



The New 1066 Country Membership Structure



Over the past few months we have been reviewing the 1066 Country membership programme to ensure it continues to support local businesses and maximise the impact of our destination marketing.

One thing became clear during this process: our current membership tiers don't reflect the full range of marketing opportunities we offer.

To address this, we are introducing a refreshed membership structure for 2026 that provides clearer benefits, greater flexibility and more promotional opportunities.

MORE CHOICE FOR MEMBERS

From April 2026, our structure will offer five membership levels, and an 'events plus' listing, giving businesses greater choice depending on the level of visibility they want.

This expanded structure means members can now choose a tier that more closely matches their marketing goals.

A key priority for us has been making sure that current members are fully supported during the transition.

If you are already a member, you will automatically move into the equivalent tier within the new structure, meaning your listing and visibility will continue without interruption. Then when your membership is up for renewal you can decide if you wish to make any changes to your level of subscription.

MORE PROMOTION WHERE IT MATTERS

The refreshed structure places greater emphasis on marketing exposure, with increased opportunities for members to feature across:

- Social media posts and campaigns
- Destination blogs and themed content
- Monthly newsletters
- Joint marketing initiatives

WHEN THE CHANGES TAKE EFFECT

The new membership structure will be introduced from 1st April 2026.

We look forward to continuing to work together to promote 1066 Country and support the region's visitor economy.

www.visit1066country.com

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1066 Country Rate Card and Member Benefits



Prices exclude VAT	Events free	Events Plus £50	Basic £100	Essentials £115	Enhanced £175	Premium £235	Partner £350
Website Listing	Up to 6 x year	Unlimited	50 words, 1 image email	100 words 2 images email website link	300 words 4 images email website link	500 words 6 images email, website link, social media links	500 words 6 images & 1 video email address, website link, social media links
Website Position	✗	✗	✗	Above Basic	Above Essential	Above Enhanced	Above Premium
Website Homepage	✗	✗	✗	✗	✗	Home Page Carousel	Home Page Carousel
Web Banner Advert 1 x year (duration 3 months)	✗	✗	✗	✗	✗	✗	Included
Photography: 1066 shoot to produce images for our website, member allowed use (with credit) for duration of membership	✗	✗	✗	✓	✓	✓	✓
Toolkit: 'How To Maximise Your Reach through 1066 Membership'	✗	✗	✓	✓	✓	✓	✓
Newsletter: New Member Mention	✗	✗	✓	✓	✓	✓	✓
Newsletter: Feature	✗	✗	✗	✗	✗	1 x year	1 x year
'What's On In 1066 Country' Weekly Email Alert	✗	✓	✓	✓	✓	✓ Priority Position	✓ Priority Position
Social Media	✗	Stories only	guaranteed post inclusion 1 x year	guaranteed post inclusion 1 x year	guaranteed post inclusion 2 x year	guaranteed post inclusion 3 x year	guaranteed post inclusion 4 x year
Blog Inclusion	✗	✗	✗	1 x year	1 x year	2 x year	3 x year
Itinerary Inclusion	✗	✗	✗	Summary Inclusion	Regular Inclusion	Priority Inclusion	Priority Inclusion
Visitor Insight / Data	✗	✗	Headlines	Summary	Summary	Full Report	Full Report
Member Events	✗	✗	Additional Charge	Discounted Rate	Discounted Rate	Included	VIP / Speaker opportunities
Featured in Campaign	✗	✗	Additional Charge	Discounted Rate	Yes	Yes	Yes

• Previously Bronze

• Previously Silver

• Previously Gold