



The Association of Scotland's Self-Caterers

Scotland's only self-catering trade association – endorsed by Government and industry – committed to quality Scottish accommodation for over 35 years.

The Association was founded on its commitment to quality and high standards in self-catering.

1

Representation – The ASSC lobbies on behalf of self-catering on national and local issues, and is generally recognised by consultative bodies, and local and central government, as a respected and effective voice. Your interests are also represented to VisitScotland and its Quality & Standards Scheme, the Scottish Tourism Alliance, Scottish Enterprise, and many more... ASSC is also a partner in the UK-wide Federation of National Self-Catering Associations.

2

Marketing Opportunities – For members who take the marketing option, we can boost your bookings 24 hours a day. You have complete control over your Property Page(s) on our popular and well publicised consumer-facing website, www.embracescotland.co.uk, to promote your business and bring you extra traffic. We promote the EmbraceScotland brand and website on your behalf throughout the year. We also offer extra opportunities for increased exposure of your accommodation via special offers and promotions.*

3

Web Booking Engine and Free Availability Calendar – Our exclusive low-cost WBE gives you instant online booking capability, as well as keeping your EmbraceScotland and VisitScotland listing updated automatically. Alternatively, there is a free online availability calendar you can use on EmbraceScotland.

4

Advice, News and Networking – Our regular ASSC e-newsletter, magazine, annual conference and exclusive members' area keep you informed and in touch throughout the year. This includes Guidance Sheets on a range of topics and trends affecting the self-catering industry, including Licensing, Fire Regulations, Rates, Customer Feedback, and many others.

5

Discounts and Specialist Insurance – Custom-made insurance policies at keen rates for self-caterers, covering buildings, contents, public liability and cancellation. And our list of recommended specialist suppliers to the trade includes many who offer discounts to members to save you £££s.

6

Real value for money – Membership starts at literally a few pence a day. Alongside many comparable packages of business services, our costs are extraordinarily low for the benefits offered.

7

CTQ – The opportunity to take part in ASSC's Committed to Quality scheme.

8

ASSC Logo – The right to use the ASSC logo to add prestige and quality assurance to your branding.

9

Free Business Advice - Legal Helpline: telephone advice from specialist lawyers. Tax Watchdog: initial advice from an approved firm.

10

Opportunities for exchanging views and benefits with other members online and face to face – An online Discussion Forum allows members to engage actively with each other at any time, and to exchange views and best practice. The annual Conference and AGM attracts members from far and wide learn from each other as well as from outside personalities and experts in tourism. To many members a key benefit of membership is the feeling of belonging, having a common cause, working together, supporting and promoting other members.