



# HONITON

— DEVON'S GATEWAY TO THE WEST —

Membership Pack  
2024/25

# COAST MEETS COUNTRY

The 'Coast Meets Country' Project is a joint tourism transformation kickstart project between 5 key East Devon towns, Honiton, Ottery St Mary, Budleigh Salterton, Sidmouth and Seaton.

Funded by East Devon District Council's, Innovation and Resilience Fund, the project is working together to share knowledge and experience to promote our connected destinations from coast to countryside.

This incredible new opportunity shares resources to help businesses and the local community prosper. We can together celebrate the assets of East Devon to a wide and long-lasting sustainable consumer base.

Visit Sidmouth piloted the approach in the Autumn of 2020 and has demonstrated amazing results, now with 234,000 web users and 9,000 social media followers.

For your town we have already:

- Delivered high-quality individual branding, developed with marketing experts creating a strong brand for businesses in each town to market themselves under.

Join us:

- To build a solid destination profile for each town that connects our important and somewhat hidden 'sub region', increasing visitor reach with a bespoke digital platform including linked, themed content and video content.
- Be a part of our online marketplace where local products can be bought and enjoyed all year round by national and international visitors.
- Together we can promote environmentally sustainable tourism and climate resilience by working with a leading sustainable tourism organisation that works globally to support destination businesses and communities.



# BENEFITS

- Promotion on a website with 234,000 users
- Social media promotion to over 9,000 followers
- International exposure, opening up new markets
- Visit Budleigh Salterton will benefit from cross links and joint marketing, nationally & internationally with Visit Devon
- Access to a wide network of support & training workshops
- Opportunities to join in with targeted marketing campaigns
- Dedicated account manager to guide and assist
- Regular website and listing stats
- Event promotion, picked up by journalists for wider exposure
- Database expansion with data collection via social competitions
- Press and PR visits
- Target specific audiences eg accessible/green/dog friendly

## *Visit Sidmouth Testimonial*

*As a fairly new cafe/bar to the town Visit Sidmouth has been the perfect place to showcase my business, with the opportunity to advertise on various levels. Visit Sidmouth is always proactive with regard to keeping the website up to date, posting on social media, and providing an excellent town map for locals and visitors alike. A great asset to any business within the town. I would encourage you to sign up. Debbie Ellis – 14 Miles East*

**[WWW.VISITSIDMOUTH.CO.UK/HONITON](http://WWW.VISITSIDMOUTH.CO.UK/HONITON)**



# PACKAGE DETAILS

## BRONZE

**£150  
+VAT**

## SILVER

**£285  
+VAT**

## GOLD

**£465  
+VAT**

## PLATINUM

**£800  
+VAT**

Name, address and telephone number	✓	✓	✓	✓
Website address and link and email address	✓	✓	✓	✓
Facilities, gradings and description	✓	✓	✓	✓
Number of pictures	✓	✓	✓	✓
Location map and directions	5	10	20	20
Members logo to display	✓	✓	✓	✓
Priority in search results	3rd	2nd	1st	1st
Download images from the Image Library	5	10	15	20
Social media feed appears on the page	✓	✓	✓	✓
Appearing in the what's near by section		✓	✓	✓
Receive shares and tags on Visit Sidmouth social media platforms		✓	✓	✓
Promotion of special offers & late availability		✓	✓	✓
YouTube integration			✓	✓
Add your own downloads: menus, vouchers etc.			✓	✓
Appear in the highlights section on category pages			✓	✓
Additional tailored pages in other sections, e.g : experiences, weddings etc.	£75 + VAT	£75 + VAT	£75 + VAT	✓
Appear in the highlights section on sub-category pages : hotels, things to do, shopping			✓	✓
Appearances in monthly newsletters	£99 + VAT	£99 + VAT	✓	✓
A display advert on a category page				✓
Appear in the highlights section on the home page				✓
Submit events, press releases and guest blogs	✓	✓	✓	✓
Inclusion in itineraries	✓	✓	✓	✓
Show online availability	✓	✓	✓	✓





## STATS

- 59% of users use a mobile or tablet
- 66% of the traffic is organic
- 28% of the traffic is direct
- Members' stats easily available
- Traffic driven from social media platforms
- 81% of users are from the UK
- 19% of users are international
- 10.75% from London
- 16% from Devon



## OTHER AUDIENCE



207



6,800



3,000



EVERY MONTH

[WWW.VISITSIDMOUTH.CO.UK/HONITON](http://WWW.VISITSIDMOUTH.CO.UK/HONITON)