

# GROWING YOUR BUSINESS WITH MARKETING CHELTENHAM

## MEMBERSHIP PACK



**VISIT  
CHELTENHAM**  
THE FESTIVAL  
TOWN



Marketing  
**Cheltenham**

# MARKETING CHELTENHAM OVERVIEW

Marketing Cheltenham is the town's official destination marketing organisation. We promote Cheltenham as a top destination to live, work, visit, meet, and invest.

Through strategic marketing, PR, and high-profile campaigns, we showcase the town's heritage, culture, and vibrant events calendar. We collaborate with businesses, attractions, and regional partners to enhance Cheltenham's appeal and drive economic growth.

By becoming a member, tourism businesses gain access to promotional opportunities, industry insights, and networking events, helping them reach wide audiences.

**VISIT CHELTENHAM THE FESTIVAL TOWN**

## 2025 STATS

- Website**
  - Upgraded in summer 2025
  - 2.1 million page views
  - 758,000 website visitors
  - 1,340 events promoted
- Audience**
  - Organic search 53%
  - Region: England (83%)
  - Top towns/cities: London (21%), Cheltenham (9%), Birmingham (5%)
  - Mobile & tablet users 71%
- Social media**
  - 89,000 social followers
  - 12.75 million social media views
  - Primary channels Facebook, Instagram
- Campaigns**
  - 4 multi-channel seasonal campaigns: Spring, Summer - The Festival Town, Autumn - Food, Christmas
- Newsletters**
  - Sent fortnightly to 40,000+ VC subscribers
- Business**
  - Sent monthly to 500 MC members
  - High click through rate & retention
- Travel trade with CotswoldsPlus LVEP**
  - 650 venues promoted
  - 4 member meetings hosted
- Travel trade with CotswoldsPlus LVEP**
  - Cheltenham promoted internationally at trade shows with Visit Britain in Japan, USA, Stockholm, Amsterdam and Berlin.

Tourism is of vital importance to Cheltenham. In 2024, Cheltenham welcomed over 2 million visitors who spent just under £200million. Tourism makes up around 5% of all employment, with just under 3,000 jobs across the sector.

**FOR FULL INFORMATION CONTACT**

[membership@marketingcheltenham.co.uk](mailto:membership@marketingcheltenham.co.uk)

# OUR STRATEGIC PARTNERS

Marketing Cheltenham works in collaboration with key local, regional and national organisations to strengthen Cheltenham's profile, grow the visitor economy and support our business community.



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# MEMBER BENEFITS OVERVIEW

Aside from making your business part of our mission to drive the visitor economy and increase its annual value, joining Marketing Cheltenham will also provide you with a wide-range of benefits including:

## ONLINE PRESENCE

- A dedicated listing on VisitCheltenham.com
- Promotion of your special offers
- Inclusion in social media campaigns, blog features, seasonal guides, consumer newsletters

## PROMOTIONS & PR

- Features, where appropriate, in seasonal campaign press releases, influencer and media visits
- The chance to feature in national and international travel trade initiatives

## BUSINESS SUPPORT & INSIGHTS

- Gain access to local market intelligence, performance data, funding opportunities, and consultative support tailored to help businesses of every size thrive.
- Build connections at quarterly member meetings with fellow members, suppliers, and regional stakeholders creating new opportunities to collaborate and grow.
- Representation of your business and views where appropriate, with local consultations and strategies and wider regional initiatives.
- Opportunities to promote your business through our We're Moving to Cheltenham (movingtocheltenham.com) inward investment website and channels.
- B2B partnership opportunities, creating business engagement, collaboration and working together to attract inward investment in Cheltenham.
- Dedicated Relationship Manager, contact Tara Sanchez  
[membership@marketingcheltenham.co.uk](mailto:membership@marketingcheltenham.co.uk)

