

Visit Eastbourne

Attractions Membership

2025

Visit Eastbourne has an exciting membership programme, giving you the opportunity to help shape more of the activity that we do.

Let us help you to showcase your business to 80,000 visitors per month, and reach many thousands more through Visit Eastbourne's social media channels, email database, digital brochure and more, all available through our exclusive membership packages.

Join one of the biggest destination brands in Sussex

80,000

average unique users on VisitEastbourne.com per month



3.44 million

impressions from VisitEastbourne social media

128,000 social media followers across Visit Eastbourne & Events

Press coverage in national and international media

75,000

VisitEastbourne enews subscribers



Digital brochure available worldwide

Number 1

on Google for Accommodation, What's On, Things to Do, Shops, Restaurants and more

Representation to travel / trade media via Tourism South East

UK's First Destination Gift Voucher Platform



80,000+

VisitEastbourne.com referrals to member websites

Working with VisitBritain, Tourism South East, Experience Sussex, Sussex Local Visitor Economy Partnership, Southern Railway, Towner, Sussex Modern, Sussex Top Attractions & more

Online Accommodation Booking and Open Table reservations

Outdoor advertising opportunities across Eastbourne

£485m

value of tourism to the local economy



Digital Marketing Campaigns throughout 2025

Free

Accommodation listing on selected events websites

10,000

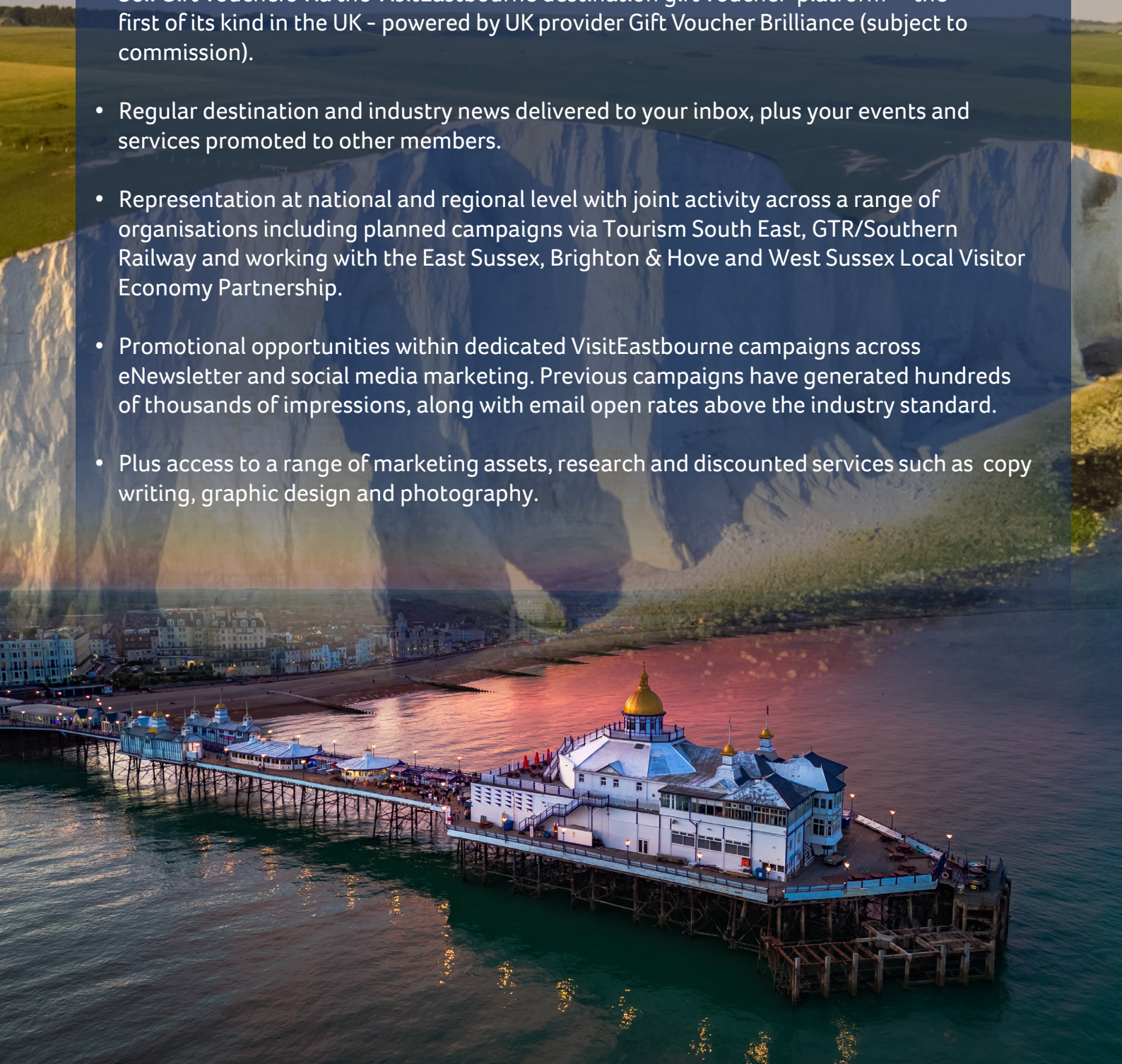
jobs (26%) supported by Tourism in Eastbourne



French and German websites optimised for overseas markets

Why Join?

