

Visit Bute Marketing Group

Member Benefits for 2019

By becoming a member of Visit Bute you are joining many other island businesses, increasing your business exposure to a worldwide audience and supporting tourism and marketing activity at a local level.

Visit Bute (the trading name for Bute Marketing and Tourism Limited) has a dedicated committee of local tourism and business professionals to represent you and your business at local, national & international levels.

Digital Presence

- Business members receive a full business listing on the official destination website **www.visitbute.com** including up to 8 images, description, contact details including email, web and social media link and location map.
- Exposure on very popular AITC website with link through to Visit Bute web page (see AITC below)
- Exposure through our Facebook page, Twitter account and Instagram promoting member offers, sharing posts and increasing awareness of Bute.
- The services of a Marketing Assistant to help your business.

Marketing Opportunities

- Involvement in seasonal and thematic marketing and promotional campaigns managed by Visit Bute & AITC
- Inclusion in consumer and trade publications where appropriate.
- Representation (and the chance to attend with your business's marketing material) at external events. (eg: Expo, Scottish Boat Show).
- Inclusion in media opportunities, familiarisation trips and press visits where appropriate.
- Opportunities to promote your business to group and event organisers and inclusion in group booking services where appropriate.
- Industry updates and news via regular e-newsletters.
- Attendance at your marketing group meetings and AGM.
- Access to free or subsidised training courses and workshops.
- Networking and collaboration opportunities with other tourism businesses.

Membership of Argyll & Isles Tourism Co-operative (AITC)

- AITC employs a Development Agent with a focus on your area.
- Through AITC we have a say on policies and strategies that affect us on a regional and national scale with access to A&BC, HIE, Calmac, SNH etc.
- AITC represent us on the Scottish Tourist Alliance Council.
- Promotion of the area at VisitScotland Tourism Expo, Best of Britain & Ireland, ExploreGB and other high profile trade fair exhibitions.
- We share a dedicated regional PR and media resource.
- Argyll wide digital strategy managed by The Lane Agency.

- AITC has the capacity to promote us to a much wider audience on a local, national and international platform.

Membership Fees

Associate Member

Free

- Entry on the Visit Bute website – your business name and contact details.
- Inclusion on to our membership mailing list. (we send out a newsletter that includes details of events here on Bute in the coming month as well as local tourism/business updates (eg from Council, VisitScotland etc).
- Location marker on our website map.
- Notifications of workshops and training sessions.
- Invitation to be included in VisitBute brochure.

Business/Sole Trader Membership - £150 per annum

Standard membership for local businesses and organisations gives you:

- 8 images on Visit Bute website with narrative of up 350 words
- full contact details.
- link to your business website and Social Media feeds.
- full inclusion in all marketing.
- assistance can be given in putting your advert together if required.

Feature your Business - £200 per annum

A featured listing guarantees you a prominent position on the page

Dual Business Rate: From £240 per annum

If you have two (or more) businesses on the Island, we can support you for a reduced rate of £120 per business per annum.

Individual/Family Membership - £30/£50 per annum

Your donation helps towards providing us with resources to promote Bute.

To join Visit Bute, please click this link to complete the application [form](#).