



**VISIT THE
BROADS**
NATIONAL PARK



Benefits of being a member of **VISIT THE BROADS**

Our mission is to champion local businesses like yours by showcasing the incredible leisure and tourism opportunities that make the Broads such a unique UK destination. We work closely with the Broads Authority to attract visitors, promote sustainable tourism, and support the local economy. By joining us, your business will gain access to a wide range of promotional opportunities.

Marketing & Promotion

- **Premium Website Listing** – 12 month listing on visitthebroads.co.uk, the official visitor site for the Broads National Park (700,000+ page views, 300,000+ visitors annually).
- **Premium App Listing** – 12 month listing on the official Visit the Broads app, helping visitors plan their stay and days out. Average app engagement time is 32 minutes 28 seconds per active user.
- **Social Media Promotion** – Featured at least once a year to our audience of 19,200+, with ongoing likes and shares of your own posts.
- **Visitor Newsletter Feature** – Your business spotlighted in one of our monthly newsletters (4,500+ subscribers).
- **The Broadcaster** – Annual mention in our dedicated 8-page members' section of The Broadcaster (95,000 copies printed and distributed).
- **Event Promotion** – Submit your events to appear in the "What's On" section of our website and app.
- **Promotional Competitions** – Raise your profile through competitions, promoted via newsletters and social channels.
- **Third-Party Marketing** – Benefit from partnerships with Visit Britain, Visit East of England, The Broads Authority, and National Parks UK, giving exposure nationally and internationally.
- **Paid Campaigns** – Our 2025 Meta video ads have already reached 3M+ people and increased website engagement by 22% for those who clicked through.

PR & Media

- **Press & PR Opportunities** – Receive media requests, host press trips, and contribute articles or quotes for news stories.
- **Professional Photo Library** – Access 1,200+ high-quality lifestyle and landscape images of the Broads, free for member use.

Business Support & Insights

- **Monthly Members' Newsletter** – Industry updates and insider news from Visit the Broads.
- **Market Research & Insights** – Up-to-date tourism data, trend analysis, and practical advice to support decision-making.
- **Member Logo Use** – Display the Visit the Broads logo to show customers you're part of a trusted, quality network.

Networking & Growth

- **Networking Events** – Two annual members' meetings featuring inspiring speakers and valuable peer-to-peer connections.
- **Exclusive Workshops** – Access to specialist workshops and training with our corporate partners.
- **Discounted Services** – Preferential purchasing terms through trade partnership programmes.

**Be seen. Be supported.
Be part of Visit the Broads.**

**Annual Membership starts from
just £150 + VAT**

**Email membership@visitthebroads.co.uk
to start your application today.**