

June 2020 V1



MEMBERSHIP PACK

Argyll & The Isles Tourism
Co-operative Ltd

Argyll & the Isles Tourism Cooperative Ltd is supported by



WHO WE ARE

Argyll & The Isles Tourism Cooperative Ltd (AITC) is the strategic destination marketing and management organisation for the entire Argyll & Bute region on the west coast of Scotland.

AITC was set up by the industry and for the industry in 2012 and is the strategic voice for all tourism matters. We have a volunteer board who are each elected (or co-opted) for their skills, expertise, local knowledge and networks. Each of our directors either owns or is at a senior management level in their business, are key players within their destinations with a focus on building links with local and national strategic partners. Their combined experience drives our tourism agenda and ensures timely debate and decision-making. All our directors live within Argyll & the Isles. Each devotes their time to AITC to provide leadership in growing tourism across the area and in harmony with our communities and outstanding environment.

We are the second largest region in Scotland encompassing over 3700km of coastline, 23 inhabited islands, major towns and remote villages and have direct easily accessed transport links to the central belt. We have the highest share of tourism businesses than anywhere else in Scotland. To date we have represented in the region of 1200 tourism interests through our destination and sectoral group members.

Since 2012 we have focused our passion and energy on repositioning Argyll & The Isles as Scotland's Adventure Coast under the Wild About Argyll place brand.

In 2020 we are inviting direct membership to support a new way of working to drive forward the recovery and future positive impact of tourism on our local economies, communities and outstanding environment.

Value of Tourism



5,793,000

Visitor Days



2,885,000

Visitor Numbers



£364m

Direct Expenditure



£510m

Economic Impact



9,618

Jobs in the sector

(source STEAM Final Trend Report for Argyll & Bute, 2009-2019, Global Tourism Solutions Ltd)

10 GOOD REASONS TO JOIN ARGYLL & THE ISLES TOURISM COOPERATIVE



- 1** AITC is Argyll's official tourism organisation and the only organisation that promotes the entire region - and each of its sub destinations - to external markets
- 2** We provide support and leadership to the tourism industry in Argyll & The Isles and provide specialist advice on marketing, PR, product development and capacity building
- 3** We have a strategy for growth – previously Tourism Argyll & The Isles 2020 – and met the agreed targets and are now setting a new strategy with a focus on continued growth in tandem with meeting responsibility targets linked to community and environment
- 4** We are the delivery vehicle for strategic partners in Argyll through the Argyll & The Isles Strategic Tourism Partnership and also work together on policy and strategy development
- 5** Members have a direct relationship with the AITC Board and AITC delivery team, and will be represented on the STA council which inputs to STERG and the national tourism strategy group.
- 6** Since 2012 we have secured £370k core funding allowing us to achieve spend in excess of £1.8m achieving significant multipliers for our strategic partners and tangible benefits for our industry
- 7** Since 2016 we have facilitated 620 participants attending 70 Digital Tourism Scotland Courses and 526 individuals from 180 businesses becoming accredited in World Host Principles of Customer Care
- 8** Our Wild About Argyll campaign in 2017 was a finalist in the international City Nation Place 'Place Brand of the Year' Award sponsored by the New York Times (losing out to Copenhagen). Our Wild About Argyll campaign is a VisitScotland best practice case study published in 2018
- 9** Our ground breaking Heart & Soul campaign in 2018/19 with People Make Glasgow secured funding from all our strategic travel partners and had a reach of 2.8m
- 10** We are lead partner for West Coast Waters having established the original pan west coast DMO collaboration and secured funding from HIE in 2017 and now leading the roll out of the £100k campaign for Year of Coasts and Waters 2020 and which will extend into 2021

“In 2020 for £25 any business can join AITC to receive immediate benefits. Monthly subscriptions will not start until March 2021.”

DIRECT MEMBERSHIP OF AITC

Direct membership of AITC will bring numerous benefits to individual businesses, local marketing groups, suppliers and members of the community.

Businesses will benefit from

- Place Brand Marketing
- Digital Improvement
- Business & Product Development
- Networking with Fellow Business

Join Us

In 2020 for £25 any business can join AITC to receive immediate benefits. Monthly subscriptions will not start until March 2021.

