



Under the brand **Visit Ilfracombe**, IBTA provides tourist information to attract visitors and provide them with the essential information they need.



www.visitilfracombe.co.uk

Our website receives over 500,000 visits a year and is the primary source of information used by visitors.



We have a strong presence on social media with regular posts promoting Ilfracombe and our members' businesses.



We provide a physical tourist information presence, create promotional materials and continue to innovate in information delivery.

Ready to Join?

Decide which tier of membership suits you best, and get in touch!

Send an email to info@ibta.org.uk and one of our volunteer committee members will pop in to see you, or we can email you a link to our membership application form.

Membership is renewed annually.

We also have additional advertising opportunities such as on the very popular webcam page on our website. Other opportunities arise every year. Contact us if you would like more information.



ILFRACOMBE & DISTRICT
BUSINESS & TOURISM ASSOCIATION

EST. 2021

*Together, we help
Ilfracombe thrive!*

www.ibta.org.uk

info@ibta.org.uk

DISCOVER THE BENEFITS OF
MEMBERSHIP INSIDE

What Is IBTA?

IBTA is the Ilfracombe & District Business and Tourism Association. We're a group of like-minded business owners working together to support our local economy and showcase our town and area as a gem of North Devon.

MISSION STATEMENT

The IBTA's mission is to support the sustainable growth and prosperity of Ilfracombe and surrounding parishes by fostering collaboration among businesses, promoting the area as a premier destination for tourism and commerce, and working to improve the visitor experience. Through innovation, inclusivity, and responsible stewardship of our natural and cultural heritage, we aim to drive economic development that benefits the entire community.



Choose Your Membership

With three tiers of membership, there is an option for every budget. All levels include equal membership of IBTA and a listing on the Visit Ilfracombe website.

Bronze

As a full member of IBTA, you'll be able to attend all events and vote at general meetings. A listing on the **Visit Ilfracombe** website is included.

Silver

You'll have an enhanced listing on **Visit Ilfracombe** with extra features such as inline images and a prominent 'Book now' button as well as promotion on our social media channels.

Gold

Supercharge your online presence! As well as all of the benefits of Silver membership, you'll be able to include videos, direct links and availability calendars within your listing. You'll also have more exposure on the website including front page banner adverts, and your own login to make updates.



Why Join?

- **Boost Your Business:** Be featured on the Visit Ilfracombe website (500,000+ visitors annually).
- **Social Media Shoutouts:** Promotion through our popular Facebook, Instagram, and TikTok channels.
- **Have a Voice:** Representation to local councils, MPs, and key organisations.
- **Learn & Grow:** Access training in digital and marketing skills.
- **Stay Informed:** Get updates on local developments and opportunities.
- **Network:** Grow your network of business contacts and enjoy our social events together.
- **Community Impact:** Support the joint promotion of Ilfracombe and town-wide projects and events that benefit the town.