



# DESTINATION COVENTRY

## MEDIA PACK

DESTINATION  
COVENTRY

Conference Coventry  
and Warwickshire

Visit Coventry

# WHO WE ARE

Destination Coventry is the official Destination Management Organisation (DMO) covering Coventry and Warwickshire, delivering destination management and marketing for the city, promoting the area nationally and internationally, to grow and support the visitor economy.

We operate through two consumer-facing brands: **Visit Coventry** targets day and overnight leisure visitors, and **Conference Coventry and Warwickshire**, which incorporates the region's Convention Bureau, works to attract business travellers, conferences, exhibitions and other business events.

We represent the city's valuable tourism, leisure, hospitality and events sector, which generates over **£750 million** for the city, supports over **7,000 jobs**, and attracts more than **11.5 million visitors** annually.\*

\*STEAM 2022



**Conference Coventry  
and Warwickshire**

**Visit Coventry**



# OUR REACH IN 2022



BROADCAST TV  
IMPRESSIONS  
**139,425**



YOUTUBE  
VIEWS  
**3,473,140**



BROADCAST  
RADIO REACH  
**115,739**



SOCIAL MEDIA  
ACCOUNTS REACHED  
**1,238,549**



WEBSITE  
PAGE VIEWS  
**553,376**



MEDIA HITS FROM  
PRESS RELEASES  
**118**



SOCIAL MEDIA  
FOLLOWERS  
**24,446**



YOUTUBE HOURS  
WATCHED  
**32,400**  
100% WATCH RATE



VISITOR GUIDE  
DISTRIBUTION  
**22,000**



EMAIL  
DATABASE  
**5,285**  
35% OPEN RATE

# OUR WORK

- Destination marketing and PR campaigns
- Hosted buyer familiarisation trips
- Visiting media and influencer hosting
- Maximising major events opportunities
- Printed collateral
- Exhibiting at UK and overseas trade shows
- New product development
- Digital development - consumer sites
- Paid search and search engine optimisation
- Destination Coventry events
- Sector specialist business support
- Coventry and Warwickshire Convention Bureau
- Visitor Information Centre
- Retail and merchandise
- Research projects



**Conference Coventry  
and Warwickshire**

**Visit Coventry**

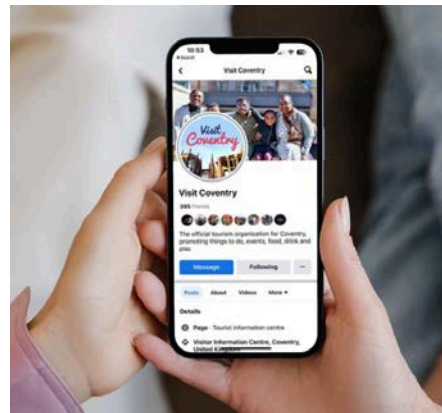


# ADVERTISE WITH VISIT COVENTRY



**Promote your business to a diverse and vibrant leisure tourism audience.**

Visit Coventry is the official tourism website that serves as the ultimate guide to exploring the wonders of Coventry. The website hosts a wealth of information on accommodation, attractions, events, and more.



With multiple advertising opportunities throughout the year, Visit Coventry is the perfect place for you to elevate your business to a leisure tourism audience.

**Conference Coventry  
and Warwickshire**

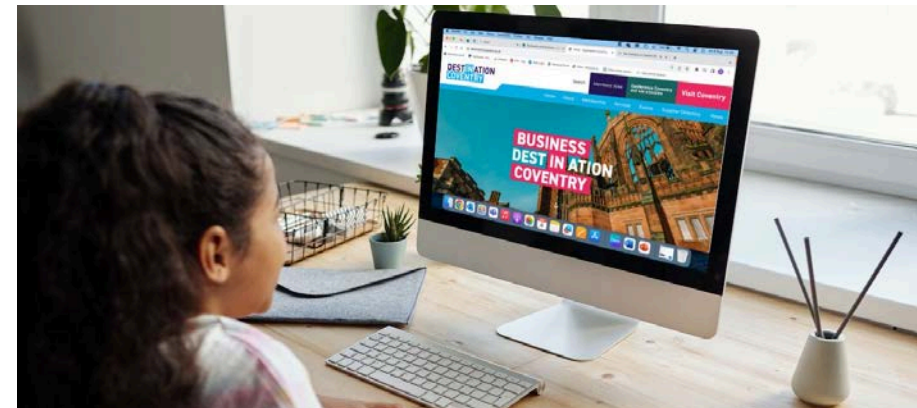
**Visit Coventry**

VISIT COVENTRY (B2C)

