



Cowal Marketing Group - Member Benefits - 2017

By becoming a member of Visit Cowal you are joining over 65 other businesses, increasing your business exposure to a worldwide audience and supporting tourism and marketing activity at a local level.

Cowal Marketing Group 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.visitcowal.com** including 2 images, description, contact details including email, web and social media link and location map.
- Exposure on AITC website with link through Visit Cowal web page (see AITC below)
- Exposure through the Visit Cowal Facebook page promoting members offers, sharing posts and increasing awareness of Visit Cowal. Facebook link: www.facebook.com/VisitCowal
- Exposure through Twitter with posts and retweeting members offers, images and conversations to increase awareness of Visit Cowal. There is engagement with tourism industry leaders and travel writers.
Twitter link: <https://twitter.com/VisitCowal>
- Exposure through Instagram, a new visual social media platform for Visit Cowal to reach new demographics sharing images and video content to increase awareness of Visit Cowal.
Instagram link: <https://www.instagram.com/visitcowal>

Marketing Opportunities

- Involvement in seasonal and thematic marketing and promotional campaigns managed by Visit Cowal & AITC
- Inclusion in consumer and trade publications where appropriate.
- 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.
- Late availability sharing among accommodation providers.
- 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 including internationally recognised World Host and Digital Tourism Scotland Digital 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, Explore GB 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.

Standard Membership Fee - £65 per annum, invoiced in January
Additional Pages on the Visit Cowal Website can be purchased at £65 per entry