

VISITOR ECONOMY PARTNER PACKAGES 2022/23

	BENEFIT	GENERAL	BUSINESS TOURISM	LEISURE	PREMIUM	PRESTIGE
		£500	£2,000	£3,500	£8,500	£20,000
DOMESTIC CAMPAIGNS	Featured on the campaign site promoted via organic social posts & paid for ads on channels chosen to meet audience demographic, content promotion on MM sites and eNewsletters to relevant audience segments	-	-	Featured in 1 chosen seasonal campaign	Included in all domestic activity throughout the year as sub-headline partner	Included in all activity throughout the year as headline partner
EUROPE CAMPAIGNS		-	-	Choose one market Included as sub-headline partner in chosen market	Choose two markets Included as sub-headline partner in chosen markets	
INDIA & GCC CAMPAIGNS		-	-			
USA CAMPAIGNS		-	-			
TRAVEL TRADE	Inclusion in B2B content for sales calls, appointments, training and presentations	-	-	Featured	Subheadline	Headline
	Opportunity to participate in FAM trips	-	-	Yes	Yes	Yes
	Opportunity to participate in overseas missions (price TBC)	-	-	-	Yes	Yes
ALL YEAR ROUND PROMOTION	Social media posts	2	4	8	10	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
	Landing Page Feature	-	-	✓	✓	Yes - Headline
	Solus Newsletter	See additional marketing opportunities for rates	See additional marketing opportunities for rates	See additional marketing opportunities for rates	1	2
	Newsletter feature	Inclusion as feature where appropriate	2 (Business Tourism database)	3 (Leisure database)	4	5
	Editorial Feature on visitmanchester or meetinmanchester Content to be supplied by partner	✓	✓	✓	✓	✓
DIGITAL & MEDIA	Listing on visitmanchester.com or meetmanchester.com	✓ visitmanchester	✓ meetmanchester	✓ visitmanchester	✓ visit & meetmcr	✓ visit & meetmcr
	Use of Marketing Manchester logos	✓ visitmanchester	✓ meetmanchester	✓ visitmanchester	✓ visit & meetmcr	✓ visit & meetmcr
	Access to the M Drive	✓	✓	✓	✓	✓
	List events on the 'What's on?' page	✓	✓	✓	✓	✓
	Virtual Tour	Available as an add-on at a reduced rate	Available as an add-on at a reduced rate	Available as an add-on at a reduced rate	Available as an add-on at a reduced rate	Yes
	Promotional Video	Reduced rate add-on	Reduced rate add-on	Reduced rate add-on	Up to 1 minute video + distribution on relevant MM channels	Up to 3 minute video + distribution on relevant MM channels
	Media Visit Programme & Engagement	✓	✓	✓	✓	✓
	Enhanced PR Service	Reduced rate add-on	Reduced rate add-on	Reduced rate add-on	Reduced rate add-on	✓
BUSINESS TOURISM	Venue Location Service and Accommodation Booking Service	-	✓	Add for £500	✓	✓
	Inclusion in international & national bids prepared by MM. Included if applicable	-	✓	-	✓	✓
	The Meeting Show - June 2023	POA	POA	POA	POA	POA
	Opportunity to participate in fam trips	-	✓	-	✓	✓
ACCOUNT MANAGEMENT & GENERAL BENEFITS	Year round programme of exclusive networking, market insights and thematic events	✓	✓	✓	✓	✓
	Opportunity to host a partnership event	✓	✓	✓	✓	✓
	Prestige bi-annual round table with industry leaders	-	-	-	-	✓
	Dedicated Account Manager and Activity Report	-	Annual	Annual	Six months	Quarterly
	Account Reviews/Touchpoints	-	Six Monthly	Six Monthly	Quarterly	Monthly
	Access to tourism data and intelligence reports	✓	✓	✓	✓	✓
	Spotlight on... event to present product/service to Marketing Manchester	-	✓	✓	✓	✓