Quick Guide to Membership Benefits

	Membership Levels		
	Silver	Gold	Platinum
Membership Toolkit	✓	✓	✓
Advertising & PR			
Enhanced Website Entry - NEW	✓	✓	✓
Access to free advice and PR	✓	✓	✓
Opportunities for journalists visits	✓	✓	✓
Free use of destination image library	✓	✓	✓
Special offer voucher downloads on visitlincolnshire.com – NEW	✓	✓	✓
Travel trade advisory service		✓	✓
Opportunity to take part in Visit Lincolnshire marketing campaigns		✓	✓
Priority coverage on the travel trade website – NEW			✓
Free advert in venues section of the main guide Visit Lincolnshire 2011			✓
Free press release service - advice and production for one press release – NEW			✓
Free inclusion in one monthly e-newsletter, mailed to over 25,000 potential visitors – NEW			✓
Enquiry service for group travel – we put you in touch with group organisers commission free			✓
Priority inclusion in travel trade familiarisation trips, newsletters and e-newsletter			✓
Priority inclusion in travel trade PR			✓
Saving you money			
24% off advertising costs in Visit Lincolnshire 2011		✓	✓
24% off advertising costs in Great Days Out 2010		✓	✓
24% off advertising costs on visitlincolnshire.com		✓	✓
24% off advertising costs on the group travel website – NEW		✓	✓
24% off rates for travel trade exhibitions – NEW		✓	✓
40% off Cameo customer profiling. Find out who your customers are where they are from, and where you can find more – NEW		✓	✓
Preferential credit card rates with Barclaycard		✓	✓
Discount off Argos and Homebase products		✓	✓
Weclik e-brochure production discount		✓	✓
Free Membership of the Independent Purchasing Association		✓	✓
Discount off Windsor Insurance		✓	✓
Holiday Cancellation Insurance leaflets for guests use		✓	✓
Discount off carpet/upholstery cleaning			
10% discount off VAQAS consultancy services		✓	✓
A discount on specialist services provided by VAQAS for visitor attractions, from advisory visits to enquiry audits - NEW			
Discount off design services with Chocolate Creative – NEW		✓	✓
Discounts off leaflet distribution with Take One Media – NEW		✓	✓
15% Discount off AA Quality Grading Scheme for new applicants – NEW		✓	✓
Discounts on Coach Tourism Council Membership – NEW			✓
Training and Events			
Priority invitation on training courses and seminars including: -			
Making the website work harder for you, Green issues, Dealing with difficult situations	✓	✓	✓
Priority access to workshops at events inc 'Success Through Quality' conference	✓	✓	✓
Discounts on Visit Lincolnshire planned training courses inc website, marketing etc – NEW	✓	✓	✓
Keep in Touch			
Invitation to member meetings and leaflet swap	✓	✓	✓
Membership networking forum – NEW	✓	✓	✓
Free listing on corporate website – NEW	✓	✓	✓
Member to Member benefits – NEW	✓	✓	✓
Access to marketing intelligence and business barometers	✓	✓	✓

Visit Lincolnshire

Visit Lincolnshire Membership Benefits 2010/11

Why become a Member?

Membership of Visit Lincolnshire is an opportunity for you to demonstrate your commitment and support to the visitor economy of Lincolnshire. By working together the stronger our voice is at regional and national level and lobbying, applying for funding and generating media interest are all the more effective.

By becoming a Member we can help you gain a greater share of Lincolnshire's visitor economy. You will enjoy a range of benefits most suited to your business.

We aim to facilitate opportunities for networking with like minded businesses, attracting more visitors, reducing your costs, help support your business through advice and keeping you in touch with the latest industry research and intelligence..

