



visitBrighton

visitbrighton.com

WORK WITH US

2025-2026



Working with VisitBrighton

VisitBrighton is the official tourism organisation for Brighton & Hove and is part of the Cabinet Office within Brighton & Hove City Council. We work with a wide range of private sector businesses in the city and across Sussex.

VisitBrighton partnership gives you the opportunity to promote your products and services to local, regional, national and international visitors and gives you the chance to become part of a network of over 375 like-minded businesses.

By becoming a Partner you can play a proactive role in boosting the profile of Brighton & Hove, and driving economic growth for your business and the City.



T: +44 (0)1273 292621

E: partnership@visitbrighton.com

W: visitbrighton.com

How we support you

VisitBrighton is responsible for promoting the city to both leisure and business visitors, engaging with target visitor markets to take them on a customer journey from “looking to booking to visiting to returning and recommending” both nationally and internationally.

Leisure Tourism:

It is vital that we keep Brighton & Hove in the forefront of the visitor’s mind so we work hard to secure targeted promotion. Our annual marketing activity includes:

- Delivering www.visitbrighton.com
- Creating and delivering **digital campaigns**
- Hosting media and **influencer visits** from across the world
- Providing **inspirational content** to the media, driving online and offline coverage
- Managing our **dedicated social media channels**
- **Blog posts**
- Monthly **consumer newsletters**

Business Tourism:

Our Conference Team are responsible for enhancing and building Brighton & Hove’s reputation as a Meeting & Events destination to UK and international conference bookers. Our activity includes:

- Promoting Brighton & Hove as a **key UK destination** for events, generating **conference enquiries**
- Hosting **familiarisation trips** for organisers
- Providing a dedicated **accommodation booking service** for conference delegates



RIGHT
HERE
RIGHT
NOW

T: +44 (0)1273 292621

E: partnership@visitbrighton.com

W: visitbrighton.com

The impact of tourism

Visitors brought in

£1.3 billion

economic benefit

Tourism supported over

23,742 jobs

in the Brighton & Hove area

We welcomed

11.8 million

visitors to Brighton & Hove

"We have worked with VisitBrighton for many years as the work they do is invaluable to the Hilton and the city as a whole. The business confirmed via the conference team is a great asset to the hotel and the press coverage generated by the marketing team ensures Brighton remains a popular place to visit."

Lauren O'Keeffe,
Commercial Director,
Hilton Brighton Metropole

*Economic Impact Assessment of Tourism, 2023

T: +44 (0)1273 292621

E: partnership@visitbrighton.com

W: visitbrighton.com

VisitBrighton's Impact 2024

Over 1.2m

unique users to
www.visitbrighton.com

Over 2.9m

page views on
www.visitbrighton.com

Over 40%

open rate on
consumer newsletters

5,954,295

impressions received from
digital marketing campaigns

480 pieces

of media coverage
generated including:

Rough Guide, Conde Nast, The
Times, Guardian, Telegraph,
Country and Town House.

Each year we confirm
conferences generating an
economic impact of approx

£40m

f 33k

Followers

X 60k

Followers

@ 55k

Followers

T 4k

Followers

© 10k

Followers

Over £1m

in accommodation booked
via our Conference Delegate
Booking Service

T: +44 (0)1273 292621

E: partnership@visitbrighton.com

W: visitbrighton.com

Benefits of becoming a partner

Every business who signs up as a VisitBrighton Partner is directly supporting the work of developing and marketing our destination. All partners receive the following benefits:

- A dedicated page for your business on www.visitbrighton.com
- Invitations to exclusive VisitBrighton Partner events
- Opportunity to promote/receive special offers from partner businesses
- Weekly industry e-newsletter
- Inclusion in our regular media briefings
- Opportunity to promote special offers to conference delegates
- Access to research and statistics
- Preferential rates for additional advertising
- Free Brighton Attractions pass
- Access to free image library
- Accommodation providers: opportunity to receive bookings via VisitBrighton's conference delegate booking system

"VisitBrighton have played a crucial part in our success by helping us reach a target audience outside of the city, especially with journalists and conferences visiting."

**Raz Helalat,
The Coal Shed, The Salt Room,
Burnt Orange and Tutto**

T: +44 (0)1273 292621

E: partnership@visitbrighton.com

W: visitbrighton.com

People say...

"We at Drakes are proud to reflect on the invaluable support and assistance we've received over the years. Throughout our membership we have found the VisitBrighton team to be of great knowledge and support... whilst also providing excellent marketing and social media opportunities for our business"

Joe Setchell,
A Curious Group of Hotels

We value our relationship with VisitBrighton. A great group of people, a consistency of approach and a genuine desire to make Brighton and Sussex a place people want to visit."

