

# PARTNER PACKAGES

## TOURISM & HOSPITALITY

### AT A GLANCE

	BENEFIT	GENERAL	BUSINESS TOURISM	LEISURE	PREMIUM	PRESTIGE
		£500	£1,500	£3,000	£7,500	£20,000
DOMESTIC CAMPAIGNS	Campaign home page feature	-	-	Featured in 1 chosen campaign	Featured in 2 chosen campaigns	Featured in all campaigns
	Campaign sub-page feature	1 month	1 month			
	Social media posts	1	2	3	4	Unlimited features in all campaigns - see fair usage policy
INTERNATIONAL CAMPAIGNS	Campaign home page feature	-	-	Featured in 1 chosen campaign	Featured in 2 chosen campaigns	Featured in all campaigns
	Campaign sub-page feature	-	1 month			
	Social media posts	-	1	2	3	Unlimited features in all campaigns - see fair usage policy
	B2B or B2C Travel Trade Inclusion	-	-	Yes - Included	Yes - Subheadline	Yes - Headline
ALL YEAR ROUND PROMOTION	Social media posts	2	2	4	6	Unlimited features in all campaigns - see fair usage policy
	visitmanchester.com home page feature	-	-	1 month	6 weeks	2 months
	meetinmanchester.com homepage feature	-	1 month	-	6 weeks	2 months
	Mega menu feature	-	-	1 month	6 weeks	2 months
	Sub section feature	-	-	-	-	Yes - Headline
	Solus Newsletter	See additional marketing opportunities for rates			1	2
	Newsletter feature if appropriate	-	2 (Business Tourism database)	2 (Leisure database)	3	4
	Access to reduced price additional marketing opportunities	✓	✓	✓	✓	✓
	Inclusion in travel trade presentations, press trips and editorials	✓	✓	✓	✓	✓
BUSINESS TOURISM	Venue Location Service and Accommodation Booking Service	-	✓	Add for £500	✓	✓
	Inclusion in international & national bids prepared by MM	-	✓	-	✓	✓
	Space to meet campaign	-	✓	-	✓	✓
DIGITAL ASSETS	Listing on visitmanchester.com	✓	✓	✓	✓	✓
	Listing on meetinmanchester.com	-	✓	-	✓	✓
	Use of the Marketing Manchester logos	✓	✓	✓	✓	✓
	Access to the Marketing Manchester image library via the mdrive.com	✓	✓	✓	✓	✓
	List events on the 'What's on?' page	✓	✓	✓	✓	✓
PRESS & PR	Media Visit Programme	✓	✓	✓	✓	✓
	Media Relations & Engagement	5th Priority	4th Priority	3rd Priority	2nd Priority	1st Priority
	Enhanced PR service	Available as an add-on at a reduced rate				✓
ACCOUNT MANAGEMENT & EVENTS	Invitations to 12 month event programme	✓	✓	✓	✓	✓
	Opportunity to host partnership events	✓	✓	✓	✓	✓
	Prestige Quarterly round table	-	-	-	-	✓
	Quarterly Dedicated Account Manager and Activity Report	-	Annual	Annual	Six monthly	Quarterly
TOURISM INDUSTRY INSIGHTS & INTELLIGENCE	Weekly Members E-newsletter updates	✓	✓	✓	✓	✓
	Access to Skills for Growth - SME Support	✓	✓	✓	✓	✓
	Access to tourism data and intelligence reports	✓	✓	✓	✓	✓