

# Visit Belfast Membership

Visit Belfast works with partners in hospitality, transport, tourism and retail businesses, cultural and arts venues and attractions, conference venues and suppliers, local authorities and community and neighbourhood groups to promote the city region as an exciting place to visit, meet and enjoy and rebuild city tourism back to 2019 levels by 2024.

**1.9m**

overnight trips

**5.3m**

bed nights

**£417m**

tourism spend

**21,863**

tourism related jobs

## Membership Tiers

Visit Belfast provides marketing and sales opportunities for partners of all sizes - partnership tiers provide a compelling mix of sales, marketing and visitor servicing platforms to suit individual business needs.

### Club, Star, Business Star and Elite Membership

Choose the tier that works best for your business - benefits include receiving the latest industry news, networking opportunities, promotion on Visit Belfast's digital platforms, engaging with group tour or cruise operators or participating in conference sales opportunities.

**Cost: From £350+VAT**

### Small Business/Entry Tier

A tier specifically designed to help those smaller businesses. This tier is open to owner operated businesses or start ups for a period of one year.\*

**Cost: From £250+VAT**

## Corporate and Strategic Partnerships

Corporate and Strategic partnerships combines the shared aims and objectives of Visit Belfast and your business in growing an inclusive and sustainable tourism sector in Belfast. As a Visit Belfast Corporate or Strategic Partner, we will develop tailored agreements to maximise the opportunities available and your business will be recognised as a lead commercial partner and contributor across Visit Belfast's leisure and business tourism promotions.

**Cost: From £25,000+VAT**

## Sponsorship Opportunities

Visit Belfast welcomes sponsorship relationships with like-minded organisations that share vision of developing a flourishing tourism industry. Opportunities to sponsor a range of platforms include sales and business networking events, digital and publication brand placement and brand profiling within our visitor services outlets.

**Cost: Variable costs**

## Membership Tiers and Benefits

	Club	Star	Business Star	Elite
Regular electronic updates on industry news and events	•	•		•
Invitations to industry networking events and industry briefings including Visit Belfast's AGM	•	•		•
Web listing on visitbelfast.com	•	•		•
Online event and offer listings**	•	•		•
Digital marketing via VB social media**	•	•		•
Participate in online marketing**	•	•	•	•
Listing on self-service touchscreens across Greater Belfast (10 locations) Coming soon	•	•		•
Exclusive access to partner portal area of VisitBelfast.com	•	•	•	•
Opportunity to brief VB Welcome Centre staff	•	•		•
Opportunity to be included in Cruise Belfast promotions	•	•		•
Opportunity to submit delegate offers**	•	•	•	•
Included in enhanced Leisure Travel Trade activity including supplier list, suggested itineraries and participation in trade shows.		•		•
Inclusion in Cruise Belfast and Leisure Travel Trade FAM trips**		•		•
Web listing on meetbelfast.com			•	•
Inclusion in business tourism FAM trips and site inspections			•	•
Included in conference and ambassador database for conference sales activity			•	•
Opportunity to participate in conference sales activity			•	•
Listing in biennial conference guide			•	•
Annual review meeting				•
Opportunity to participate in joint Visitor Pass with Translink*	•	•	•	•

\*Pending partnership review at years end.

\*\*as appropriate

**£350** +VAT   **£550** +VAT   **£550** +VAT   **£850** +VAT



**Get in touch**

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