



BARNSLEY **Y**ORKSHIRE

Visit Barnsley Business Membership

Promote your business on the official tourism website for Barnsley



www.visit-barnsley.com



About Visit Barnsley

visit-barnsley.com is the official tourism website for Barnsley, providing visitors and residents with a comprehensive overview of the town and borough. The website is an excellent resource for anyone looking for things to do, places to go, stay, eat and shop. It is the official source of visitor information for the area.

Visit Barnsley membership is open to any business with an interest or involvement in the visitor economy. This includes accommodation providers, suppliers to the tourism industry, visitor attractions, shops, cafés, restaurants, retail outlets, leisure activities and entertainment businesses etc.

The website is supported by digital, social and offline marketing activities and will become the most comprehensive, up-to-date destination website for Barnsley town and the borough.

Visit Barnsley is a non-profit making CIC – with the remit to drive and support tourism in the area. For more information please refer to our website.

Our Aims

- to put Barnsley on the map – actively promoting our offer and developing our identity
- to attract more visitors to the area
- to increase the visitor spend by promoting and developing Barnsley as a quality visitor destination for business and leisure
- to work collaboratively to deliver wonderful and memorable visitor experiences

Benefits of membership

- List your business on **visit-barnsley** – the official destination website for the area
- Promote your business to a wide audience
- Opportunity to share special offers and promotions
- Found by upwards of 4,000 visitors per month from all over the country (correct at time of print)
- Promoted in regular e-newsletters and publications
- Supported by social media channels

Membership levels

There are a number of membership levels available to businesses, different membership levels have different benefits. All relevant businesses have the opportunity to be listed on the website free of charge; this listing can then be upgraded for an annual fee.

All other non-tourism related businesses have the opportunity to be listed in the business directory – a business directory designed specifically for the businesses in Barnsley.

All members will receive regular communications with updates including website statistics, future plans and developments, campaigns, opportunities to get involved etc.

Membership fees are as follows:

Tourism related business packages

Non-tourism related business package

Bronze	Silver	Gold	Business Directory
FREE	£250*	£350*	£50*
To all tourism related businesses	Price per year Plus a one-off admin fee of £25	Price per year Plus a one-off admin fee of £25	Price per year



Levels of Membership

Bronze	Short description (200 characters)	✓
	Name of business	✓
	Contact info (phone number and address)	✓
Silver Inc. Bronze	Image	✓
	Long description	✓
	Location map	✓
	Opportunity to advertise in promotional brochures/leaflets*	✓
	Opportunity to advertise online throughout the website*	✓
	Opportunity to advertise in the VIP e-newsletter*	✓
	Opportunity to include news in our 'news area'	✓
	Event listings	✓
	Links to your social media accounts	✓
Editorial feature in e-newsletter	✓	
Gold Inc. Silver & Bronze	Promotion through social media activity	✓
	Offers/Promotions	✓
	Downloads	✓
	Editorial feature in promotional brochure	✓
	Featured listing	✓
	Top of page listing	✓
	Business directory listing	✓
	Unlimited gallery images	✓
*Gold package includes 25% discount on advertising		

Advertising opportunities

All members have the opportunity to advertise across a number of channels, including:

- banner advertising throughout the website
- VIP e-newsletter
- printed marketing material/literature
- social mentions
- e-shot marketing opportunities
- sponsorship opportunities

A growing website with a large audience, visit-barnsley.com provides an excellent opportunity to advertise your business nationally and internationally.

Advertising on visit-barnsley.com is a highly effective way of promoting your business. Advertising artwork can be supplied or designed for a small fee.

If you are interested in advertising, please contact us for further information or to book.

