

VISIT SHROPSHIRE

The logo for Visit Shropshire features the word "VISIT" in a dark blue, sans-serif font above the word "SHROPSHIRE" in the same font. The letter "O" in "SHROPSHIRE" is replaced by a stylized bridge with a teal top and grey base. The letter "H" is replaced by a pink castle tower with a white arched window.

Destination Management Organisation
Town Council Membership

A thin vertical white line is positioned to the right of the text.

Visit Shropshire

Visit Shropshire is a not for profit organisation limited by guarantee

Board of directors

Chair - Ed Thomas (Lower House Barns)

Finance director - Laura Penman (Fishmore Hall, Ludlow)

Director - Beth Heath (Shropshire Festivals)

Director - Lee Lucks (Oswestry Borderland Tourism)

Director - Jocelyne Fildes (JF PR)

Director - Chris Hartley (Hartley consulting)

Director - Seb Slater (Shrewsbury BID)

Membership & Partnerships Manager - Mark Hooper

Marketing Manager - Sarah Creighton

Mission Statement

Our aim is to market Shropshire as a world-class destination, maximising the economic benefits of tourism for all. Our year-round marketing campaigns aim to increase domestic and international visitors to Shropshire who spend £39.12 million and support thousands of jobs.

Visit Shropshire is the essential connection between private and public sector in Shropshire. Visit Shropshire is recognised as the Destination Management Organisation for Shropshire by Visit Britain and Visit England and forms a strong network promoting Shropshire as a world-class destination.

How does did Visit Shropshire promote our county during the past 12 months?

Social Media - Facebook 70,983, Instagram 6,145, Twitter 7,931 Followers

Visitshropshire.co.uk - 621,862 users, 1,246,496 page views 2022

National publications Print & Online - The Telegraph, The Guardian, Independent (Including welcoming editors)

Magazines - The Good Housekeeping Magazine, Wanderlust, National Geographic Channel

Social media influencers - Please see video on next slide working with Ludlow Town Council & Shrewsbury BID

Transport partnership with WM Trains & Transport for Wales - On board advertisement, train station posters, social media promotions

Visit England & Visit Britain opportunities - E.g. Japan International Travel Mart

Radio Advertisements

48 page billboards

TV adverts (Sky Adsmart)

Youtube, Tripadvisor, Google Ads, ITV Hub, Channel 4 Ad Pause





Summer 2021 video.
Influencers funded by Ludlow
Town Council & Shrewsbury BID
(Town recovery grants)



Relationship between Visit Shropshire & Much Wenlock Town Council

Visit Shropshire role

Regional, national & international marketing

Partners with Visit England & Visit Britain as the designated destination management organisation to feed down information.

Creates business support opportunities such as 'Customer Service workshops'.

Provides national media opportunities

Lobbies on behalf of the tourism sector of Shropshire

Destination partner role

On the ground marketing within Much Wenlock with partners such as businesses & tourism groups

Providing news & information to local businesses for wider marketing opportunities as a destination

Creates in depth promotional stories through local knowledge & contacts to create content for articles

How can you promote your town to drive additional spend,
create economic growth & employment opportunities?

Visit Shropshire has enabled towns councils to support the tourism economy of
Shropshire through joining one of the following membership levels.



