

CABINET

5 DECEMBER 2018

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Marketing Opportunities in Visit Lichfield.....2

MARKETING OPPORTUNITIES IN VISIT LICHFIELD

1. Decision:

To introduce new marketing opportunities to Tourism businesses in Lichfield District.

2. Statement of Reasons:

- 2.1 Following feedback from the marketing and branding review that was undertaken in late 2017, we have looked at ways in which we promote and market Lichfield District. From the feedback we have reduced the size and format of the printed Visit Lichfield Guide and the What's On guides. Previously businesses had the opportunity to pay for listings and adverts in these guides, there is now limited space for adverts to be taken in these printed guides.
- 2.2 The new "Marketing Opportunities" with Visit Lichfield will provide tourism businesses across the district the opportunity to advertise in various formats on the new, mobile compatible Visit Lichfield website. We are able to offer premium and featured advertising spots, providing businesses enhanced platforms to showcase their businesses.
- 2.3 We are also now able to offer a free basic website listing to every tourism business in the district.
- 2.4 A poster frame is available in Friary outer car park that can be used for businesses to place an A1 size poster to promote their business or event
- 2.5 We would like to introduce these new opportunities with immediate effect.

3. Any Alternative Options:

To continue to produce the printed guides, which are costly to print and resource heavy.