Offers and promotions

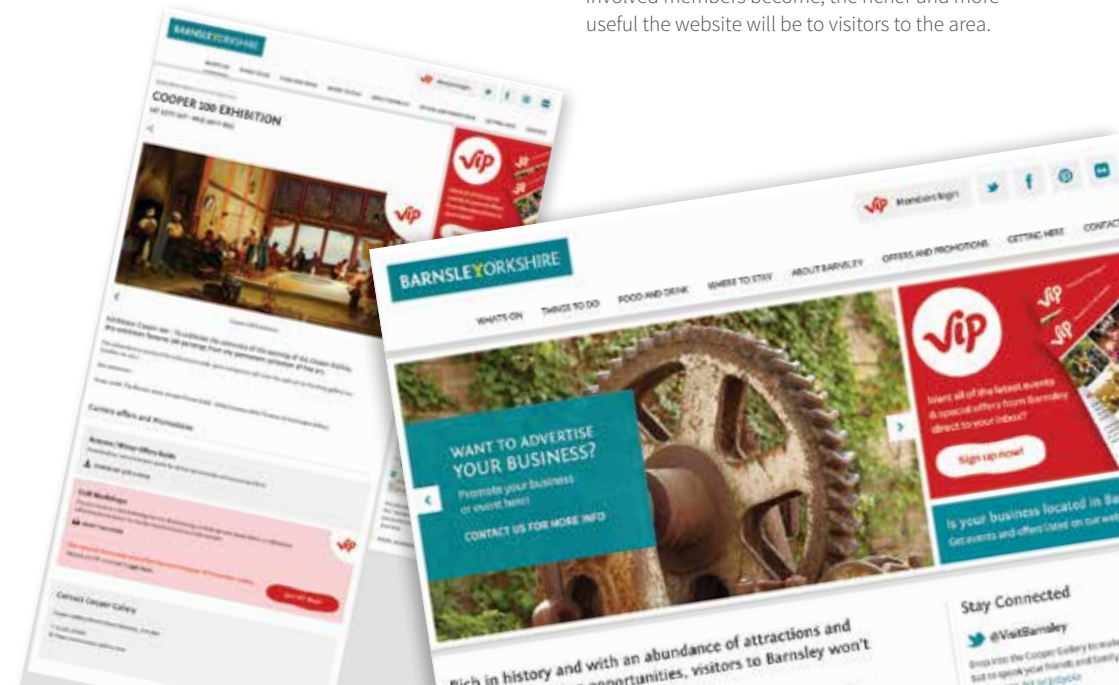
Business members can announce any offers and promotions directly to visitors to the website through the offers and promotions page. This information is also shown at the bottom of your business listing page (gold members only). Members can also offer VIP members exclusive offers and promotions which can be redeemed by showing their VIP members card.

Statistics and analysis

All members will receive regular communications with updates about visit-barnsley.com, including website analytics.

We will also share details about any future plans or developments that will be happening to the website, as well as information about any planned campaigns.

Members will be encouraged to get involved and share any ideas and suggestions with us. The website has been created to promote Barnsley and the more involved members become, the richer and more useful the website will be to visitors to the area.



Introducing VIP

VIP is our free membership scheme for the general public. It will act as the 'voice' of Visit Barnsley – regularly communicating with VIP members.

All communications to VIP members will be focused on promoting Barnsley, the area, events taking place and things to do. These communications will also provide Visit Barnsley's business members with an extra opportunity to promote their business and events, as well as any offers or promotions.

VIP will also be used to recommend special events using the VIP badge, business members could choose to offer VIP members discounted entry to these events as part of their membership package.



vip Membership Card

www.visit-barnsley.com

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Are you ready to promote your business on visit-barnsley.com?

Becoming a member is easy, just contact one of our team and we'll do the rest.

Email: info@visit-barnsley.com

Go to: www.visit-barnsley.com/business-members



Join us on social media!

We ask that all members connect with us on our social media channels. This means that we will be able to provide our followers with relevant, frequent updates about things they are interested in. We will also be able to share any of your updates about events, offers and good news.

Search: [visit-barnsley](#)



Becoming a member is easy, just contact one of our team and we'll do the rest.

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Go to: www.visit-barnsley.com/business-members