Visit Shropshire Social Media Following

- Facebook 70,983
- Instagram 6,152
- Twitter 7,933

Visitshropshire.co.uk

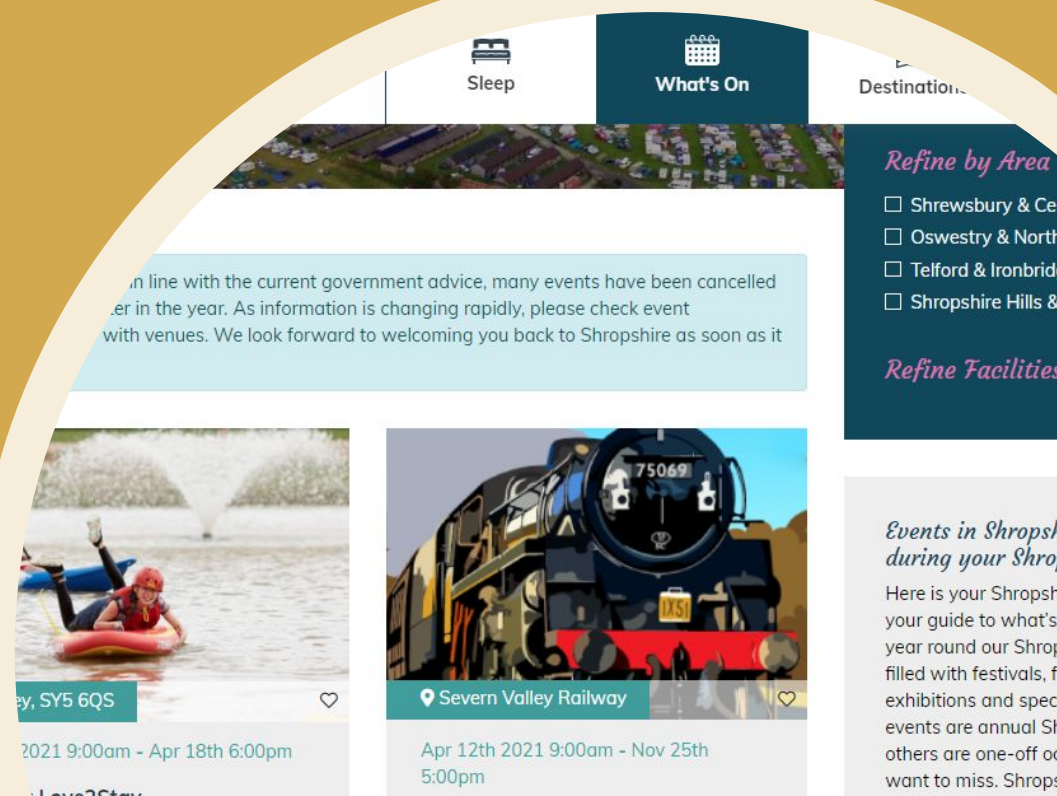
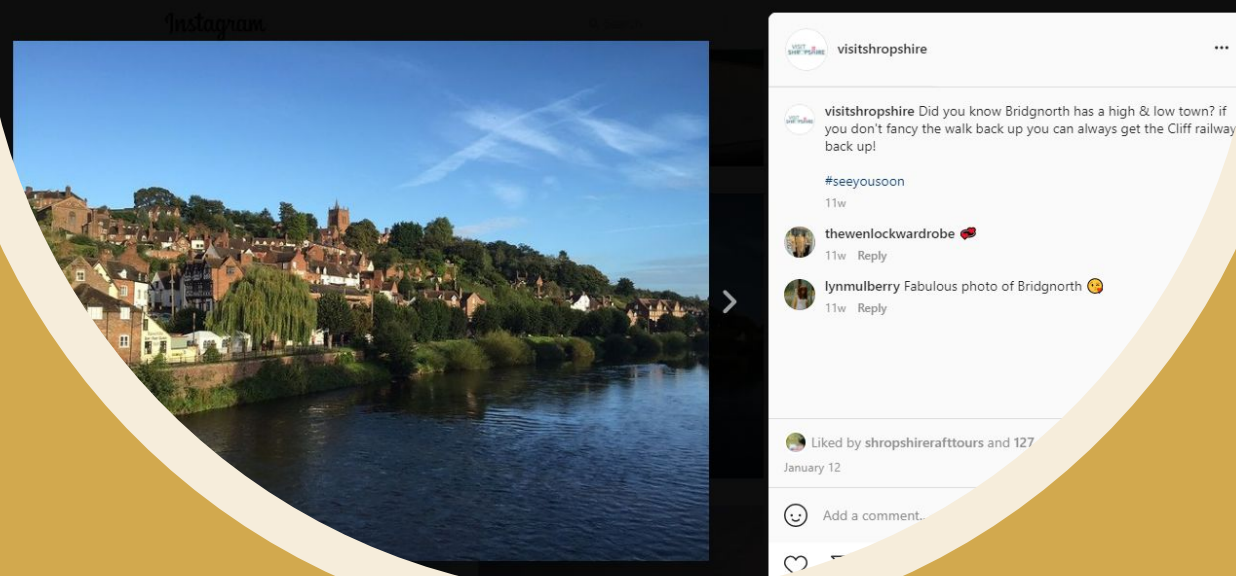
- 624,445 Users 2022
- 1.2 Million page visits
- 35% Age group 25-34
- 57% Female 43% Male

