



Destination Orkney Membership Benefits

The purpose of Destination Orkney is to be a membership organisation that represents and supports all businesses, organisations, and individuals with an interest in tourism in Orkney. At the AGM in November 2020, the Board proposed that due to Covid-19 the 2021 membership fee should be waived. This will help all existing members and encourage new members to access our services. Destination Orkney wants to engage with as many people as possible to ensure we can fully represent all their views on the recovery of Orkney tourism, to the UK and Scottish Governments and our funding partners, particularly OIC, HIE and VisitScotland.

FREE MEMBERSHIP

- Previously, membership of Destination Orkney has been for those who have a business which would benefit from a listing on Orkney.com. For 2021, Destination Orkney is also inviting smaller producers and service providers e.g. tour guides, shops, 'handmade' crafter – anyone who makes products on a small scale to sell locally, to join.
- Although membership is free, you must complete an application form to become a member.
- The Green Tourism Business scheme which promotes sustainable tourism is offering free registration to Destination Orkney members wishing to join their accreditation process.

ESSENTIAL INFORMATION FOR TOURISM BUSINESSES

- Regular Covid-19 and Brexit updates, and digests of recovery initiatives.
- Targeted summaries to keep members abreast of developments in tourism and issues affecting tourism businesses, both locally and nationally – including Brexit, updates on economic issues, transport issues and the travel trade.

MAKE YOUR VOICE HEARD in...

- The development of tourism in Orkney, have an impact on regional and national policy.
- Partnership and strategy groups with Visit Scotland, HIE and OIC.
- Forums to discuss and develop industry views, help to shape our strategy and priorities on key issues such as: transport, volume tourism and cruise ships, green tourism, and the circular economy.
- Supporting our smaller producers and service providers e.g. tour guides, shops, 'handmade' craft makers.
- Private forums where members can share views and ideas to identify areas for mutual support and collaboration.

BUSINESS COMMUNICATION & MARKETING SUPPORT

- Coordinated event marketing in partnership with Visit Scotland, HIE and OIC.
- Promotions on Orkney.com, and other commercial online activity including social media.
- Opportunities for advertising promotion and commercial sponsorship via member-led projects

SKILLS DEVELOPMENT

- With their partners and other agencies, Destination Orkney will offer free bite-sized sessions specifically designed to be easily accessible to small business and individuals. Topics will include financial management, using digital media, communicating with customers, promoting your business etc.
- Destination Orkney recognises members' time constraints and will offer tailored 1:1 and small group support to members e.g. advice on photography, wording of adverts, pricing, and help with websites – requests and suggestions from members for other topics are welcome.

Destination Orkney asks you to join – and invite others – to use the talents of our community to recover our tourism industry and build back greener and better