

June 2022 V3



MEMBERSHIP PACK

Argyll & The Isles Tourism
Co-operative Ltd

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£10.20
PER MONTH

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. Our direct Membership supports us in the development and execution of these projects, driving forward the recovery and future positive impact of tourism on our local economies, communities and outstanding environment.

WAA was set up by the industry and for the industry in 2012 and is the strategic voice for all tourism matters. For the past 10 years, we have focused our passion and energy on repositioning Argyll & The Isles as Scotland's Adventure Coast under the Wild About Argyll (WAA) place brand. We are focusing on highlighting the destination's unique aspects such as water sports activities, significant unique cycling territory, our natural environment assets, excellence in food and drink offerings, and a wide range of accommodation types to suit all budgets and requirements.

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. We represent the interests and challenges of Argyll & the Isles to other organisational bodies, including the Rural Growth Deal for Argyll and Bute, CalMac Ferries, Scottish Tourism Alliance, and lobby on your behalf.

Since launching our direct membership in 2020, we have continuously improved our offering, striving to support our community with more inclusive and valuable services. We are inviting our direct members to play an active role in shaping the future of our destination.

Digital Overview

Below digital insights showcase channel performance of the Wild About Argyll channels between Jan '21 and Dec '21.



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10 YEARS OF 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** AITC represents the interests and challenges of Argyll & the Isles to other organisational bodies, including the Rural Growth Deal for Argyll and Bute, CalMac Ferries, Scottish Tourism Alliance, and lobby on your behalf.
- 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 2012 we have created numerous product development work to highlight the unique aspects of our destination. For example, as part of our [Taste of Place campaign](#), we've established 5 unique food & drink trails across the region.
- 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 Taste of Place campaign in 2021/22 reached over 3.4 million people across the UK, highlighting the excellent Food & Drink across Argyll & the Isles.
- 10** We are continuously optimising the Wild About Argyll and Visit Oban visitor websites. In 2021 we launched a direct booking functionality, highlighting the diverse accommodation offering of the region whilst driving direct bookings.

HOW YOU CAN BENEFIT FROM A DIRECT AITC MEMBERSHIP

Since launching our direct membership in 2020, we have implemented a diverse set of services to increase the value of our direct membership. Monthly membership fees start at £8.50 (excl. VAT).



Destination & Individual Marketing

Feature in Campaigns & Products: Exclusive access to product development and funded campaigns such as the [Taste of Place Trails](#).

Digital Marketing & SEO: Opportunity to feature in blogs and social media marketing.

Increase your Event Sales: Distribute your events across the UK with our Data Thistle (The List) integration.



Digital Improvement

Exposure & Reach: Reach an audience outside your scope via our WAA website (253k + visitors).

Improve your digital presence: Receives a professional Website Listing on WAA (see example) and Visit Oban (where applicable).

Direct Booking Integration: Be included in the direct accommodation booking functionality on WAA and Visit Oban (where systems compatible).



Business & Product Development

Support & Leadership: Opportunity to join members only networking events and access to region-specific data, trends and insights.

Skill Development: Join our member-exclusive webinars and workshops to keep your skills up-to-date.



Networking with Fellow Businesses

Networking: Connect with others during our monthly networking events and the annual Argyll & Isles Tourism Summit.

Collaboration: Participate in our member-exclusive collaboration events to stimulate product development.

Please find a more in-depth overview of all member benefits on page 6.

DIRECT MEMBERSHIP OF AITC

Our new direct membership scheme directly supports our marketing activities to promote Argyll & the Isles as destination to external markets. Our membership categories depend on business size and visitor turn over.

Businesses will benefit from

- Destination & Individual Business Marketing
- Support & development of your digital marketing skillset
- Support for your business product development
- Networking with other members and key stakeholders of the Argyll & the Isles destination

Join Us

Memberships start at just £8.50 (excl. VAT) per month.

Membership fees are depending on the size of your business. Please see categories on the right for orientation.

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

Payments will be conveniently collected via a monthly direct debit or via a yearly invoice.

Minimum sign up period is 12 months.

All memberships are subject to a £25 joining fee.