To join AITC [click here and complete your details >](#)

By becoming a member of AITC you will benefit immediately, but more importantly, across the long term with sustainable benefits.

BEING A
MEMBER
ALLOWS YOU
TO INFLUENCE
ARGYLL'S
TOURISM
SUCCESS

There are four categories of membership



A.
Individual businesses
& operators



B.
Destination &
sectoral groups



C.
Suppliers



D.
Local residents, visitors
& community groups

JOIN NOW

How to join AITC

In light of the unprecedented circumstances our industry faces and with AITC able to source funding to support recovery we have decided to support businesses as best we can by launching our new direct membership scheme for a simple £25 joining fee in 2020 with monthly subscriptions not starting until next March.

- **By paying the joining fee of £25 you will get a basic business listing on wildaboutargyll.co.uk within 7 days and a digital audit giving you top tips to enhance your digital presence within a month of joining.**
- **You will be added to our contact database to receive updates on Covid-19 recovery planning, guidance and opportunities to engage in training, networking, marketing and product development.**

To join online simply [click here to complete your details and pay online >](#)



Get a web listing on Wild About Argyll in 7 days



Receive a personalised digital audit with top recommendations within 30 days

“Now more than ever it is vital that everyone engaged in tourism across Argyll and the Isles puts their shoulder against the same millstone.

We are looking at a new era in tourism where localness, authenticity, and the great outdoors will be key drivers. We have such an amazing product here, and right on Glasgow’s doorstep so by working together we have every chance of creating a new form of tourism which hugely appeals to our domestic market and allows our numerous coastal communities and residents to thrive.

We urge everyone engaged in tourism to get Wild About Argyll and join AITC – this is your chance to help shape and be part of this new era in travel and tourism.”

**Iain Jurgensen, Chair AITC
Managing Director Portavadie**



MEMBER BENEFITS



A. INDIVIDUAL BUSINESSES & OPERATORS

The specific benefits for businesses opting to join AITC directly are:

Place Brand Marketing

- 1 Use of the unique Wild About Argyll (WAA) logo
- 2 Reach audiences outside the scope of your regular marketing activity
- 3 Opportunity to be involved in regional PR, press trips and editorial referrals, media and travel trade FAM trips and bloggers
- 4 Visibility at regional and national trade events such as VS EXPO and SCROPs through Wild About Argyll
- 5 Opportunity to utilise partner consumer databases (subject to GDPR)

Digital Improvement

- 6 Business landing page entry on WAA website including map pointer, outline description, image link and contact details
- 7 Opportunity to feature in Wild About Argyll themed landing pages, blogs and social media
- 8 Opportunity to have direct business booking on Wild About Argyll website where systems are compatible eg 'freetobook'
- 9 Opportunity to feature in Wild About Argyll curated content marketing and social media activity
- 10 Access to region specific data, trends and insights
- 11 Involvement in ongoing digital developments (security, optimisation, conversions, apps)
- 12 Members only digital training (1-2-1 / group sessions)

Business & Product Development

- 13 Exclusive access to product development/FAM trips and networking events (non-members pay)
- 14 Access to 1-2-1 product development advice within WAA priority sectors and opportunity to engage in design-led product development workshops for your sector
- 15 Access to discounts from professional industry service providers
- 16 Access to free/discounted business support and training and relevant WAA how to guides with 1-2-1 advice

Networking with Fellow Businesses

- 17 Participation in WAA member chat forums and helplines
- 18 Discounted tickets for the annual Argyll & The Isles Tourism Summit
- 19 Members only content / using Umbraco members area

“By paying the joining fee of £25 you will get a basic business listing on wildaboutargyll.co.uk within 7 days and a digital audit giving you top tips to enhance your digital presence within a month of joining.”



B. DESTINATION & SECTORAL GROUPS

Membership is available for destination and sectoral groups with two tiers depending on size, plus an additional category where the group opt to have their domain point to a micro site developed by AITC on the wildaboutargyll.co.uk platform. Business members of those with a microsite receive some member benefits through the microsite.