- Be part of Eastbourne's official online tourism platform - providing inspiration to visitors researching their holiday, along with valuable information, themed content, offers, digital brochure, online accommodation booking and gift vouchers.
- Your own page on VisitEastbourne.com (also translated in French and German) with online restaurant reservations via Open Table**, plus a range of extras when you upgrade. Choose from packages which include free banner ads, newsletter features, social media campaigns and more!
- Join in with familiarisation visits and competition promotions across a range of media.
- Sell Gift Vouchers via the VisitEastbourne destination gift voucher platform – the first of its kind in the UK - powered by UK provider Gift Voucher Brilliance (subject to commission).
- Regular destination and industry news delivered to your inbox, plus your events and services promoted to other members.
- Representation at national and regional level with joint activity across a range of organisations including planned campaigns via Tourism South East, GTR/Southern Railway and working with the East Sussex, Brighton & Hove and West Sussex Local Visitor Economy Partnership.
- Promotional opportunities within dedicated VisitEastbourne campaigns across eNewsletter and social media marketing. Previous campaigns have generated hundreds of thousands of impressions, along with email open rates above the industry standard.
- Plus access to a range of marketing assets, research and discounted services such as copy writing, graphic design and photography.



Choose Your Package

	Basic £99+ VAT	Enhanced £199+ VAT	Premium Plus £399+ VAT	Partner £1000+ VAT
Full page online listing for 12 months with: 10 images, long description, web link & contact details	✓	✓	✓	✓
Open Table reservations **	✓	✓	✓	✓
Extra 10 images, You Tube video and PDF brochure on your page		✓	✓	✓
Appear above other membership levels in search listings		Above Basic	Above Enhanced	Above Premium Plus
Appear in the Things to Do, Food & Drink or Shopping Highlights carousel (12 months)		✓	✓	✓
1 month Web Banner advert			✓	✓
1 month Don't Miss banner advert in Web Navigation Menu				✓
1 month Home page feature				✓
1 month You Tube video on a relevant landing page				✓
Up to 10 events listed under What's On		✓	✓	✓
Social Media post(s)		1	2	3
Facebook advert boosted to the value of £50				✓
Visitor eNewsletter feature			1	2
Your businesses featured in a themed digital marketing campaign				✓
1-2-1 meeting to plan your 2025 VisitEastbourne campaigns				✓

	Basic £99 + VAT	Enhanced £199+ VAT	Premium Plus £399+ VAT	Partner £1000+ VAT
Access to Gift Voucher sales platform **	✓	✓	✓	✓
Access to Image Library, Marketing Toolkit & Campaign Planner	✓	✓	✓	✓
Access to research PLUS your business website stats provided twice yearly	✓	✓	✓	✓
Access to discounted Copywriting Services, Graphic Design & Photography ^	✓	✓	✓	✓
Ongoing Destination News Update (min 1 per month)	✓	✓	✓	✓
Representation at Tourism South East, VisitBritain, VisitEngland, Experience Sussex, Sussex Local Visitor Economy Partnership, Towner, Sussex Modern & Sussex Top Attractions	✓	✓	✓	✓
Additional Extras				
Solus eNewsletter to 75k recipients			£450+ VAT	
eNewsletter Feature			£100+ VAT	
Social media post (posted to Facebook, Instagram Stories, X)			£50+ VAT	

Book your package online at
www.visiteastbourne.com/join-attractions

** commission payable to Open Table, requires an Open Table account.

^ subject to availability.



Terms & Conditions

- Membership Packages - advertising space included in each package is subject to availability. Dates must be booked in advance and content provided at least 2 weeks prior to campaign start date. Failure to book in dates or supply content within the timeframe, will deem the advertising opportunity as spent. Unused advertising space is not transferable to future years.
- Open Table reservations are available on your business page. You must have an Open Table account. We do not charge commission on Open Table reservations however commission may be charged by Open Table depending on the conditions of your contract.
- Online content can be updated at any time, however please allow 10 working days for changes to be made. Online access to Extranet is available for all members on request.
- Images for use on the website must be supplied as jpeg files, minimum 1220px wide x 715px deep.
- Video must be supplied via your own You Tube account.
- Event listings cannot be accepted if they are deemed to have a conflict of interest with Eastbourne Borough Council organised events.