

VISIT CHELTENHAM DIGITAL & OUTDOOR ADVERTISING OPPORTUNITIES

Marketing Cheltenham is the official destination marketing organisation for Cheltenham. We collaborate with businesses and event organisers in Cheltenham, offering expert support to help attract more visitors and customers. We're here to ensure your events and attractions reach their full potential, drawing in the crowds and boosting your success. Read on for more details of how we can do this.

DIGITAL ADVERTISING

Marketing Cheltenham manages Cheltenham's official tourism site, **Visit Cheltenham**, which received 2.1 million page views and 758,000 website visitors in 2025 and 12.75 million social media views via 87,000 followers and 40,000 newsletter subscribers.

The Visit Cheltenham website was updated in 2025 with a responsive, mobile-first design, improved digital accessibility through AudioEye, enhanced SEO, and the integration of Data Thistle – the UK's leading live events data provider with extensive distribution across major event websites and media platforms such as Reach PLC, Enjoy, and The List.

Book a commercial advertising opportunity to leverage our online presence to raise your profile.



Blog post & newsletter feature – £400

Book a blog post package with paid social media promotion and inclusion in our fortnightly e-newsletter, reaching 40,000 consumers and 500 visitor economy businesses.



Giveaway – £150*

Promote your event with a giveaway shared across the Visit Cheltenham social media channels and included in our fortnightly newsletter.

Giveaways are a cost-effective way to boost event exposure and attract new audiences. They can be run via the Visit Cheltenham website to collect email addresses for newsletter growth, or on Instagram to increase followers by requiring participants to follow your account. *Minimum prize value £150

Featured events – £160

Hundreds of events are promoted on the Visit Cheltenham site each month, make yours stand out as a Featured Event at the top of search listings.



**VISIT
CHELTENHAM**
THE FESTIVAL
TOWN

**FOR FULL
INFORMATION
AND TO BOOK IN YOUR EVENT CAMPAIGN**

Contact Tara Sanchez on 07468 716057
Tara.Sanchez@marketingcheltenham.co.uk

Digital banner advertising

Feature in the banner advert rotations on Visit Cheltenham's most popular pages. Banner adverts link directly through to your website.

Impressions and click through rate statistics are available for these methods of promotion.



728 x 210 pixels



300 x 250 pixels

Banner advertising on
visitcheltenham.com

Premium pages (Homepage,
What's On, Things to Do)

Shopping, Accommodation,
Your Visit & Inspire Me

£150 per page per month

£100 per page per month

LAMPOST BANNER ADVERTISING

Marketing Cheltenham manages advertising for 166 approved lampposts in key town centre, commuter, and neighbourhood locations, offering frequent exposure and the widest range of outdoor media in Cheltenham.

Advertising pricing from **£37.50 - £80**
per banner per week

Production, installation, and removal from
£110 - £140 + VAT



Looking for other ad hoc marketing support? Call **Tara Sanchez** on **07468 716057** to discuss your marketing objectives and see how Visit Cheltenham can help.



visitcheltenham



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@visit_cheltenham



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