

VisitArran Information Pack



Becoming a partner business (PB) will help Arran tourism develop and grow in a sustainable way and will bring lasting benefits to your business. VisitArran was formally launched in May 2007. The organisation developed as a Destination Management Organisation (DMO) and is now recognised as a leading DMO, both nationally and internationally. VisitArran is run by a voluntary Board of Directors representing different sectors of Arran business. The Board is supported in the day-to-day management of VisitArran by an Executive Director, and other supporting staff who work for the benefit of all partner businesses on Arran.

The aim of VisitArran is to collectively market the Isle of Arran and to bring island businesses together, to provide a great experience for island visitors. We want tourism on Arran to excel, bringing visitors who will love Arran and return time after time. This approach will improve income at a higher rate than other destinations in Scotland and the UK and will move Arran towards becoming an all year round world class destination. We can do a lot more as an active participating group than we can do individually.

BENEFITS OF BECOMING A PARTICIPATING BUSINESS.

Website	Feature on the VisitArran portal website (www.visitarran.com) which is the leading Arran site providing a comprehensive resource for visitors and tourists. We will provide a link directly to your own site where you can upload information and images to suit your own listing.
PR Activity	Benefit from the publicity generated by VisitArran's PR which has shown success in the past and will be ongoing, attending events both on and off the island. We also undertake FAM (familiarity) trips with UK and international buyers and engage different island businesses wherever possible. This form of PR is developing, and VisitArran engage in different promotional ventures each year.
Marketing Activity	VisitArran places advertising in key publications, runs radio campaigns, works with stakeholders such as VisitScotland and Caledonian MacBrayne, is involved in promotion through social media and emarketing, and represents the island at exhibitions.
Research	VisitArran conducts research providing essential information about visitors allowing your business to make the right business decisions.
Representation	VisitArran is able to canvass and convey the views of partner businesses at the highest level, working closely with NAC, Scottish Government, VisitScotland and CalMac, to name but a few.
Updates	Sent regularly to all partners to keep you up to date with what VisitArran is up to and keep you abreast of industry news and events.
VisitArran Mag	Free listing and discounted advertising in our widely distributed publication promoting Arran.
Ferry	Discounted rates for VA partners advertising on poster sites from A4 to A2 on board MV Caledonian Isles, and managed by SPD Media.
Ferry Desk	You will have opportunity to promote your business on the MV Caledonian Isles Ferry Information Desk

PARTICIPATING BUSINESSES

VisitArran has over 190 (as at March 2016) participating businesses ranging from accommodation providers to visitor centres, manufacturers, retailers, restaurants, crafts people and tradesmen. The more businesses we have the more VisitArran can flourish and develop. Working together is the key to success in tourism today.

FINANCE

VisitArran collects contributions from Participating Businesses and is currently self-financing. This funding can sometimes be used to lever grants to supplement income and Arran has, in the past received up to two to three times the amount of money which businesses contribute, depending on the project. Participating businesses are asked to pay 0.3% of their turnover (£300 in £100,000) to VisitArran as a contribution. Most businesses justify this spending by using funds from their marketing budget which industry standards state should be 2% of turnover. This still leaves 1.7% to use for other marketing. For smaller businesses the minimum contribution is £250 per annum (March 2016). We trust that you will be fair and contribute honestly according to your turnover. Remember that 75% of VisitArran business income comes from just 10 partner companies!

VisitArran Ltd - Code of Conduct

In order to achieve partnership working, businesses will commit to the following:

1. Adopt and apply the agreed brand values for the destination
2. Work together in an open and ethical way with true spirit of partnership in order to maximise the benefits to the destination
3. All marketing and PR communications for the destination will be positive and consistently delivered in line with the brand values
4. Maximise the PR opportunity for the area through delivery of a good quality experience which meets and exceeds customer expectations assisting in developing the potential for repeat visits and recommendations
5. Commit to significant new detailed market research and the sharing of information on consumers and trends in order to better inform decisions
6. Staff development – improving knowledge of the destination and providing better customer service as a result
7. Ensure an appropriate balance between commercial business and wider Arran community
8. Maximise the opportunity to cross refer business whilst being respectful of the fact that individual businesses have commercial sensitivities
9. Any issues associated with destination management should be always be discussed within VisitArran rather than being aired within the business and wider community
10. Support the development of VisitArran by being Ambassadors for the Partnership

VisitArran Ltd – Participation Application

Business NameContact Name.....

Brief detail of business, product, or service provided.....

.....

Business Address.....

.....Postcode.....

Phone No Email.....

Website address.....VisitScotland Rating (if applicable).....

Other Industry Standards.....

I agree to commit to the VisitArran Code of Conduct. My business will contribute £..... (0.3 % of turnover, minimum £250) per annum to become a participant with VisitArran Ltd.

Signed:.....