

# VISIT PEAK DISTRICT & DERBYSHIRE

## Together we are stronger 2023/24 Membership

Join in confidence  
New Membership Pricing Structure

### Why become a member of Visit Peak District & Derbyshire?

- 1 We are the area's official tourism body - experts on marketing the area
- 2 Working with regional and national partners we help to inform an exciting, sustainable tourism strategy for the region
- 3 We are the only organisation that offers the area international and domestic marketing opportunities – unique to partners
- 4 Business Support – access to training, workshops, one-to-one support and grants
- 5 Press & PR coverage – working closely with local and national print titles, TV and radio, generating a value of over £2m every year
- 6 Skilled & dedicated team – passionate about helping your business grow
- 7 Exclusive invitations to FAM trips, networking events and our tourism conference
- 8 Wide range of affordable advertising opportunities – bespoke to suit your budget

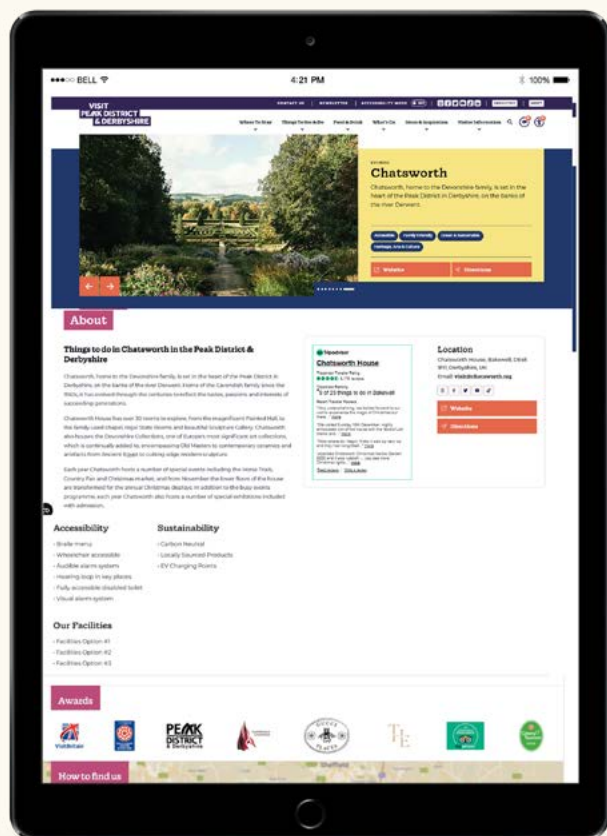


Strategic Partners of  
VisitBritain & VisitEngland

2023/24 Membership

[www.visitpeakdistrict.com](http://www.visitpeakdistrict.com)

VISIT  
PEAK DISTRICT  
& DERBYSHIRE



[visitpeakdistrict.com](http://visitpeakdistrict.com)

A clean, fresh, easy to navigate customer site putting inspiration front and centre. With opportunities from an affordable listing to a full advertising package (and so much in between), visitpeakdistrict.com should be the first step on your marketing plan.

↑ 4.5 million page views

↑ 1.9 million users

[visitpeakdistrict.com/industry](http://visitpeakdistrict.com/industry)

Dedicated business site full of up to date advice & guidance to support your business.

**Social media /e-marketing**

Inspirational, engaging content showcasing the very best of the area. From a simple social media post or e-shot inclusion to a full digital campaign – we can create digital packages to suit your budget, tailored to your business needs.

Our social media following has never been so high or engaged.

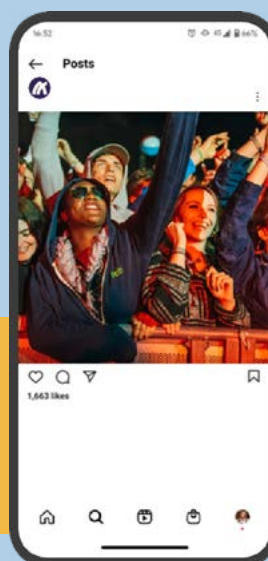


[meetpeakdistrict.com](http://meetpeakdistrict.com)

Our web platform designed for the meeting & conference market. Dedicated web pages showcasing the unique venues, stunning countryside and team building opportunities the region has to offer.

