Facebook/Instagram Live Amplify your social reach with a live video to followers on Facebook or Instagram.	£200	£350
	Facebook & Twitter Ads Boost your reach with paid advertising through Visit Manchester's Facebook & Twitter channels.	£300	£400
	Instagram Ads Boost your reach with paid advertising through Visit Manchester's Instagram channel.	£200	£350
	Instagram Takeover Tell your story with pictures, and takeover the Visit Manchester Instagram account for the day. (limit of 5 images)	£150	£200
	Instagram Stories Whether you invite us over to create content or send us your own, we can create a high quality Instagram Story to share with our followers.	£250	£400
	What's on Listing List your special event on visitmanchester.com. Price per month of listing	-	£100
	Ticket Sales Via Visitmanchester.com Sell tickets directly from visitmanchester.com	-	£100
	visitmanchester.com Enhanced Listing Boost your basic listing to an enhanced listing with more information and appearing further up the search list (price per month)	£100	£150
	Home Page, What's On, Things to See & Do Feature 1 Month feature space for listing	£300	£450
	Mega Menu Feature 1 Month feature space for listing	£250	£400
	Photography & Videos	POR	POR
	Solus Emails	£1,000	£1,200
PRESS & PR	Enhanced PR service Dedicated PR resource to support activity such as media outreach, bespoke written communications and PR events (e.g. press visits & launches)	package to be dependent on customer request	package to be dependent on customer request