

## Membership Benefits 2008/9

### Examples of how you can make savings include:

- Special members-only prices for advertising in the Chester & Cheshire Visitor Guide and the Chester monthly
- Welcome Guide. Up to £350 can be saved.
- Discounted banner advertising opportunities on our main destination websites and targeted consumer e-newsletters
- Discounted 'spotlight feature' – where members have a dedicated webpage for one month
- Discounted essential reporting tool, using Micromarketer, powerful geographical software used to support your strategic and tactical decision making
- Discounts on Welcome to Excellence and other training courses
- Discounts on tickets to the Annual Tourism Awards and Cheshire Awards for Tourism Skills
- Support for participation in quality assurance schemes, including VAQAS (for visitor attractions),
- AIM (for conference venues) and The Green Tourism Business Scheme

### There are also a range of exclusive business benefits, including discounts off a range of products and services.

- These include legal advice, insurance services and PDQ machines from major companies including: Barclaycard Business, Ryan Insurance, Argos, Hill Dickinson Solicitors, Windsor Insurance.

It is not just about savings though, members have access to a whole range of services and opportunities through Visit Chester & Cheshire, including:

- Accommodation members receive a free enhanced on-line entry on [visitchester.com](http://visitchester.com) and [visitcheshire.com](http://visitcheshire.com), our official destination websites. This includes up to five images, full contact details, full description and the ability to offer on-line availability
- Non-accommodation members will be included on our new SMS text service, providing the visitor with quick and easy access to information
- Regular e-newsletters, covering latest industry news, upcoming events and business opportunities
- A members' only section of [visitchesterandcheshire.co.uk](http://visitchesterandcheshire.co.uk), our on-line industry resource
- Networking meetings and events. Our informative meetings cover a range of topics, often presented in workshop format and focus on practical tips. Our members' meetings and award evenings are also great opportunities to network with other local businesses and pick up new ideas.
- Access to our library of Chester & Cheshire images to use in your own literature or on your website
- Access to destination research & intelligence data
- Chester & Cheshire and Cheshire's Year of Gardens branding toolkits to use in your publicity material
- Opportunities to be included in familiarisation visits and press trips by tour operators and journalists
- Opportunities to be included in e-shots to travel trade and group visit organisers
- Accessibility e-helpline

We have been listening to the needs of our members and 2008/9 will see the launch of our new marketing, website & sustainable tourism support services

For further information on joining VCC or renewing your membership, please contact:  
**Martin Webb** on **01244 405609** or email **[m.webb@visitchesterandcheshire.co.uk](mailto:m.webb@visitchesterandcheshire.co.uk)**