

VISIT
IPSWICH

**BECOME A
MEMBER!**

JANUARY 2020



WHO ARE WE?

The official tourism body for Ipswich. Collaborating with county tourism brands and local organisations, we promote Ipswich across the county, the region and beyond.

THE BENEFITS

ALL ABOUT IPSWICH

- + A full listing on www.allaboutipswich.com with SEO integration
- + Opportunities to be featured in All About Ipswich blogs
- + Inclusion in All About Ipswich social media activity
- + Opportunities to be featured in All About Ipswich campaigns
- + Access to All About Ipswich branded gazebos and deckchairs for your events
- + Access to All About Ipswich maps, visitors guides and printed leaflets

VISIT SUFFOLK

- + Opportunities to be featured in collaborative campaigns with Visit Suffolk
- + Regular tourism news and updates from the local area
- + **25% discount** on Visit Suffolk membership

BUSINESS BUILDER

- + **FREE** entry to Visit Ipswich business events and workshops
- + **Regular e-news** with tourism opportunities and local issues
- + **Support** from the Ipswich Central team

WHAT YOU GET FROM YOUR MEMBERSHIP

Any visitor organisation or tourism-related business can join Visit Ipswich on an annual basis and benefit from our business and marketing services:

- **One listing for your business on the All About Ipswich website, which allows you to do the following:**
 1. Pick the category that best suits your business
 2. Write your own business description
 3. Upload up to five images showcasing your business
 4. Add a map pinpointing your location
 5. Include details of your business opening times
 6. Add an external link to your website, social media pages and TripAdvisor reviews
- **Unlimited access** to All About Ipswich to update your business page, upload events and offers
- **Option to provide blogs** to appear on our site
- Your business included in **PR activity, website, social media content and campaign material**
- **Free competitions** run through our Facebook page as a 24 hour 10am treat
- **A monthly e-newsletter** updating you on news and opportunities relevant to Ipswich and Suffolk
- **Invitation to conferences and events** hosted by Visit Ipswich and Ipswich Central
- **Access to** All About Ipswich branded deckchairs, gazebos, visitor guides and maps
- **25% discount** on membership to Visit Suffolk

JOIN NOW
FOR £110 + VAT PER YEAR

ALL ABOUT IPSWICH IN NUMBERS

OVER THE PAST 12 MONTHS



AVERAGE MONTHLY
WEB STATS

20,300

sessions per month

4,700

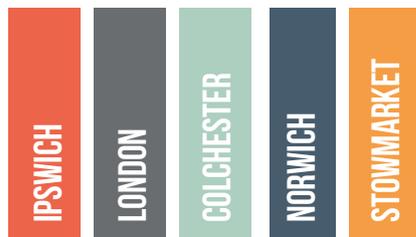
clicks to businesses

15,400

page views



TOP 5 LOCATIONS



- **4 CAMPAIGNS A YEAR**
- **DAILY SOCIAL MEDIA POSTS**
- **WEEKLY EMAIL NEWSLETTERS**

SOCIAL MEDIA

f 16,830

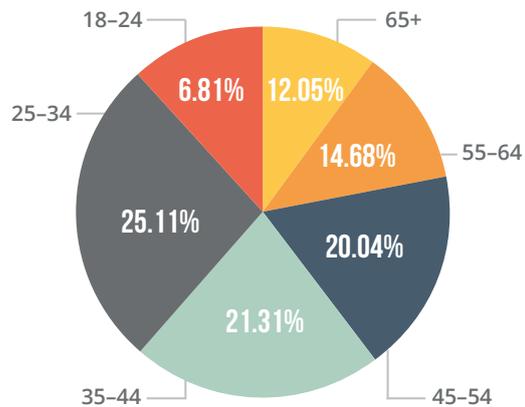
10,050

5,390

GENDER



AGE



*Sampled data based on 66% of total sessions.

A photograph of Ipswich Town Hall, a large, ornate, multi-story building with a central clock tower and several flags flying from poles. People are walking in the foreground, and there are some outdoor seating areas with umbrellas.

HOW TO JOIN

Pay online: Visit www.allaboutipswich.com/membership

Pay by invoice: Send an email to info@ipswichcentral.co.uk with your name and the details of your business

Have more than one business? Add an additional business for **£35 +VAT**

WHERE DOES YOUR MEMBERSHIP FEE GO?

Every penny of the membership fee goes into Visit Ipswich. Staff and resources are all provided by Ipswich Central, the Business Improvement District for the town centre. You can be assured that your membership fee is helping to raise the profile of Ipswich, attracting visitors and helping to get your business noticed.

Visit Ipswich was founded by Ipswich Central, the Business Improvement District (BID) for Ipswich, representing over 630 town centre and waterfront businesses. Ipswich Central BID businesses receive Visit Ipswich Membership benefits as part of their BID levy.