General

- 1 Use of the unique Wild About Argyll logo
- 2 Destination/Sectoral feature on Wild About Argyll including map aggregation of things to see and do for your area/sector, general description of the destination and key attributes, image links and contact details
- 3 Reach audiences outside the scope of your regular marketing activity
- 4 Access to pan Argyll and destination specific data, trends and insights
- 5 Discounted tickets for the annual Argyll & The Isles Tourism Summit
- 6 Opportunity to have a 'micro site' within WAA (separate charge)
- 7 A seat at the AITC advisory forum for your destination

DMOs/Sectoral Groups with Microsites – additional benefits

- 1 Business landing page/entry for your members on WAA website
- 2 Regular technical and functionality upgrades to web presence
- 3 Opportunity to add blog features, itineraries, bookable products and experiences
- 4 Opportunity to be involved in regional PR, press trips and editorial referrals, Fam trips and bloggers



C. SUPPLIERS

Two categories of membership are offered

- 1 Argyll based suppliers
- 2 National suppliers

Suppliers will receive various benefits including

- 1 Opportunity to access our members via our communication channels (eg B2B newsletters, local business events, roadshows and workshop)
- 2 Opportunity to make member specific offers and provide discounts
- 3 Opportunity to have a presence and provide sponsorship at annual Argyll & the Isles Tourism Summit and local events

National suppliers are invited to contact AITC to agree an individually tailored patron package.



D. LOCAL RESIDENTS, VISITORS & COMMUNITY GROUPS

Non income generating Community Groups, Charities, Residents and Visitors

Opportunity to support the work of AITC and partners through a one off or annual 'friends' contribution. The benefits are altruistic and membership will support the ongoing work of AITC and our partners.

MEMBERSHIP CATEGORIES	MONTHLY (Excl. VAT) (Min 12 Months)	ANNUAL (Excl. VAT)
A. INDIVIDUAL BUSINESS & OPERATORS		
<ul style="list-style-type: none"> Attractions with up to 5000 visitors per year Theatres, Cinemas and small-scale individual events and festivals Self-catering and accommodation providers with 1 property/unit Hotels and guest houses with up to 4 rooms Touring caravan and camping sites with up to 20 pitches Income generating visitor facing community clubs, charities and organisations 	£8.50	£102
<ul style="list-style-type: none"> Attractions with 5,001-20,000 visitors per year Individual activity provider Individual restaurant, retailers, pubs and bars Larger events and festivals (up to 1000 ticketed entries) Self-catering accommodation providers with 2-5 properties Hotels, guest houses, cruisers with 5-15 rooms Touring caravan and camping sites with 21-100 pitches Events venue 	£24	£288
<ul style="list-style-type: none"> Attractions with 20,001-50,000 visitor per year Self-catering accommodation providers with 5-20 properties Hotels, guest houses, cruisers with 16-30 rooms Corporate retail and restaurant groups Marinas, leisure clubs, commercial golf courses 	£48	£576
<ul style="list-style-type: none"> Attractions with 50,000 + visitors per year Self-catering accommodation providers with 20+ properties/units Hotels with 31+ rooms 	£60	£720
<ul style="list-style-type: none"> Resorts Multiple site operators Holiday parks 	£120	£1440

MEMBERSHIP CATEGORIES	MONTHLY (Excl. VAT) (Min 12 Months)	ANNUAL (Excl. VAT)
B. DESTINATION & SECTORAL GROUPS		
DAMOS, MARKETING & TRADE ASSOCIATIONS <50 Members	£48	£576
DMOs, MARKETING & TRADE ASSOCIATIONS 50+ Members	£80	£960
DMO WITH WAA MICRO-SITE Membership includes annual website hosting – micro site creation charged separately	£96	£1152
ASSOCIATE SECTORAL & OTHER GROUPS (e.g. Food from Argyll, CHArts)	£48	£576
C. SUPPLIERS		
ARGYLL BASED TRADERS/SUPPLIERS (for example) <ul style="list-style-type: none"> Marketing, PR, research and design agencies Events and entertainment and promotional agencies Financial legal and insurance companies Training and recruitment Photographers Computer/IT services and printers Caterers, food and drink suppliers Cleaning services Transport operators Accommodation booking agencies 	£24	£288
NATIONAL TRADER/SUPPLIERS or STRATEGIC PARTNERS We would be delighted to discuss the opportunity for you to be part of the strategic Destination Management Organisation for Argyll & the Isles with individually tailored benefits. For details, please contact info@wildaboutargyll.co.uk		
D. LOCAL RESIDENTS, VISITORS & COMMUNITY GROUPS		
FRIENDS OF AITC Non-income generating charities, community trusts and organisations plus individual local residents 'friends of AITC'	£60 (or voluntary amount)	

