



VENTURENORTH
TOURISM FOR CAITHNESS AND SUTHERLAND

Membership Packages



Who we are

Venture North is the destination management organisation (DMO) for Caithness and Sutherland.

Our role is to support, promote and develop responsible and sustainable tourism. Working with partners from local communities and businesses alongside regional and national stakeholders.

Members of Venture North directly support and benefit from our collaborative relationship-building and promotional activities. Together we raise the profile of Caithness and Sutherland as an incredible place to live, work and visit.

Our voluntary Board of Directors provides strategic oversight and direction for Venture North. Our team members deliver on strategic projects and aims which bring value to Caithness and Sutherland.

We look forward to working with you.

Our digital impact



30m PR & marketing reach



1.02m social channels reach



16,000 social channels followers



85,600 unique website visitors



201,500 unique webpage views



22,700 membership listing views

*Jan22 — Dec22**

**combined paid
and organic*

**A joint voice for tourism in
Caithness and Sutherland**



10 Highlights of Venture North

- 1.** The official DMO for Caithness and Sutherland working in partnership with key public agencies, local businesses, groups and communities.
- 2.** Making our destination voice heard at regional, national and international level through partnerships, such as Scottish Tourism Alliance, VisitScotland, Highland Tourism Partnership and North Highland Visitor Management Group.
- 3.** Targeted marketing and PR campaigns that promote responsible tourism and establish a culture of collaborative benefits.
- 4.** Supporting the development of regional visitor-facing events, such as Taste North food and drink showcase with over 1500 attendees and Dornoch Whisky Festival.
- 5.** Supporting the role of net-zero and sustainable tourism for the region.
- 6.** Engaging with and supporting our businesses and communities through Talking Tourism webinars, industry newsletters, social media channels, Tourism Gatherings and Roadshows.
- 7.** Representing our region to the international travel trade market and cruise ship market.
- 8.** Showcasing our region and membership through www.venture-north.co.uk and our social channels, including sharing key content and highlights with VisitScotland.
- 9.** Working with delivery partners to promote Tourism and Hospitality as a career of choice.
- 10.** Passionate for and about the future of our local communities and people.

**Providing a platform of opportunity for
Caithness and Sutherland**



Membership categories



A. Business & Community

Visitor-facing businesses, groups and organisations in Caithness and Sutherland.

Starting from
£60p/a

Additional
website listing
£30p/a

One-off
joining fee
£30



B. Supporters

Supporting the work and role of Venture North and tourism in Caithness and Sutherland

**Voluntary
donation**

**Altruistic
benefits**



C. Basic

Basic site listing on
www.venture-north.co.uk

£30p/a

**Limited
benefits**



Membership benefits



Business &
Community



Supporters










Basic

Website listing on www.venture-north.co.uk	✓		Limited
Single paid additional website listing	✓		
Unlimited website listings	Business group		
Business promotion including PR, socials and marketing campaigns	✓		
Priority Travel Trade representation	✓		
Discounts—where applicable—including Taste North festival	✓		
Events invites to Venture North events	✓	✓	✓
Communication benefits and area collaboration opportunities	✓	✓	✓
Events advertising on www.venture-north.co.uk/events	✓	✓	✓
Contribute to Venture North visitor facing or business blogs	✓	✓	✓

See 'Appendices' for full details of membership benefits



Membership levels

	Equivalent monthly cost	Annual cost	
	(Minimum 12 months membership)		
	Sole trader / Charity	£6 per month (inc. VAT)	£72 60+VAT
	Small business (2-15 employees)	£10 per month (Inc. VAT)	£120.00 100+VAT
	Medium business (16-49 employees)	£15 per month (inc. VAT)	£180.00 150+VAT
	Large business (50+ employees)	£20 per month (inc. VAT)	£240.00 200+VAT
	Business group (Unlimited site listings)	£40 per month (inc. VAT)	£480.00 400+VAT
	Supporter		Voluntary amount
	Basic		£36.00 30+VAT

Venture North supports membership with local development trusts. Please ask your local development trust to contact us to receive a discounted rate on your Venture North membership. Only applies to members of local development trusts.

Contact us

info@venture-north.co.uk

www.venture-north.co.uk/add-a-listing

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Appendices

Membership benefits



Membership benefits| Business & Community

Website listing

- Individual site listing on www.venture-north.co.uk
- Map listing on website map www.venture-north.co.uk/map
- Map listing on nearest applicable area guide www.venture-north.co.uk/guides
- Homepage highlight on rotational basis
- Site listing consultation available

Paid additional listing

- One paid additional website listing available
- *Unlimited site listings available for Business Group membership category*

Business promotion

- Priority consideration for marketing campaigns, FAM visits, regional PR, collaboration opportunities, and more
- Featured posts on our social channels available

Travel Trade

- Priority representation at regional and national events

Event invites

- To Venture North membership and networking events
- To Caithness & Sutherland regional events
- To Venture North AGM

Discounts

- Discount for paid Venture North events
- Taste North exhibitor discount

Communication

- Access to industry newsletters, Venture North updates and visitor newsletters
- Access to Venture North business and communities and visitor social channels

Events promotion

- Events promoted through Venture North social channels
- Add events to our website 'What's On' regional calendar

Blogs

- Contribute to the Venture North visitor-facing website blog
- Contribute to the Venture North business & communities-facing blog



Membership benefits

Supporters

Support is voluntary and the benefits are largely altruistic. Public acknowledgement of sponsorship can be discussed on an individual basis.

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- To Caithness & Sutherland regional events
- To Venture North AGM

Communication

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Blogs

- Contribute to the Venture North visitor-facing website blog
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Basic

Basic site listing on www.venture-north.co.uk

Website listing

- Limited site listing on www.venture-north.co.uk

Event invites

- To Caithness & Sutherland regional events
- To Venture North AGM

Communication

- Access to industry newsletters, Venture North updates and visitor newsletters
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