# MARKETING OPPORTUNITIES

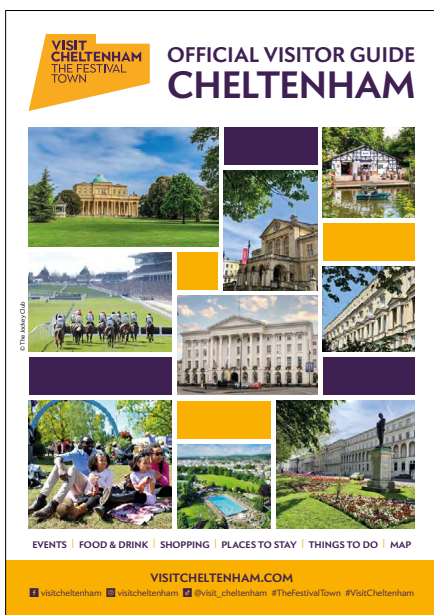
There are plenty of opportunities you can benefit from as a member.

## DIGITAL CHANNELS

Visit Cheltenham has a fantastic range of digital marketing opportunities for our members to get involved in. From e-newsletters and website banners to social media activity, there are options available to you that can help promote your product to an active, engaged online audience.

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## PRINTED MATERIALS

We produce annual and campaign-specific printed collateral, including the official Cheltenham visitor map. These publications achieve additional exposure for your business through being:

- Distributed to hotels, accommodation providers, attractions, tourist information centres and motorway service stations across Gloucestershire, Worcestershire and the Cotswolds.
- Displayed in tourist information points around town.
- Distributed at trade shows and exhibitions.
- Downloadable and viewable online.

Members are given the first priority to purchase advertising space within these printed guides to drive maximum exposure for your business.

## PR & MEDIA

Press, PR, and influencer engagement opportunities targeted at local, regional, national, international audiences, trade press and tour operators.

## MEMBERSHIP OVERVIEW

We offer three membership tiers – Bronze, Silver, and Gold – each designed to connect you with valuable audiences: Press, PR, and Influencer engagement opportunities.

### Bronze

Ideal for small businesses seeking an entry level listing on Visit Cheltenham and the chance to upgrade to paid campaigns.

### Silver

Ideal for businesses wanting a higher profile and online visibility, with enhanced listing features, promotional opportunities, social media sharing, and priority in search results.

### Gold

The premium tier for maximum coverage aimed at those businesses who want to support the development of tourism in Cheltenham and benefit from a higher level of support.

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# MEMBERSHIP PACKAGES RATE CARD

What's included	Free	Membership levels		
		Bronze £24 per month*	Silver £44 per month*	Gold £70 per month*
<b>Listing details</b> Listing details on visitcheltenham.com: address, telephone number, email address, opening times, pricing, location map and directions, facilities, awards & gradings	Address & location map only	✓	✓	✓
<b>Number of pictures</b>	1	4	8	12
<b>Business description</b>	✓	✓	✓	✓
<b>Priority in search results</b>		3rd	2nd	1st
<b>Website link</b>		✓	✓	✓
<b>Social media icons linking to your profiles appears on the business page</b> Shared posts on Visit Cheltenham's social media channels throughout the year			✓	✓
<b>Online booking</b> Direct link to online booking		✓	✓	✓
<b>Special offers</b> Inclusion in our special offers section for accommodation, eating out and attractions			✓	✓
<b>Additional business listings</b> Additional listings for other parts of your business e.g. hotel with restaurant and spa		£70 + VAT	✓	✓
<b>Appear on the websites 'Don't miss' sections</b>		3rd	2nd	1st
<b>Seasonal guides on website &amp; featured in newsletter</b> Inclusion in popular guides and themed campaign pages, where relevant, e.g. Father's Day, Mother's Day, Christmas gift guides, weekend itineraries, Cheltenham Races style guides, best places to dine, eat, stay, type inspirational articles.			Minimum of 2 included per year	Minimum of 4 included per year
<b>Newsletters</b> Inclusion in our consumer e-newsletters, sent to over 40K+ subscribers fortnightly		£150 + VAT per feature	1 feature minimum per year	2 features minimum per year
<b>News / Blog</b> Submit press releases and guest blog content for editorial consideration		£195 + VAT	2 included per year	2 minimum, plus additional coverage for major announcements
<b>Banner advertising</b> On homepage and relevant pages e.g. accommodation pages for hotels		From £50 per page per month	2 months included	3 months included
<b>Social media support</b> Guidelines for collaborations available upon request			2nd	1st
<b>Giveaways</b> Get involved in our monthly themed package giveaways			2 included per year	2 included per year

Membership fees are for a 12 month duration and payable in one sum (cannot be paid monthly).

