

Appendix 5 - Tourism and Marketing Budget 2021-2022

INDEX	Income	Expenditure
STAFF SALARIES		£ 134,748.00
PHOTOGRAPHY		£ 5,000.00
BRANDING		£ 7,500.00
INBOUND MARKETING		£ 4,000.00
DOMESTIC MARKETING		£ 20,000.00
WEBSITE DEVELOPMENT		£ 9,000.00
MARKET RESEARCH		£ 9,000.00
DIGITAL PROMOTION		£ 15,000.00
AUDIENCE DEVELOPMENT		£ 4,000.00
TRAINING		£ 1,000.00
TRAVEL		£ 500.00
Media Advertising	£ 10,000.00	
In Kind support Campaigns	£ 12,000.00	
Funding	£ 6,500.00	
Audience research data sales	£ 600.00	
Website Income	£ 1,200.00	
Total	£ 30,300.00	£ 209,748.00