



Destination Orkney Membership Benefits

We are a membership organisation representing and supporting all businesses, organisations and individuals with an interest in the development of Orkney as a world-class sustainable destination enriching the lives of its people and visitors.

Working with local and regional partners, we actively contribute to the growth of the tourism industry in Orkney by providing leadership, representation and support that helps tourism operators to develop and prosper in a sustainable manner.

At the AGM in November 2020, the Board proposed that due to Covid-19 the 2021-2022 membership fees should be waived, to help existing members and encourage new members to access our services. Destination Orkney wishes to engage with as many tourism businesses 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.

Members benefit from the following:

FREE MEMBERSHIP

- Free until end of December 2022 but you must complete the [registration form](#)

DESTINATION ORKNEY WEBSITE AND MEMBERS' PORTAL

- A 'members only' website providing exclusive content, assistance and an online member community

ESSENTIAL INFORMATION FOR TOURISM BUSINESSES

- Regular member and industry updates
- Funding and development opportunities
- Annual tourism summit

COLLABORATION AND SUPPORT

- On-hand support from the team including business site visits
- Updating of Orkney.com listing
- Promotion of special offers and new products and services to all other members
- Spring and autumn member collaboration events to support networking, business referrals and new products and services
- Members forums to share views and identify areas for mutual support
- Attendance at the Orkney Tourism Awards celebration

BUSINESS COMMUNICATION & MARKETING SUPPORT

- Co-ordinated event marketing to the global and domestic tourism market (e.g., Scotland Reconnect travel trade expo, Royal Highland Show)
- Commercial sponsorship and advertising, including discounted adverts in the Islander magazine
- Tourism award winner nominations by Destination Orkney for the Highlands & Islands Tourism Awards and the national level Thistle Awards

SKILLS DEVELOPMENT

- Free bite-sized sessions in collaboration with local training partners and other skills development agencies
- Technical support and advice from the team on a 1:1 and small group basis for registration, Orkney.com listings and use of members' portal

REPRESENTATION BY DESTINATION ORKNEY

- Regional and national policy development in tourism based on member views from surveys, forums and direct engagement
- Partnership and strategic group representation (Destination Orkney Partnership, Orkney Marketing Advisory Group, Scottish Tourism Alliance)
- Development of industry view to shape our strategy and priorities on key issues such as: infrastructure, transport, volume tourism, responsible tourism practices and a sustainable tourism sector