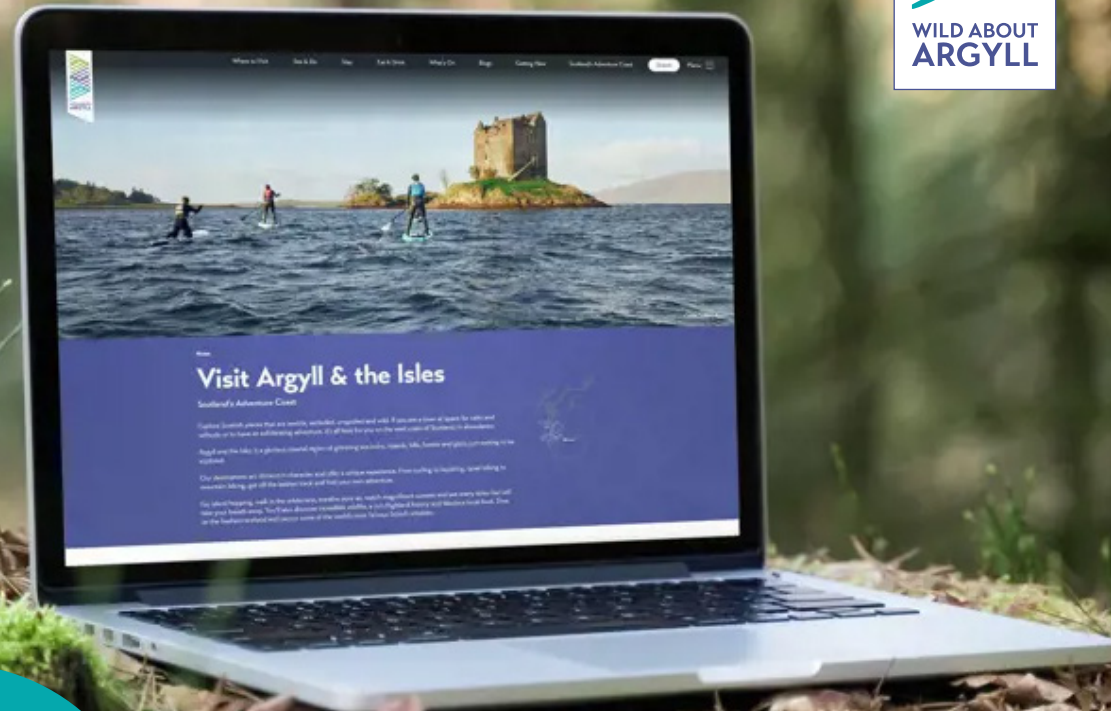


January 2024 V5

# MEMBERSHIP PACK

Argyll & The Isles Tourism  
Co-operative Ltd (AITC)

JOIN NOW  
FROM ONLY  
**£15**  
PER MONTH



Argyll & the Isles Tourism Cooperative Ltd is supported by



# ENJOY THE BENEFITS OF AITC MEMBERSHIP

## WHO WE ARE

Argyll & the Isles Tourism Cooperative (AITC), is the strategic destination marketing & management organisation for the whole of the Argyll & Bute region.

We market the destination and represent the needs of tourism businesses to numerous stakeholders such as Visit Scotland, Highlands & Islands Enterprise, Argyll & Bute Council, Scottish Tourism Alliance and Loch Lomond National Park Authority.

## WHAT DO MEMBERS BENEFIT FROM?

**We offer low-cost professional marketing benefits and services to tourism, hospitality and suppliers across the destination.**

When you join AITC, as a co-operative member, you also have a say in how we present our destination and the opportunity to vote on important issues. You join a community of businesses invested in the long term economic and community success of the destination.