[Terms & Conditions](#) apply.

wildaboutargyll.co.uk/membership

Membership Categories & Prices



1. Individual businesses & operators

A1 £8.50
per month (excl. VAT)

Businesses with up to 5000 visitors per year

A2 £24
per month (excl. VAT)

Businesses with 5,001-20,000 visitors per year

A3 £48
per month (excl. VAT)

Businesses with 20,001-50,000 visitor per year

A4 £60
per month (excl. VAT)

Businesses with 50,000 + visitors per year

A5 £120
per month (excl. VAT)

Resorts, Multiple site operators, Holiday parks



2. Local residents, visitors & community groups

D1 £60
per year (excl. VAT)

Non-income generating charities, community trusts and individual local residents

Interested? Reach out to our Membership Executive via info@wildaboutargyll.co.uk to learn more about your membership with AITC.



WILD ABOUT ARGYLL

MEMBER BENEFITS



A. INDIVIDUAL BUSINESSES & OPERATORS

Monthly memberships from 8.50£ (excl VAT)

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

Destination & Individual Business Marketing

- 1 Use of the unique Wild About Argyll (WAA) logo and receive a set of digital marketing best practice guidelines
- 2 Reach audiences outside the scope of your regular marketing activity
- 3 Opportunity to be involved in regional PR, press trips, 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 Promote your events via The List (Data Thistle) to reach a wider target market across the UK.

Digital Improvement

- 6 Business feature on WAA and Visit Oban website (where applicable) including a click through to own website or booking channels
- 7 Opportunity to feature in WAA themed landing pages, blogs and social media
- 8 Opportunity to be included in direct booking functionality where systems are compatible e.g. 'freetobook'
- 9 Opportunity to feature in WAA curated blogs and social media
- 10 Access to region specific data, trends and insights
- 11 Benefit of resource-intensive continuous digital developments on WAA channels
- 12 Access to digital marketing expertise

Business & Product Development

- 13 Exclusive access to workshops, product development and member networking events (non-members pay a fee)
- 14 Access to product development advice and toolkit within WAA priority sectors and opportunity to engage in design-led product development workshops for your sector
- 15 Access to offers from professional industry service providers
- 16 Access to free/discounted business support and training by WAA and other industry leaders

Networking with Fellow Businesses

- 17 Participation in WAA networking events and communications via our Signal Group Chat and newsletters
- 18 Discounted tickets for the annual Argyll & The Isles Tourism Summit
- 19 Access to members-only content via the WAA members area



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.

HOW TO JOIN

Become a direct AITC Member now

Direct membership of AITC will bring numerous benefits to individual businesses and members of the community.

- By paying the joining fee of £25 you will get a basic business listing on wildaboutargyll.co.uk and ongoing support to optimise your digital presence.
- You will be added to our diverse set of communication channels to receive relevant information on recent industry developments, funding opportunities and internal updates.

To join online simply click [here](#) to complete your details and set up your monthly direct debit in one step >

"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



CORE MEMBER BENEFITS PER SECTOR



ACCOMMODATION PROVIDERS

Direct Booking Functionality:

Opportunity to be included in the direct accommodation booking functionality on Wild About Argyll and Visit Oban website without paying third-party fees (where systems are compatible).

Professional Website Entry:

Every member receives a professional Website Listing on WAA and, (see example), which is featured across the website in relevant categories. Oban members also receive a listing on Visit Oban (see example).

Exposure & Reach:

The WAA website attracts over 282k unique visitors annually, enabling you to reach audiences outside the scope of your regular marketing activity.

Digital Marketing & SEO:

Opportunity to feature in blogs and social media, improving your digital presence through outbound links and referrals.

Networking & Collaboration:

Connect with other member businesses during our monthly networking events and the annual Argyll & Isles Tourism Summit. We encourage active collaboration through product development workshops and our Collaborate Project.



VISITOR ATTRACTIONS & ACTIVITY PROVIDERS

Direct Ticket Functionality:

Opportunity to be included in the direct ticketing functionality on Wild About Argyll website without paying third-party fees (where systems are compatible).

Increase your Event sales:

WAA has partnered with The List (Data Thistle), distributing your events across a range of partners across the UK to increase your sales.

Professional Website Entry:

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Exposure & Reach:

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Digital Marketing & SEO: Opportunity to feature in blogs and social media, improving your digital presence through outbound links and referrals.



FOOD & DRINK PROVIDERS

Feature in Campaigns & Products:

Exclusive access to product development and funded campaigns such as the Taste of Place Trails. Taste of Place Trail campaign has reached over 3.4 million users to date!

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