↑ Over 124k Monthly Engagements (up 4% on 2021)

↑ Over 200k followers (up 9% on 2021)



**2023/24 Membership**  
[www.visitpeakdistrict.com](http://www.visitpeakdistrict.com)

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2023/24

# Membership Fees

## Membership Only

£90 +VAT up to 35 bedrooms  
or 100,000 visitors

£180 +VAT over 35 bedrooms  
or 100,000 visitors

### To access advertising options you must be a member

- Access to a range of advertising opportunities
- Exclusive invitations to FAM trips and networking events
- Unlimited access to attend our programme of business support workshops
- Opportunities to be involved in innovative marketing campaigns
- Access to national and international press and PR opportunities
- Membership card and certificate
- 2/3 of your membership fee goes directly towards marketing and promoting the area - the more members we have, the more marketing we can do

## Bronze Package

£250 +VAT

### Includes Membership benefits plus

- Membership (as above)
- 3 images
- Website listing
- 300+ word description
- Business name, address and telephone number
- E-mail address
- Link to your website
- Your gradings and awards
- Opening times
- Price/tariff information
- Local map and directions
- Special offers
- Accessibility facilities
- Availability and on-line booking

## Silver Package

£300 +VAT



### Includes Bronze benefits plus

- 3 additional images (6 in total)
- Appears higher in listings than Bronze Package
- Social Media links

## Gold Package

£400 +VAT



### Includes Silver benefits plus

- 4 additional images (10 in total)
- Appears higher in listings than Silver Package
- Special Offers
- What's Nearby
- Perks Card (NEW for 2023 – discounted food offerings)

**2023/24 Membership**

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## Professional features

Social Media - £30 +VAT

Trip Advisor - £30 +VAT

Video - £30 +VAT

## Featured & Highlighted Website Positions

Prices from £100 + VAT per month

## E-Marketing

## Professional Photography Package

Price on Application

### Bolt onto your web listing

#### Social Media: Only available to Silver or Gold Packages



Display your latest Facebook and Twitter feeds – ensures your own content appears on your page, keeping the listing fresh and up to date, which is good for SEO, and will make you rank higher in search results.

#### Trip Advisor: Only available to Silver or Gold Packages



Display your TripAdvisor rating and your latest 3 reviews.

#### Video: Only available to Silver or Gold Packages



Enhance your listing by displaying a video of your business.

### Your presence in a prominent position

- With guaranteed presence in a prominent position on key pages of the website, featured and highlighted positions are the way to really get your business noticed
- From £100 + VAT per month (min 3 months) - there is an option to suit every budget

For more information and to discuss the best package for your business, contact [industry@visitpeakdistrict.com](mailto:industry@visitpeakdistrict.com)

### Bespoke digital advertising

- Maximise the impact of your marketing activity with our bespoke digital advertising opportunities
- Via our growing social media platforms, popular blogs and consumer e-communications we can help your business target the right people at the right time, creating digital bundles to suit your budget and business needs

For more information and to discuss the best package for your business, contact [industry@visitpeakdistrict.com](mailto:industry@visitpeakdistrict.com)

### Professional photographs

With visitpeakdistrict.com offering the display of large 902 x 524px images, we have teamed up with some of our Destination Photography Partners to offer you this fantastic service to help make sure that your images showcase your business to its full potential.

Contact [industry@visitpeakdistrict.com](mailto:industry@visitpeakdistrict.com) for further details and prices

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[www.visitpeakdistrict.com](http://www.visitpeakdistrict.com)

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# Booking Form

## Company Details

Company/Business/Organisation .....

Address ..... Post Code .....

Contact tel Number ..... Email .....

## Collate Your Membership Offer

Email your completed form to:  
**industry@visitpeakdistrict.com**

Alternatively call us on  
**01246 212924** & we will be happy to  
help & take payment over the phone.