## WHAT WE DO

1. We understand the challenges businesses face when it comes to marketing, so we create, distribute, and curate destination marketing content.
2. Discoverability for Argyll & the Isles online is key and our website and investment in SEO means our destinations and their events are in the top search results.
3. We deliver industry networking and support opportunities for collaboration between our members.
4. We help you and your staff to develop skills through our virtual training and workshops.
5. Our dedicated PR contractor creates bespoke promotional opportunities representing members nationally and internationally.
6. Our resources and network help member businesses with visitor product development.
7. We provide destination leadership & support to ensure Argyll & the Isles businesses are represented on a local and national scale.
8. We promote the destination at national travel trade events.
9. Our travel trade expert helps our members get travel trade ready.
10. Your voice matters, so we represent your needs of the destination and our members in national and regional forums.

## OUR IMPACT



**190,000+**

Unique Website Visitors



**75,000**

Links to other websites,  
incl. direct members



**122,000**

Page views of our blogs



**44,000+**

Social Media Following

# OUR MEMBERSHIP BENEFITS



## IMPROVE YOUR MARKETING REACH

Reach a minimum of 190,000 individuals who are interested in visiting Argyll & the Isles.

Be listed in multiple places on our websites Wild About Argyll and Visit Oban (for Oban & Lorn businesses).

Have your business and local area promoted across our social media channels, in blogs, news articles, and print media.

For accommodation providers –direct booking from our websites\*.

\*where systems are compatible



## YOUR BUSINESS IN FEATURES AND PROMOTIONS

Feature in our consumer newsletter and downloadable destination guides.

Opportunity to be highlighted in our visitor campaigns presenting the destination through different themes.

Our PR & Media Consultant identifies national and international opportunities to feature our members.



## BUSINESS OPPORTUNITIES & VISITOR PRODUCT DEVELOPMENT

Be connected to suppliers and other businesses for business development opportunities.

Join exclusive, **free of charge**, training workshops on a range of relevant themes.

Opportunity to be presented and connected to Travel Trade Buyers.



## COMMUNITY & REPRESENTATION

Connect with our members at our member networking events, Annual General Meeting and our Summit.

Have your say about policy development, proposals and issues affecting your business and local area.

# CORE MEMBER BENEFITS PER BUSINESS SIZE

## Standard Memberships: A Category

MEMBERSHIP BENEFITS	ASSOCIATE	A1	A2	A3	A4	A5
	Basic Listing Fee only	Attractions <5,000 visitors, Up to 4 rooms, <20 camping pitches, Small group activity providers, Aires site & Equipment Hirers, Community Events	Attractions >5,001 visitors, guided tours, retreats, Up to 4 self-catering properties, 5 - 10 rooms, >15 camping pitches, Events Venue, Annual Ticketed Events	Attractions >20,001 visitors, 10+ Rooms, Independent Distilleries, Annual Ticketed Events	Attractions >50,000 visitors, 25+ rooms, National and International Distillers, Annual Ticketed Events	Holiday Resorts, Multiple sites, Large Campsites with facilities, International Distillers, Annual Ticketed Events
	£102 (excl. VAT) annually	£150 (excl. VAT) annually	£380 (excl. VAT) annually	£750 (excl. VAT) annually	£950 (excl. VAT) annually	£1800 (excl. VAT) annually
Web listing with business link, all applicable areas of website	Web listing with contact details - 1 website location	✓	✓	✓	✓	✓
Social media features		✓	✓	✓	✓	✓
Blog & influencer features		✓	✓	✓	✓	✓
Discounted Summit ticket		✓	✓	✓	✓	✓
Travel Trade Consultancy & Directory inclusion		✓	✓	✓	✓	✓
Free & discounted skills training		✓	✓	✓	✓	✓
Free events listing		✓	✓	✓	✓	✓
PR Support			✓	✓	✓	✓

# CORE MEMBER BENEFITS PER SECTOR

## Suppliers

MEMBERSHIP BENEFITS	C1	C2	C3
	Argyll Sole Trader Suppliers	Argyll Based Suppliers	National Suppliers
	£150 (excl. VAT) annually	£450 (excl. VAT) annually	Price on application
Web listing with business link, supplier area of website	✓	✓	✓
Promotion through member newsletter	✓	✓	✓
Discounted Summit ticket	✓	✓	✓
Free & discounted skills training	✓	✓	✓
Free events listing (visitor facing)	✓	✓	✓
Opportunity to exhibit at Annual Summit		✓	✓

