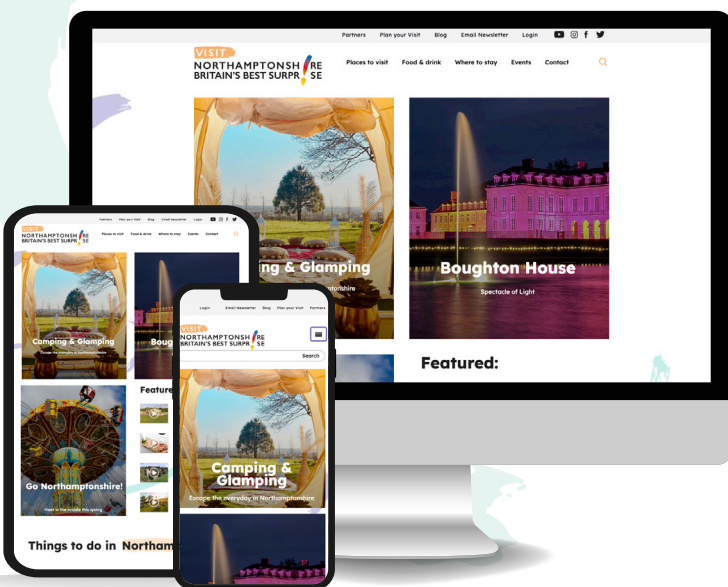


Tourism Business Network



Join an established and growing network of tourism and hospitality businesses working creatively to support each other, champion Northamptonshire as a destination of choice, and make tourism one of the county's most productive sectors.

Get noticed with a listing on Northamptonshire's most visited tourism website
www.northamptonshiresurprise.com



Why join the network?

- Join an established network of like minded business owners / managers and tourism advocates.
- Invest in the destination as a great place to live, work and do business.
- Access support for making new connections, and amplified reach for your messages.
- Support others in the network to develop and grow.

The importance of a thriving Visitor Economy

- Tourism supports over 13,500 jobs locally.
- Northamptonshire welcomes more than 20 million visitors each year.
- These visitors spend around £1 billion in the local economy.

Established as a community group in 2016, we focus on connecting, supporting and promoting the sector, and attracting following and footfall to the county's tourism businesses.



@surprising_northants



@NNBestSurprise



@NN_BestSurprise



Our Unique Offer to Northamptonshire

With the backing of partners, together we will support you to grow your business, whilst showcasing Northamptonshire as a leading Midlands destination for experiencing the absolute best of British tourism. We will offer the Tourism Business Network:

- Unifying private sector voice, representing the sector, collaborating to help develop an accredited countywide Local Visitor Economy Partnership (LVEP).
- A political vehicle for the network all working selflessly together, supporting and promoting, sharing data and best practice, and enabling meaningful connections and collaborations.
- The organisation for bringing hotels and attractions together, enabling closer working countywide.
- Connections with relevant aligned groups e.g. Northamptonshire Hoteliers Forum, Heritage Forum, Made in Northamptonshire, Northampton BID.
- An undertaking that the impacts of our collective work are widely understood.
- An undertaking to offer to play a strategic or lead role in; attracting inward investment and major sporting events, national lobbying, collaborative funding bids.
- Enhanced reach (destination social media, website, ambassador hubs).
- Consistent reinforcing of Northamptonshire's USPs and 'destination of choice' messaging, amplifying voices of all.
- Commitment to increasing awareness locally, as well as outside the county.
- Free basic listing on www.northamptonshiresurprise.com.



www.northamptonshiresurprise.com



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Join our
network for
**LESS THAN
£3 PER
WEEK**

NORTHAMPTONSHIRE BRITAIN'S BEST SURPRISE

	Partner	Stakeholder	Ambassador
	£150 pa	£500 pa	£1,000 pa
Share your news and events with industry partners and colleagues via monthly 'network news' round ups.	✓	✓	✓
Attend networking events and venue visits, and distribute your material and news to colleagues in person. Minimum four networking events with dates provided in advance.	✓	✓	✓
Submit images and videos to the network image bank for sharing on destination blog, social media, with press and partners, and for display at key visitor information sites. Editorial guidelines followed.	✓	✓	✓
Promote your vacancies at dedicated tourism and hospitality careers fairs in collaboration with local colleges & the University of Northampton. Targeted recruitment drive to fill temporary, part-time and full time vacancies. Minimum two in-person events.	✓	✓	✓
Distribute press releases via the central media & influencers list. We commit to sharing up to three press releases pa for every stakeholder in the network.		✓	✓
Feature in monthly What's On updates via social channels, press & bloggers. These are linked to What's On blogs.		✓	✓
Pitch for capacity support for your business development and events from University of Northampton tourism, events, hospitality, business & creative arts students. We facilitate the introductions.		✓	✓
Gateway signposting; as one of Northamptonshire's tourism ambassadors, host Northamptonshire Surprise branding and website / social media signposting at your venue.			✓
Support with press and blogger visits. We will help facilitate visits and / or coverage at least once, aligning influencers and media with your audience.			✓
Prioritised listing on the destination website plus featured content on the home and events pages (scheduled in advance, two week blocks) with direct links to your website.			✓
First refusal to host monthly networking & venue visits.			✓
Help drive forward the sharing of meaningful data & benchmarking.			✓

Build Your Own Benefits

Additional blocks of sponsored content are available for purchase in advance; on home page (from £250 for two week blocks).

For network sponsorship opportunities, or any other support, please talk to Kate on info@northamptonshiresurprise.com.



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