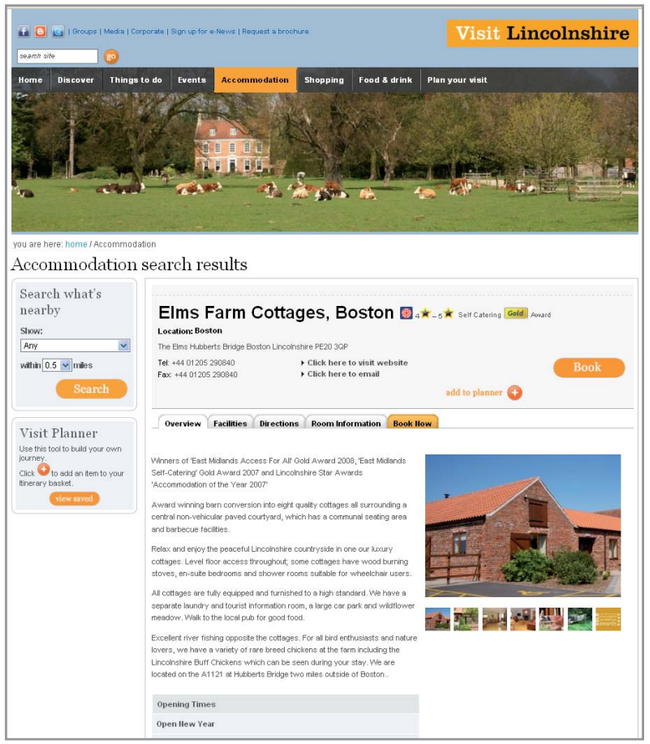
Just some reasons why you should be a member.....

Advertising and PR

- A Membership toolkit for you own use including Membership sticker, certificate, branding guidelines and use of logo online to highlight your Membership.
- Free feature panel on the relevent page on the county's official tourism website visitlincolnshire.com
- In the region of 80% of short breaks are booked and researched online. When joining Membership your business will be on-line bookable on the county's official tourism website visitlincolnshire.com allowing you to take bookings online from VisitLincolnshire, VisitBritain and VisitEngland websites. (if on-line booking is not required your business can opt out of this service).

> "It was so easy to arrange and from the day we became online bookable, our bookings have been rolling in. Within the first 10 days of signing up we had received 6 bookings!"
> Mandy Fitzaden-Gray, Rose Cottage B&B

- Take advantage of a higher profile listing on visitlincolnshire.com with a full page entry with up to 7 images, description and priority search. With the opportunity to add media download such as a video and brochure.



- Access to free PR and advice and opportunity for journalists visits – members are given priority for visits by travel writers, journalists and media representatives.

Keeping in touch

- With many networking benefits from Member meetings to our online forum you will be sure to be kept in touch with what is happening in the tourism industry.

First-class Training

- Choose from a range of quality training courses and seminars with priority invitation including:- Making the website work harder for you, Green issues, Dealing with difficult situations, Marketing and many more.

Saving you money.....

Join Gold or Platinum level of membership
and take advantage of a package of benefits
worth over £2000 - rates start from £200 + VAT

Save over £1000 off advertising rates:-

- 24% off advertising costs in Visit Lincolnshire 2011 - Save up to £480
- 32% off advertising costs on visitlincolnshire.com - Save up to £250
- 24% off advertising costs on the group travel website - Save £150
- Save up to £200 on eviivo frontdesk - an easy-to-use inexpensive property management and reservation system that is also an online booking system.
- Reduce your credit card transaction rates with Barclaycard. NOT only are Barclaycard offering our members a great deal on transaction rates from 1.25% to 1.5% but they have also waived the joining fee (£150) nearly covering your cost of Visit Lincolnshire Membership! barclaycard
- Discount at Argos/Homebase
- Discount off leaflet distribution

.....Plus many more benefits

A Membership Scheme that suits you.....

There are 3 levels of Membership available which are Silver, Gold and Platinum. You can choose which level is most beneficial for your business, for a full list of benefits see overleaf.

Silver – an entry level which gives you the opportunity to be associated with Visit Lincolnshire through use of logos and branding, enhanced website coverage plus the networking and training benefits.

Gold – If you are looking for opportunities to promote your business and gain more enquiries and bookings by working with Visit Lincolnshire our marketing opportunities include high profile website and publication advertising. We have also negotiated for you a number of savings with suppliers to help you cut your costs.

Platinum – The premium level of Membership with more marketing opportunities for your business plus specific travel trade marketing benefits enabling you to reach more groups and coach operators.

For a complete list of Visit Lincolnshire Membership benefits see overleaf

To find out more about opportunities and how to benefit from membership please:
call Dan on 01522 561674
e-mail dan@visitlincolnshire.com
or visit www.lincolnshiretourism.com