

VISION

To place our members at the forefront of a vibrant and prosperous Scottish self-catering sector

MISSION

To support our Members by:
 Providing information, help, advice and support; promoting and marketing individual businesses and the sector; representation at Government and other levels; maintaining and developing a commitment to quality and customer service; offering a comprehensive package of benefits; efficiently managing the Association and its resources.

HOW WE'LL MEASURE SUCCESS

Membership numbers; Partner for Business engagement; ASSC web site traffic; EmbraceScotland web site traffic; bookings tracked through SuperControl; newsletters open rate.

MARKETS

EXISTING SELF-CATERERS Members Non-members Former members	POTENTIAL SELF-CATERERS Apartments Serviced apartments Chalets Houses/cottages Glamping Caravans	TRADE SUPPLIERS Members Potential members	PARTNERS FOR BUSINESS Existing partners Potential partners	AGENCIES Members Potential members
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FOUNDATIONS

STRENGTHS <ul style="list-style-type: none"> Position in the Industry – Credibility Financially Sound Independent Customer Facing Brand Well Established Agile / Responsive Organisation People – Management, Committee Members Benefits Brand 	WEAKNESSES <ul style="list-style-type: none"> Limited Resources Plateaued Membership Communication – Internal & External Over Reliance on Key Individuals & Organisations Member Benefits Manually Driven Systems Liability 	OPPORTUNITIES <ul style="list-style-type: none"> Growth – Membership, Finances, Influence & Economy Market Communication Project Funding Technology & Efficiency Relationship Building New Management Structure CTQ (VSQA no longer mandatory) Service to Members Additional Experiences 	THREATS <ul style="list-style-type: none"> Political Uncertainty (Perception of Scotland) OTAs Regulation / Taxation Competition – Other Countries & Sectors Additional Experiences Failure of Organisations Membership Attrition Key Staff Risks IT
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IMPROVING THE CUSTOMER JOURNEY (Putting the members first)

INFORMATION, HELP, ADVICE & SUPPORT <ul style="list-style-type: none"> Provide regular communication to Members: e-communications, written and face to face opportunities (Annual Conference), Member-Member communications (Forum) Provide a comprehensive Members website Provide a comprehensive library of Guidance Sheets Provide business and legal advice lines Offer a library of training opportunities 	MARKETING <ul style="list-style-type: none"> Provide a compelling customer-facing website, offering high levels of traffic, driving enquiries and potential bookings Provide social media opportunities Provide PR and press coverage Develop joint ventures with other organisations to drive increased traffic and awareness Distribute regular Newsletters to visitor database Develop marketing in line with technological changes 	REPRESENTATION <ul style="list-style-type: none"> Promote the best interests of Members, the sector and tourism in general Engage with Government and Scottish Parliament Engage with agencies Engage with industry bodies Campaign on behalf of the Membership on topic specific issues
COMMITMENT TO QUALITY & CUSTOMER SERVICE <ul style="list-style-type: none"> Provide a quality standard Support and endorse the Common Standard Set a minimum standard for Marketing Members Develop and promote Continued Professional Development through the Committed to Quality scheme Offer a range of training and development opportunities 	BENEFITS Negotiating preferential packages with Trade Suppliers on behalf of the Membership, for example: <ul style="list-style-type: none"> Utilities Credit cards Insurance Finance Furnishings Web designers Photographers 	EFFICIENT MANAGEMENT <ul style="list-style-type: none"> Recruit, appoint & manage required staff Continually review the structure of the organisation Ensure financial accountability Develop, retain and administer Membership Organise events Ensure clear communication Ensure the Association meets its Key Performance Indicators

LEADERSHIP & COLLABORATION

INDUSTRY LEADERSHIP <ul style="list-style-type: none"> Cross-party group for tourism Scottish Tourism Alliance council Visit Scotland quality assurance committee Rates forum 	REGIONAL COLLABORATION <ul style="list-style-type: none"> Destination management organisations Local tourism groups Local government 	INDUSTRY COLLABORATION <ul style="list-style-type: none"> Visit Scotland Scottish Tourism Alliance 	CROSS-SECTORAL COLLABORATION <ul style="list-style-type: none"> British Hospitality Association Association of Scottish Visitor Attractions Scottish Land & Estates
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