

Dear Tourism Colleague,

As you may be aware, following the pandemic, we changed the way in which we produce the annual visitor guide. We now produce two different publications, a main visitor guide and a bespoke accommodation guide.

Why we adopted this approach?

- To keep costs down for businesses
- To be able to facilitate growth of new businesses in the accommodation sectors
- A recognition that much business has gone 'online'
- To give customers the information they need and therefore minimise waste

So, the publication has a more attractive advertising format and will have a longer shelf life. All of these factors mean that we have been able to keep the costs of advertising down.

Size	2024 /25	2020 Visitor Guide
Eat out listing (1/6th)	£95	£240
Quarter	£170	£310
1/3rd	£235	£425
Half	£275	£510
Full	£370	£695
Double Page Spread	£465	£875

(This letter relates to the main guide with information relating to the accommodation being sent direct to providers)

Your participation in this guide will cover entry in all editions produced at least until Spring 2025

We do hope you choose to participate in this popular tourism promotion, and we will continue to produce print so long as there is real demand.

Advertising closing date is **Friday 24th November 2023**

Yours faithfully

Tom Pridmore,
Tourism Officer
Ribble Valley Borough Council

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