All prices subject to VAT at the standard rate. Minimum signup period is 12 months.

ADDITIONAL OPTIONS

Pay to Play Opportunities

Direct members will be eligible for 'Pay to Play Opportunities' over and above their member benefits.

- Administration and financial management service
- Digital marketing service; including content, SEO and social media
- Opportunity to incorporate additional paid for digital advertising
- Access to a range of direct and indirect advertising opportunities
- Whats on listing, optimised event and festival content, social media coverage
- Opportunity to have domain name redirect and hosting at additional £cost with direct bookings with compatible systems
- More to be launched...



BENEFITS FOR MEMBERS OF LOCAL DMOs

Argyll and the Isles has 12 sub destinations each with local destination groups and also pan Argyll sectoral groups. Local businesses can join their local DMO and sectoral groups and will receive different benefit packages from them to those now being offered by AITC.

- Benefits relate to 'in-destination' where the local groups do considerable work in making sure the visitor experience is the best it can be
- Provision of area maps, leaflets, events and networking for members
- Local website and social media presence
- DMOs are members of AITC and certain benefits are therefore also available to their business members
- If the local DMO or sectoral group has opted to have a microsite on wildaboutargyll.co.uk their members will get further benefits

For all enquiries email membership@wildaboutargyll.co.uk

AITC BENEFITS COMPARISON TABLE	LOCAL DMO/SECTOR GROUP MEMBER	MEMBER OF DMO/SECTOR GROUP WITH MICROSITE	AITC DIRECT MEMBER
WAA PLACE BRAND MARKETING			
Use of the unique Wild About Argyll logo			✓
Reach audiences outside the scope of your regular marketing activity	✓	✓	✓
Opportunity to be involved in regional PR, press trips and editorial referrals, Fam trips and bloggers		✓	✓
Visibility at national and international trade events such as Expo through Wild About Argyll			✓
Opportunity to utilise partner consumer databases (subject to GDPR)			✓
DIGITAL IMPROVEMENT			
Business landing page entry on WAA website including map pointer, outline description, image link and contact details		✓	✓
Opportunity to feature in Wild About Argyll themed landing pages, blogs and social media	✓	✓	✓
Opportunity to have direct business booking on Wild About Argyll website where systems are compatible e.g. freetobook			✓
Opportunity to feature in Wild About Argyll curated content marketing and social media activity			✓
Access to region specific data, trends and insights			✓
Involvement in ongoing digital developments (security, optimisation, conversions, apps)		✓	✓
Members only digital training (1-2-1 / group sessions)			✓
BUSINESS & PRODUCT DEVELOPMENT			
Exclusive access to product development/FAM trips and networking events (non-members pay)			✓
Access to 1-2-1 product development advice within WAA priority sectors and opportunity to engage in design-led product development workshops for your sector			✓
Access to discounts from professional industry service providers			✓
Access to free/discounted business support and training, and relevant WAA 'how to' guides with 1-2-1 advice			✓
NETWORKING WITH FELLOW BUSINESSES			
Participation in WAA Member chat forums and helplines			✓
Discounted tickets for the annual Argyll & The Isles Tourism Summit and mini summits in local areas			✓
Members only content / using Umbraco members area			✓
Access to comms and industry updates from VS, STA, Wild Scotland, Sail Scotland, ASSC and others			✓

MEET THE TEAM

AITC has a board of six area directors and scope to co-opt two more directors annually. Meet the current board as of the 2019 AGM.