Opportunity	Description	Reach	Member Price	Non-Member Price
Website banners	Premium banner with clickable link to URL of your choice for four weeks.	196,527 users per year	Homepage - £450 + VAT	Homepage - £550 + VAT
			What's On - £350 + VAT	What's On - £450 + VAT
			Other - from £200 + VAT	Other - from £250 + VAT
Website advertisement	Priority content block on a page of your choice for four weeks.	196,527 users per year	What's On - £200 + VAT	What's On - £250 + VAT
			Other - from £150 + VAT	Other - from £200 + VAT
Pinned website listing	Website listing top pinned position for six weeks.	196,527 users per year	£350 + VAT	Members Only
Advert in the Official Coventry Visitor Guide	Adverts will be displayed in both digital and printed copies of the Visitor Guide for 12 months. <i>Next issue: April 2024</i>	20,000 copies printed per year	Inside front cover - £595 + VAT	Inside front cover - £695 + VAT
			Inside back cover - £595 + VAT	Inside back cover - £695 + VAT
			Full page advert - £495 + VAT	Full page advert - £595 + VAT
			Half page advert - £275 + VAT	Half page advert - £375 + VAT
			Quarter page advert - £150 + VAT	Quarter page advert - £250 + VAT
Advert on Coventry city centre map	Adverts will be displayed in digital and printed copies for 12 months.	10,000 copies printed per year	£300 + VAT	£350 + VAT
Pinned social media post: Instagram, Facebook and / or Twitter ( X )	Image and weblink can be included - pinned for four weeks.	Facebook: 8.3k followers Instagram: 5.1k followers Twitter: 9.9k followers	£150 + VAT per channel per month	£200 + VAT per channel per month
Dedicated email to targeted audience	Emails can include text, jpg images, and links to external websites.	Database of 4.5k	£100 + VAT per 1,000 subscribers	£150 + VAT per 1,000 subscribers
Premium feature in Visit Coventry monthly newsletter	One jpg image and 150 words and links to external websites.	Database of 4.5k	£200 + VAT per email	£250 + VAT per email

## ADVERTISE WITH DESTINATION COVENTRY (B2B)

Destination Coventry has a highly targeted collective membership community of regular travel and tourism businesses. By advertising on our platforms, your message will reach businesses that are already invested in what the region has to offer.



Opportunity	Description	Reach	Member Price	Non-Member Price
Website banners	Premium banner with clickable link to URL of your choice for four weeks.	5,040 users per year	Homepage - £125 + VAT	Homepage - £150 + VAT
			Other - £100 + VAT	Other - £125 + VAT
Pinned social media post on LinkedIn	Image and weblink can be included - pinned for one week.	1.2k followers	£150 + VAT	£200 + VAT
Dedicated email to targeted audience	Emails can include text, Images, and links to website/tickets. Limited to one email per month.	Database of 1.5k	£100 + VAT per 1,000 subscribers	£130 + VAT per 1,000 subscribers
Premiere feature in Members Newsletter monthly e-newsletter feature	One jpg image and 150 words and links to external websites.	Database of 1.5k	£75 + VAT per email	£100 + VAT per email

Destination Coventry hosts an array of events throughout the year including, networking opportunities and our annual tourism conference. If you would like information on how you can get involved or even sponsor one of these events, please email [hello@destinationcoventry.co.uk](mailto:hello@destinationcoventry.co.uk)



# ADVERTISE WITH COVENTRY VISITOR INFORMATION CENTRE

Coventry’s Visitor Information Centre (VIC) is located directly outside Coventry Railway Station, a prime location, welcoming millions of visitors each year. Fully stocked with marketing literature and operated by friendly and knowledgeable staff, the VIC has become a must-visit for first-time travellers and locals.



Opportunity	Description	Members Price	Non – Members Price
Visitor Information Centre (Station Square) digital banner advert	Scrolling banner on interactive screen for three months.	£300 + VAT	£350 + VAT
Visitor Information Centre (Station Square) 30 second video advert (no sound)	Scrolling video on interactive screen for three months.	£350 + VAT	£400 + VAT
Visitor Information Shutter Signage	Premium shutter advertising installed for six months.	£1,000 + VAT	£1,300 + VAT







# CONTACT US

Find out how you can advertise with us by emailing [hello@destinationcoventry.co.uk](mailto:hello@destinationcoventry.co.uk) or call [024 7697 5527](tel:02476975527)

**DESTINATION**  
**COVENTRY**

**Conference Coventry**  
and Warwickshire

**Visit Coventry**