

## Commercial Partnerships with VisitBritain

VisitBritain rates the submission based on the scoring criteria below.

	0 points awarded	1 point awarded	2 points awarded	3 points awarded	4 points awarded	Score
Level of <b>cash match funding</b>	Less £24,999	£25K - £100K	£101K - £200K	£201K - £300K	£301K +	
Split of <b>match funding contribution</b>	<25%	25% - 49%	50% - 74%	75% - 99%	100%	
Ability to deliver <b>regional</b> dispersal	<i>Offers products, routes, experiences etc. across England, London, Wales and Scotland. Evidence should be provided.</i>					
Ability to deliver <b>seasonal</b> dispersal	<i>Offers products, routes, experiences etc. throughout the year. Evidence should be provided.</i>					
Ability to <b>scale</b> activity to cover more than one country	No presence	1 country	2 -3 countries	4 -5 countries	6 plus countries	
Ability to demonstrate <b>reach to</b> audience (consumer or trade)						
<i>Social</i>	<10,000	10,000 – 50,000	50,000 – 150,000	150,000 - 300,000	300,000 plus	
<i>Web (monthly web visitors)</i>	<10,000	10,000 – 50,000	50,000 – 150,000	150,000 - 300,000	300,000 plus	
<i>CRM (active subscribers)</i>	<10,000	10,000 – 50,000	50,000 – 150,000	150,000 - 300,000	300,000 plus	
<i>Loyalty programme (active subscribers)</i>	<10,000	10,000 – 50,000	50,000 – 150,000	150,000 - 300,000	300,000 plus	

A partner must score a minimum of **18** in order to be registered on the VisitBritain database. This doesn't confirm a partnership, but allows you to be eligible to work with VisitBritain on future activity.

**For example – Company ABC have completed the criteria below.**

	0 points awarded	1 point awarded	2 points awarded	3 points awarded	4 points awarded	Score
Level of <b>cash match funding</b>	Less £24,999	£25K - £100K	£101K - £200K <b>X</b>	£201K - £300K	£301K +	2
Split of <b>match funding contribution</b>	<25%	25% - 49%	50% - 74% <b>X</b>	75% - 99%	100%	2
Ability to deliver <b>regional</b> dispersal	<p><i>For example:</i>            Current product offering is currently split as per below, but our aim is to increase Wales by 2% on the next 12 months. We've introduced new Welsh product into brochures / new Welsh routes for 2020. Examples are attached.</p> <p>London: 40%            England (excl, London): 30%            Wales: 10%            Scotland: 20%</p>					4
Ability to deliver <b>seasonal</b> dispersal	<p><i>For example:</i>            Jan – Mar is still the weaker season, this year we are aiming to bring forward our Spring season with a range of offers starting in Feb in order to start the season slightly earlier this year. Example offers are attached as evidence</p> <p>April – June: 20%            July – September: 45%            October – December: 30%            January – March: 5%</p>					4
Ability to <b>scale</b> activity to cover more than one country	No presence	1 country	2 -3 countries <b>X</b>	4 -5 countries	6 plus countries	2
Ability to demonstrate <b>reach to</b> audience (consumer or trade)						
<i>Social</i>	<10,000	10,000 – 50,000	50,000 – 150,000	150,000 - 300,000 <b>X</b>	300,000 plus	3
<i>Web (monthly web visitors)</i>	<10,000	10,000 – 50,000	50,000 – 150,000 <b>X</b>	150,000 - 300,000	300,000 plus	2
<i>CRM (active subscribers)</i>	<10,000	10,000 – 50,000 <b>X</b>	50,000 – 150,000	150,000 - 300,000	300,000 plus	1

<i>Loyalty programme (active subscribers)</i>	<10,000	10,000 – 50,000	50,000 – 150,000	150,000 - 300,000	300,000 plus	1
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Total score: 21/36