Nigel Greenwood,
So Sussex

"VisitBrighton's expertise in destination marketing and deep understanding of our city's unique appeal have been instrumental in elevating Brighton's profile among both locals and visitors.

VisitBrighton's ability to showcase our offering within the broader context of the city's attractions has created a synergy that benefits not just us, but the entire Brighton community. Their support has been crucial in positioning Churchill Square as a key destination within Brighton's vibrant retail and tourism landscape. This partnership exemplifies the power of local collaboration in driving economic growth and enhancing the visitor experience in our beloved city."

Mark Buchanan-Smith,
Meeting Place Manager,
Churchill Square

"I recommend VisitBrighton to anyone who is thinking of opening or taking over a business in Brighton. The annual fee is worth every penny."

Herve Guyat,
The New Steine Hotel, Cup of Joe
& Kemp Town Trading Post

T: +44 (0)1273 292621

E: partnership@visitbrighton.com

W: visitbrighton.com

Partnership fees 2025/26

Our Partnership fees are based on the type and size of your business.

Accommodation

1-25 room properties*	£789
26-100 room properties*	£864
101+ room properties*	£937

*plus £18 per room

Attractions

Up to 20,000 visitors	£519
20,001-200,000 visitors	£1,499
200,000+ visitors	£2,299

Entertainment venues

Up to 500 seats	£699
501-1000 seats	£1,119
1001+ seats	£1,889

Business Directory £499

Cafe, Bar, Pubs, Clubs £419

Campsite £399

Restaurants £499

Language Schools £439

Places of Worship £169

Activities £519

Shopping Centre / Area £1,399

Shops / Local producer £369

Tour Guides £239

Discounts are available for members of:
BID (Business Improvement District), Brighton & Hove Hotels Association, North Laine Traders, Brighton Marina, Churchill Square.

Discounts are also available for registered charities, if your business is less than 12 months old, if your business operates outside of Brighton & Hove, if you register more than one business.

To discuss becoming a VisitBrighton Partner, please contact us on partnership@visitbrighton.com

All rates listed above EXCLUDE VAT

T: +44 (0)1273 292621

E: partnership@visitbrighton.com

W: visitbrighton.com

Why advertise with us?

Our Homepage has

24k

average page views a month

10k

newsletter subscribers with over 50 % average open rates

A Banner Ad in the What's On section has an average of

91k

impressions a month

Our Blog has nearly page views

7k

a month

The What's On main page has

24k

average page views a month



60k

Followers



55k

Followers



33k

Followers



10k

Followers



4k

Followers

Instagram competitions have an average of

9k

impressions and

400 likes

Our Partner Newsletter is sent to over

800

local business contacts

1.2m

TikTok video views in 2023

Average reach is

25k

per Instagram reel

T: +44 (0)1273 292621

E: partnership@visitbrighton.com

W: visitbrighton.com

Advertising options

We have a range of digital advertising opportunities which will help you reach your targeted visitor audience.

Gallery Images

All pages have a carousel of prominent gallery images at the top that have a hyperlink to take you to your page on www.visitbrighton.com

Partner Rate: £349 per month

Non-Partner Rate: £399 per month



Featured Navigation Tile

These are thumbnail images across the site that allow you to navigate to your page or blog article on www.visitbrighton.com

Partner Rate: from £149 per month

Non-Partner Rate: from £199 per month

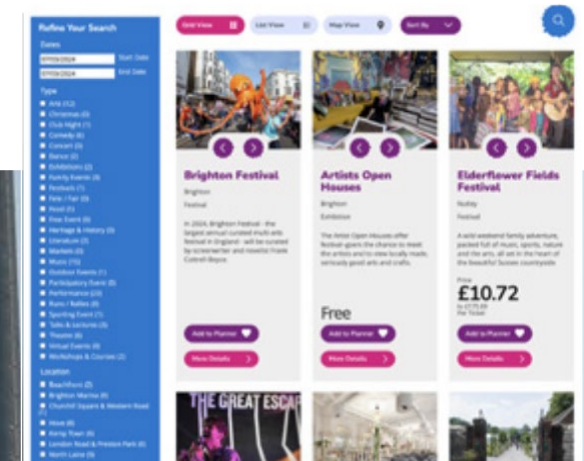


Enhanced Event listing on What's On page

An enhanced listing will give your event priority on our main What's On contents page. This page alone has an average of 23,814 monthly views

Partner Rate: £149 per month

Non-Partner Rate: £199 per month



All rates listed above EXCLUDE VAT

* Figures are taken from 2024 monthly average so fluctuate depending on the time of year

