



ASSC

Supporting self-catering in Scotland

Affiliate Membership Scheme

The ASSC, formed in 1978, committed its members to maintaining the principles of “comfort, cleanliness, courtesy and efficiency” and to offering visitors to Scotland consistently high standards within their self-catering properties. More than 30 years later, and now with a membership of over 600, these ASSC ideals continue, as does our emphasis on understanding and providing a quality experience to our visitors and guests. It is still an independent Association run by and for owners and operators, which is funded entirely by annual subscriptions and services to members.

Our members own and manage over 3,000 rural and city properties throughout Scotland, ranging from cottages and chalets to flats, lodges and castles. Owners with just a single property, up to operators of large self-catering complexes, all enjoy unique benefits of membership.

I have attached a list of Member Benefits that includes a comprehensive set of Guidance Sheets for all aspects of running a self-catering business from legislation to marketing; discounts from trade suppliers; specialist insurance packages; as well as advice, news and networking. In addition, members benefit from the lobbying activities that are carried out throughout the year on national and local issues.

The ASSC does not run a booking agency, but we help to market our members properties via our visitor facing website, EmbraceScotland. We encourage visitors to deal directly with our members, to benefit from the personal touch and enjoy an authentic experience of the real Scotland, its local people, events, landscape and food.

Whilst the ASSC offers these marketing opportunities via the visitor facing website EmbraceScotland, we know that 75% of our Members join primarily for the information and support that the Association offers, whilst another 20% join due to the representative activities we carry out on behalf of the sector.

We are keen to grow the Association and increase our membership, so that we have a louder voice for the sector and can provide greater benefits to members.

We believe that membership of the ASSC alongside your organisation will offer additional and complementary benefits to your members.

The ASSC would be delighted to waive the Joining Fee for any member of your organisation that would like to join. In return, we would love it if you could offer some kind of incentive to ASSC members to join your organisation, and we will do our best to recruit some new members for you!

The Association of Scotland's Self-Caterers
1 Inverloch Court, Arrochar Argyll & Bute G83 7AB
01462 894 483 www.assc.co.uk administrator@assc.co.uk