

The logo for Venture North is displayed in a light blue banner at the top of the image. The word "VENTURE" is in purple, "NORTH" is in blue, and the letter "O" is replaced by a stylized compass rose icon with white, yellow, and blue segments.

VENTURE**NORTH**

The background of the entire image is a photograph of a coastal scene. A dark, rocky pier extends from the foreground into the ocean. Large, white-capped waves are crashing against the pier, creating a massive spray of water and foam that rises into the air. The sky is blue with scattered white clouds. The overall mood is one of power and resilience.

Membership Packages



Who we are

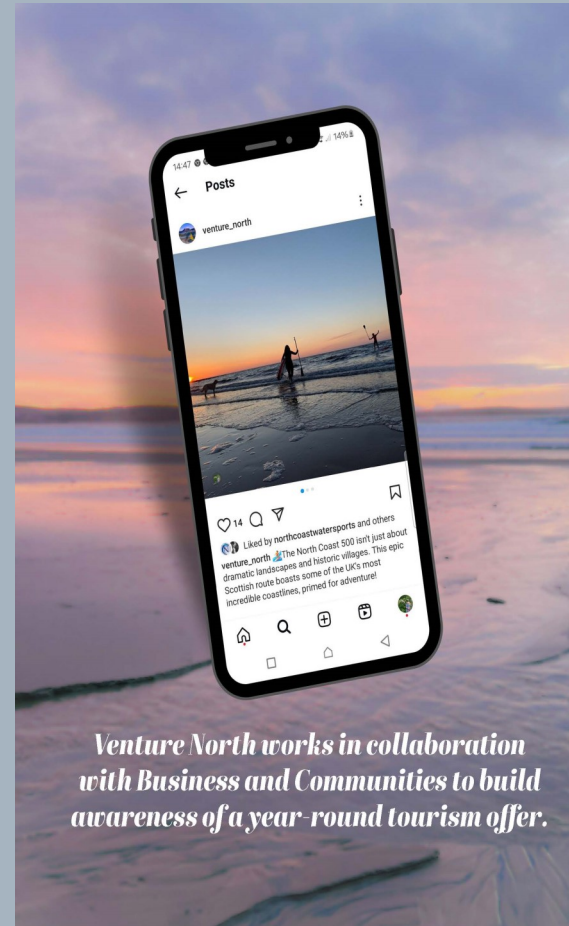
Venture North is Caithness Chamber of Commerce's tourism brand for the North Highlands, elevating the region not just as a place to visit, but a place to call home – a thriving, vibrant region where businesses, communities, and individuals can flourish.

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.

We look forward to working with you.

Our digital impact



Venture North works in collaboration with Business and Communities to build awareness of a year-round tourism offer.

Raising Awareness

16,000+
followers

520,000
social reach

54,000
website visits

2023/24 combined organic reach

**A joint voice for tourism in
the North Highlands**



10 Highlights of Venture North

- 1.** The official DMO for the North Highlands 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 the
North Highlands**



Membership benefits



Business &
Community



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 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 North Highlands regional events

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 | Basic

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

Website listing

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

Event invites

- To North Highlands regional events
- To AGM

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 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



Basic

£36.00

30+VAT

Contact us

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VENTURENORTH