Elected

Cowal & Bute - Iain Jurgensen
Chairperson

Heart of Argyll & Kintyre -
Gavin Dick, Finance Director

Oban & Lorn - Neil MacKay

Islay, Jura and Colonsay - Emma Clark

Loch Lomond and Clyde Sea Lochs -
Andy Roger

Mull, Iona, Coll & Tiree - vacant

Co-opted

Marine/YCW2020 - Fiona McPhail

Strategic Networks - Calum Ross
Exec Team

AITC Chair



Iain Jurgensen
Managing Director
Portavadie since 2009

AITC Directors



Gavin Dick
Prison Governor
Inveraray Jail since 2006



Neil MacKay
Event Director since 2010
- Tiree Music Festival,
OBANLIVE and Best of
the West



Emma Clark
Joint Owner Glenegedale House
Islay since 2013



Andy Roger
Resort Director
Cameron House
since 2015



Fiona McPhail
Owner Carry Farm and
Tighnabruaich Sailing School
since 1998



Calum Ross
Joint Owner Loch Melfort
Hotel since 2007

AITC Freelance Development Team



Carron Tobin
Development Manager
since 2012



Daniel MacIntyre
Digital Development
Manager since 2018



Karen MacCorquodale
Social Media Manager
since 2019



Helen Dick
Product Development
Agent since 2018



Lynne Dow
Product Development
Agent since 2018

Area Agent Team

AITC has operated an area agent team since 2014 with local contacts in each area of Argyll. This is under review as part of our Covid-19 recovery plans. Please contact admin@wildaboutargyll.co.uk for any local inquiries.



HEAR FROM THE TEAM

"As one of the founding directors I am amazed at what AITC has achieved and delivered since it all began. Our campaigns have been phenomenally successful and the collaborative way in which we have worked and continue to work is exemplary. To hear AITC referred to as a model DMO by VisitScotland, HIE and other agencies/partners is also hugely rewarding and a great credit to the team. Direct membership is a natural evolution of our collaborative ethos and will allow businesses and organisations, of all shapes and sizes, to become involved and benefit from what we do and how we do it."

Calum Ross, Founding Director AITC
Owner Loch Melfort Hotel

"Marketing budgets are always limited and we have found that our involvement with AITC has given us many benefits - an excellent outlet for our PR stories, support from the business development team and most importantly access to targeted marketing campaigns with much greater reach than could ever be attained on our own. The excellent Wild About Argyll website has also proved an important source of traffic to our own website and AITC has provided a perfect platform for networking with other tourism professionals that we now work in partnership. In addition it has given us the opportunity to raise awareness of tourism issues specific to the region with national bodies and government

With direct membership now available, you have the opportunity to promote your business by inclusion in some of the best marketing activity available. You are also supported by a team of extremely proactive, likeminded people whose passion to promote the region to new visitors is infectious."

Gavin Dick Founding Director AITC
Prison Governor Inveraray Jail

"I have the privilege of currently being chair of Argyll and the Isles Tourism Co-Operative. Portavadie's support of and involvement with AITC since 2012 has enabled a huge amount of work on brand development, gathering and sharing insights, developing strategic plans at a Pan Argyll level as well influencing at a national level through our membership of the Scottish Tourism Alliance, delivering award winning seasonal campaigns and general marketing of Argyll and the Isles to the consumer.

Through the dynamic development agent network AITC has enabled industry engagement previously never achieved at grass roots. Alongside of this the development of the Wild About Argyll brand and online presence has seen tourism value in Argyll rise from £340m in 2012 to £510m in 2019. This for me is the reason we need to continue to work together to join up our experiences and products to share the very best we have to offer to a global ever more discerning audience, in a hugely competitive market. Collectively we can help grow the Argyll and the Isles' cake so that we can continue to build a sustainable tourism future. As we charter through these waters it is vital to know we have a ready and willing crew to help steer the ship. We hope to welcome you aboard with our range of membership options!"

Iain Jurgensen, Chair AITC
Managing Director Portavadie





To contact AITC email info@wildaboutargyll.co.uk
wildaboutargyll.co.uk/membership