Membership Only	£
Gold/Silver/Bronze Package	£
Professional Features	£
Featured and Highlighted Positions	£
E-marketing	£
Photography Package	£
<b>Combined Total (Ex VAT)</b>	£
<b>+VAT@20%</b>	£
<b>Total</b>	£

## Payment Details

Name .....

Job Title .....

I wish to pay by Debit/Credit Card (we will contact you by phone)

I wish to pay by Direct Debit (a Direct Debit form will be sent separately for you to complete)

I enclose a cheque made payable to EMC (if sending form in post)

Please raise an invoice. Purchase Order (if applicable) .....

Signature ..... Date .....

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2023/24

# Terms & Conditions

Visit Peak District & Derbyshire is committed to protecting and respecting your privacy. For the purpose of the Data Protection Act 1998 (the Act), and the General Data Protection Regulations (GDPR 2018), the data controller and data processor is Visit Peak District & Derbyshire. Visit Peak District & Derbyshire and the Member shall comply with all applicable requirements of the Data Protection Legislation; please see our privacy policy.

## Duration of Membership

The minimum Membership period is 12 months. Should a Member decide to terminate Membership within the 12 month period, then they remain liable for the full annual fee. No refunds can be given and Membership is non-transferable.

## Communications

In compliance with "Legitimate interest", we will contact you via e-communications and post to inform you of our current activities, news/updates for the area, marketing opportunities etc. You have the right to ask us not to contact you in this way and can exercise your right to prevent such contact at any time by using the unsubscribe function on a received marketing email or by contacting us at Visit Peak District & Derbyshire.

## Advertising and Marketing

Each advertiser, by submitting an advertisement, warrants that the advertisement does not contravene any Act of Parliament, the British Code of Advertising Practice or European Union Legislation. VPDD has the right to reject any copy or images, or to reject any application for advertising at any time, without assigning a reason. In the event of an application being rejected after payment, a refund will be made.

It is the advertiser's responsibility to own copyright on any images. Advertiser's property, transparencies etc. are held by MPDD at the advertiser's risk and should be insured against loss or damage.

Any data or images supplied by the advertisers may be held on computer files by VPDD and Destination Core.

VPDD will not be liable for any loss or damage, consequential or otherwise, occasioned by any error in any advert published, or failure of an advertisement to appear from any cause whatsoever. Each advertiser is liable to indemnify VPDD against any claim made against them by any third party arising from the breach by the advertiser of any of these terms and conditions herein on the part of the advertiser.

All advertisers are responsible for checking their print proof directly with the appointed designers. Oral instructions of any advertising will not be accepted. VPDD cannot accept any responsibility for errors not corrected by the advertiser at proof stage. Any amendments after this time will incur a charge.

All advertisers are responsible for checking their website advert; otherwise it will be assumed that the information is correct. It is the advertiser's responsibility to ensure all prices and availability as displayed on [www.visitpeakdistrict.com](http://www.visitpeakdistrict.com) are correct and honoured.

## Payment Terms

In compliance with, East Midlands Chamber Ltd (accountable body) for and on behalf of Visit Peak District and Derbyshire: 30 days from date of invoice. Until such time as the invoice is paid the Chamber reserves the right to withhold services or charge for the provision of services at non-member rates.

Direct Debit: If you wish to pay by Direct Debit, then please let us know and we will send you a Direct Debit mandate form for completion. This Direct Debit will be in place for the duration of your advert and payments will be processed monthly on or around the 15th of each month. Should you default or cancel this Direct Debit before full payment is received, we reserve the right to withdraw your adverts and demand that all and any outstanding payments required to cover our fees for the year be paid immediately by cheque or credit/debit card.

All prices are correct at the time of going to press. Visit Peak District & Derbyshire reserves the right to increase prices without prior notice in response to increases in material and resource costs. If you would like to discuss these prices and options with a member of the Industry Team please call **01246 212924** or email: [industry@visitpeakdistrict.com](mailto:industry@visitpeakdistrict.com)

## Liability

VPDD shall have no liability for any losses suffered by a member as a result of using services offered by a fellow member. VPDD shall have no responsibility for advice given or services provided by its third party service providers.