See next page for Press & PR and for further marketing opportunities.

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# MEMBERSHIP PACKAGES

## PRINT, PR & EVENTS

Marketing Cheltenham delivers year-round, high-impact marketing campaigns that position the town as a premier destination to live, work, visit, meet, and invest. Showcasing Cheltenham's heritage, culture, award-winning hospitality and dynamic events.

As a member, businesses gain access to promotional opportunities, industry insights, and social events with a thriving network of like-minded businesses.

What's included	Bronze	Silver	Gold
<b>Press &amp; PR</b> Inclusion in opportunities including press visits and competition prizes	3rd	2nd	1st
<b>Sponsorship opportunities</b> Priority access to sponsorship opportunities, attendance at events/exhibitions, press and advertising opportunities	POA	✓	✓
<b>Overseas &amp; travel trade opportunities</b>	✓	✓	✓

## EXAMPLES OF 2025 PR COVERAGE

Throughout the year we use local, regional and national media to encourage more visitors.

### COTSWOLD LIFE



**A SEASON OF CELEBRATION**  
From world-class festivals to unforgettable sporting moments, rediscover the cultural heart of the Cotswolds – just a short journey away

**15 of the best festivals in Cheltenham to book for 2026**

From world-famous literature and science festivals to music, sport and summer events, discover 15 of the best festivals in Cheltenham for 2026 – with key dates to add straight to your calendar.

By Michelle Fyffe | Published Monday 20 April 2026



Cheltenham is overflowing with festivals to take part in and enjoy in 2026.



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**TRAVEL**

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**Britain's 15 poshest towns (perfect for a spring getaway)**

These well-to-do towns come with art galleries, boutique shops, buzzing restaurants and residents

**10. Cheltenham, Gloucestershire**

With its elegant terraces, excellent schools, sophisticated dining, world-class festivals, bountiful parkland and surrounding Cotswolds hills, this refined Regency spa town is a plum pick.

Need something to wear to the town's races? Stroll the tree-lined Promenade – Cheltenham's King's Road – and stylish Montpellier for boutique fashion and accessories; Martin & Co is the only Rolex retailer in the Cotswolds. Need to eat? [Lumiere](#) is the latest spot to earn a Michelin star, though Prithvi, an Indian reinvented by Michelin-trained Thomas Law, is maybe the hottest ticket. Finish with cocktails at the [Nook on Five](#), Cheltenham's adult-only rooftop hang-out.



### So Glos

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# TESTIMONIALS

By becoming a member of Marketing Cheltenham you will join a network of around 500 businesses already benefiting from promotion through our powerful marketing channels and activities. Don't just take our word for it, below a few of our members share what being a member means to them...



“The VisitCheltenham team is exceptionally friendly, helpful, and attentive. They're always ready to support us with local events, promotions, and features, bringing a warm smile and a genuine passion for Cheltenham businesses. It's always a pleasure collaborating with them!”

**Laura Randall - Ellenborough Park**



“We at The Ivy Cheltenham have a great relationship with Visit Cheltenham and can't recommend them enough. They are very supportive with anything we do from group initiatives to local events.”

**Keith Squire - The Ivy Cheltenham**



“We have worked with Visit Cheltenham for many years, what stands out is their willingness to support and their proactive approach to promotion of businesses in the area. They create a great platform to be able to meet like-minded businesses to create really meaningful partnerships in the local area.”

**Tara Robinson - The Greenway Hotel**



“Being part of Visit Cheltenham is a valuable experience for Sudeley Castle. The team's energy, professionalism and genuine passion for showcasing the region shines through. The regular meet-ups are not only a great way to stay informed, but also spark collaborations and new ideas. We've seen real value in connecting with fellow members - the sense of community and shared purpose is second to none.”

**Mary Powys - Sudeley Castle & Gardens**

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