

Membership Benefits – 1st January to 31st December 2020

Membership Level	Business Associate*	Silver	Gold	Premium Partner
Account Management				
Annual planning meeting with regular proactive contact				✓
Website				
Main website listings x 10 Unlimited images, description and web link				✓
Main website listing Up to 8 images, unlimited description and web link			✓	
Main website listing up to 8 images, 500-word description and web link		✓		
Members' website listing one image, 500 word description and web link	✓			
Appear above all Silver listings in search			✓	✓
Log-in to update your website listing (unlimited times)		✓	✓	✓
Category Landing Page – Hero Image with listing link				✓
Include items on <i>Special Offers</i> page		✓	✓	✓
Submit items for <i>News</i> pages		✓	✓	✓
List events on <i>What's On</i> pages		✓	✓	✓
Additional support with listing events on <i>What's On</i> pages				✓
Show accommodation availability (not all accommodation types)		✓	✓	✓
Free website banner advert – Home Page				✓
Free website banner advert - chosen page (not Home page)			✓	✓
Priority inclusion in website content features and blogs				✓
Add extra Gold listings at a discounted price			✓	
Add extra Silver listings at a discounted price		✓	✓	
PR, Social Media & Email Marketing				
Access to WVFDT Members Only Facebook group	✓	✓	✓	✓
Opportunity to host media and influencers			✓	✓
At least one media or influencer visit guaranteed				✓
At least one Facebook solus media post per month				✓
At least one Instagram solus post per month				✓
At least three Twitter retweets per month				✓



Promoting, developing and supporting tourism in the Forest of Dean & Wye Valley

Membership Level	Business Associate*	Silver	Gold	Premium Partner
Social media posts and re-posts (if quality, unique and linked to content plan)		✓	✓	✓
Opportunity for inclusion in consumer competitions			✓	✓
Guaranteed inclusion in one competition per year – must include a significant prize. Opportunity to generate contact details subject to GDPR				✓
Opportunity for inclusion in consumer email newsletter			✓	✓
Guaranteed inclusion in at least two consumer email newsletters per year				✓
Extra Benefits				
Regular Membership meetings with networking opportunities, industry insights and business marketing tips	✓	✓	✓	✓
Opportunity to be a <i>Member Spotlight</i> at Member meetings	✓	✓	✓	✓
Trade stand once per year at a Members' meeting	✓	✓	✓	✓
Discounted advertising rates for Visitor Guide (100k circulation)		✓	✓	✓
Discounted or free training courses and workshops	✓	✓	✓	✓
Travel trade, support with TXGB and VisitEngland travel trade engagement where relevant				✓
Discounts with suppliers including Glide	✓	✓	✓	✓
Submit content for monthly <i>Members' email newsletter</i>	✓	✓	✓	✓
Access to free <i>photo library</i>	✓	✓	✓	✓

* Business Associates (B2B) are businesses that sell purely to other businesses and not end consumers.

Membership Fees – 1st January to 31st December 2020

Type of Business	Size	Business Associate*	Silver	Gold	Premium Partner
Tourism – first listing	Large (5+ staff)		£220	£350	£2,000
	Small (<5 staff)		£120	£250	£2,000
Tourism – extra listing 50% discount	Large (5+ staff)		£110	£175	
	Small (<5 staff)		£60	£125	
Business Associate		£150			

For more information please contact Louise membership@wyedeantourism.co.uk or call 01594 888216