Visit Shropshire newsletter sign up

- 16,034 email database

Top: Bridgnorth Visit Shropshire Instagram

Bottom: Visitshropshire.co.uk - Events



Silver Membership

£1500.00 per annum

- Minimum 6 posts per year - Coverage across all social media channels with external links if required
- 2 Press releases such as 'Top Much Wenlock events in 2024' via website
- Four banner images on website (2 Month period)
- 2 Themed article's via regular visitor e-shot newsletter (feature slot)
- Unlimited events listings via visitshropshire.co.uk
- Designated Much Wenlock destination page
- Monthly data reports for Footfall, Payment information and annual STEAM Economic Impact Study.

Top: Articles featured on Visit Shropshire homepage

Bottom: News stories on Visit Shropshire homepage

Welcome to Shropshire

Share in the secret: Not everyone knows about the wonders we have in Shropshire. That's OK. Some people don't even know where Shropshire is. You're one of the lucky ones. As you know – or soon will – our landlocked county is in the English Midlands, sharing a border with Wales to the west and four English counties to the north, east and south.



 **Visit Shropshire**

Posted by Sarah Creighton

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Morning light shining down Church Street in Bridgnorth ❤️

[LoveBridgnorth](#) photo by Dale Jones





Opportunities to be part of journalist visits

Left: The People's Friend

Right: Good House Keeping Magazine

Gold Membership £2500.00 per annum

- Minimum 12 posts per year - Coverage across all social media channels with external links if required
- 4 Press releases such as 'Top Much Wenlock events in 2024' via website
- Six banner images on website (2 Month period)
- 4 Themed article's via regular visitor e-shot newsletter (feature slot)
- Opportunities for town to feature as part of national press visit
- Designated Much Wenlock destination page
- Unlimited events listings via visitshropshire.co.uk
- ¼ page advert in the Visit Shropshire A5 Guide
- Opportunity to use Visit Shropshire as a destination marketing partner for individual town promotions to reach national audience using various marketing channels. Such as Bishops Castle's NHS Recruitment campaign.
- Monthly data reports for Footfall, Payment information and annual STEAM Economic Impact Study.



Shropshire Guide
40,000 print run
Distributed nationally via
free website orders &
distributor





VISIT SHROPSHIRE

Shropshire is steeped in incredible history and boasts stunning diverse landscapes. This unique combination gifts us romantic hills and distinct castles, award winning events and delicious eateries. We are home to a UNESCO world heritage site in Ironbridge Gorge, an Area of Outstanding Natural Beauty in the Shropshire Hills and the most varied of landscapes in the north with meres, mosses, rivers and canals. Shropshire is one of Great Britain's last remaining rural idylls. With Shropshire's assortment of offerings from five star fine dining, award winning attractions, remarkable outdoor activities and independent shops, there truly is something for every type of visitor. Our mission is to develop and grow a successful and sustainable tourism economy, working closely with key partners to make Shropshire the destination of choice, regionally and nationally.

Will you help us promote this wonderful county?

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