## Tour Operator

MEMBERSHIP BENEFITS	REGIONAL TOUR OPERATOR	NATIONAL TOUR OPERATOR
	Argyll Sole Trader Suppliers	Argyll Based Suppliers
	£150 (excl. VAT) annually	£600 (excl. VAT) annually
Web listing with business link in all relevant locations	✓	✓
Social media features	✓	✓
Blog & influencer features	✓	✓
Discounted summit ticket	✓	✓
Free & discounted skills training	✓	✓
Listing on AITC travel trade directory	✓	✓
AITC is a member of UK Inbound; signposting to relevant insights	✓	✓



# WHAT OUR MEMBERS HAVE TO SAY

Supporting your local tourism industry is now more important than ever and we're working hard to make Argyll & The Isles a key destination in Scotland for domestic and international tourists. At the core, we are a cooperative, so we're here to help businesses in the region work together to achieve great results.

## TESTIMONIALS

"One of our retreat's sold out almost immediately! We have had to add another for those who missed out."

EMMA | WILD HEBRIDEAN SWIMMING

"Great access to events and collaboration and forging relationships with other people but also, which has been so important in the last couple of years, is that lobbying power that they have, that communication through such a difficult and challenging period and being able to see what other businesses were doing, and that support they offered was really invaluable..."

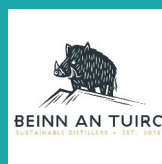
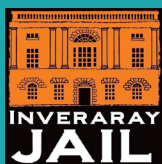
FIONA MCLEAN | THE PIERHOUSE

"The opportunity to network has been really varied and vast, but knowing that they are championing you and that they understand who you are, and they market you accordingly, is really important. That [support] came across within the first few weeks and months of being a member..."

DAN THE MERMAN



## SOME OF OUR MEMBERS



# 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 and monthly direct debit, you will get a basic business listing on [wildaboutargyll.co.uk](http://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 >](#)



## A word from our Chairman, Robert Kidd

“So much success in tourism is founded on creating the right alliances, effective networking and sharing of ideas. By joining forces within AITC we as local businesses can meet the challenges of the future and flourish in the face of them. We are truly blessed as an area of many highlight attractions, as well as countless hidden gems.

AITC has the reputation of being one of the foremost destination groups in the country. Make 2024 the year to get Wild About Argyll, join AITC and reap the benefits for yourself and your business.”



1

Speak to our friendly [Membership Service Manager](#) via phone or email.



2

Complete the online sign-up form to set up your monthly direct debit or contact us to pay by invoice..



3

Receive your onboarding email and complete your web listing form.



4

Join the WAA community and get access to all member benefits.

# MEET THE TEAM

## AITC Operational Team

The core operational team of AITC.



**Cathy Craig**  
Chief Executive of AITC



**Gregor Brown**  
Marketing Manager



**Caroline Gould**  
Membership Services  
Manager



**Lara-Marie Ehmler**  
Social Media Marketing  
Executive

## AITC Board

Meet the current AITC board as of the 2023 AGM.

### AITC Chair



**Robert Kidd**  
Director  
McKinlay Kidd

### AITC Directors



**Iain Jurgensen**  
Managing Director  
Portavadie



**Calum Ross**  
Joint Owner  
Loch Melfort Hotel

### AITC Vice Chair



**Fiona McPhail**  
Owner Carry Farm and  
Tighnabruaich Sailing School



**Graeme McFall**  
Co-owner  
The Hollies



**Ewan Colville**  
Managing Director  
Sunstone Digital





JOIN NOW  
FROM ONLY  
**£15**  
PER MONTH

To contact AITC email [info@wildaboutargyll.co.uk](mailto:info@wildaboutargyll.co.uk)  
[wildaboutargyll.co.uk/become-a-member](http://wildaboutargyll.co.uk/become-a-member)