T: +44 (0)1273 292621

E: partnership@visitbrighton.com

W: visitbrighton.com

10

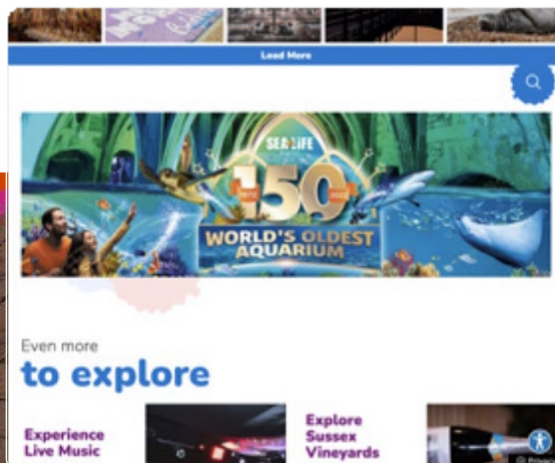
Advertising options

Banner Ads

These are large banner images that appear in different sections at the bottom of the page across the site, allowing you to navigate to an external website.

Partner Rate: £249 per month

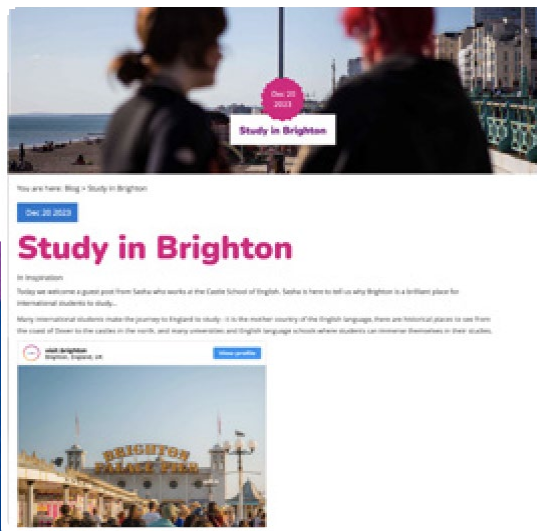
Non-Partner Rate: £299 per month



Featured blog post

Our blog serves as an excellent platform from which to share more detailed information and engage with our audience on a deeper level.

Non-Partner Rate: £199



“Wakehurst have worked with VisitBrighton for a few years now and are a pleasure to work with. They’ve helped increase our reach and brand awareness in Brighton through digital advertising such as hero banners and event listings.”

**Georgina Richards,
Wakehurst**

All rates listed above EXCLUDE VAT

* Figures are taken from 2024 monthly average so fluctuate depending on the time of year

T: +44 (0)1273 292621

E: partnership@visitbrighton.com

W: visitbrighton.com

Event Marketing Packages:

Package 1	Rates per month	
	Partner	Non-Partner
<ul style="list-style-type: none"> • Navigation tile - What's On for a month • Solus partner newsletter • 2 mentions on social media 	£449	£499

Package 3	Rates per month	
	Partner	Non-Partner
<ul style="list-style-type: none"> • Navigation tile -What's On main page for 6 weeks • Navigation tile on Homepage for 1 month • Solus consumer newsletter • Partner Newsletter • Banner ad for 2 months • 5 mentions on social media 	£1,499	£1,799

Package	Rates per month	
	Partner	Non-Partner
<ul style="list-style-type: none"> • Navigation tile - What's On main page for 6 weeks • Solus consumer newsletter • Partner newsletter • 3 mentions on social media 	£849	£999

All rates listed above EXCLUDE VAT

T: +44 (0)1273 292621

E: partnership@visitbrighton.com

W: visitbrighton.com

Overview of Advertising Rates

Newsletters	Rates per month	
	Partner	Non-Partner
Solus Consumer Newsletter	£349	£399
Consumer Newsletter mention	£249	£299
Solus Partner Newsletter	£299	£349
Partner Newsletter mention	-	£199

Social Media	Rates per month	
	Partner	Non-Partner
Instagram Competition	£249	£349
Inclusion in a reel	£299	N/A
Stand-alone reel	POA	N/A
Facebook post	£149	N/A

Website	Rates per month	
	Partner	Non-Partner
Gallery Image	£349	£399
Enhanced Event listing on What's On page	£199	£249
Navigation Tile on Homepage	£249	£299
Navigation Tile on What's On page	£199	£249
Navigation Tile on other pages	£149	£199
Banner Ads	£249	£299
Featured blog post	-	£199

All rates listed above EXCLUDE VAT

T: +44 (0)1273 292621

E: partnership@visitbrighton.com

W: visitbrighton.com

visitBrighton

visitbrighton.com

Get in touch



Marta Pennington
Partnership Manager
marta.pennington@visitbrighton.com
+44 (0)7753282262

Image credits:

VisitBritain, Chris Harrison, The Living Coast, Visual Air, Adam Bronkhorst, Vervate, Light Trick Photography.