



SKYE
THE ISLAND &
LOCHALSH
AN T-ILIAN SGIHIANACH
& LOCHALSH

Membership of Skye & Lochalsh Marketing Ltd

Who are Skye & Lochalsh Marketing Ltd?

We are your local marketing group, working on behalf of the community to promote business and tourism within the area of Skye & Lochalsh.

The activities of SLM Ltd are directed by a group of dedicated volunteers who are elected onto the Board of Directors through the various businesses and business groups within the area. This ensures that the widest range of business interests are represented. The groups currently involved are: Sleat Community Trust, Visit Waternish, Visit Trotternish, and other constituted business group can nominate a director at any time. We also have directors representing Outdoor Activities and Arts and Crafts.

This year we have achieved the following.

The key focus of activity for SLM Ltd this year is as follows:

- Continuing to develop and promote our high profile website www.skye.co.uk which saw 'Unique Users' peak at 90,000 per month this summer.
- Undertaking national PR activity for the Skye & Lochalsh region
- Implementing our own promotional partnership programme to raise the profile of the region and encourage visitors to our website. This will include providing editorial and competitions for special interest magazines/websites and developing weblinks with other appropriate websites.
- Producing and distributing a high quality promotional leaflet at airports, ferries and throughout the road network in Scotland, encouraging visitors to our website.
- Development of a database marketing programme and ongoing targeted communications with our visitors who have registered for E news via our website.
- Ongoing planning and development of future activity.

Why should you join?

- Competition within the Scottish and global tourism market continues to increase and it is more important than ever that the community unites and strengthens its efforts to promote Skye & Lochalsh as a tourism destination.
- Membership is open to individual businesses and has been growing year on year. The more members we have, the more resources we have to pool together for the benefit of our businesses and the wider community. We are now self sufficient and can therefore market the area with an independent voice, undertaking marketing identified as specifically beneficial to this area.
- Your support, through membership and advertising will help to enable continuing marketing and development activity for the benefit of the local economy and help facilitate the sustainability and continuing independence, and local business lead approach of SLM Ltd

Return address: The Administrator, Aileen Robertson, SKYE & LOCHALSH MARKETING LTD,
SHOREPARK, LOCHBAY, WATERNISH, ISLE OF SKYE, IV55 8GD
Email: members@skye.co.uk Phone: 01470 592219



Membership Benefits:

Promote your business directly to customers through skye.co.uk as follows:

- Association and benefit from all generic marketing and PR undertaken for SLM Ltd.
- A free basic listing in the business category most appropriate to your business, to include; name, telephone number, email address, link to your website, business region.
- Opportunity to take additional listings to promote different aspects of your business eg hotel, restaurant & romantic venue, visitor attraction, shop & conference facility etc.
- Opportunity to take enhancements to increase the impact of your listings.
- Opportunity to advertise your special offers and late deals.
- 10% discount on banner and button advertising on skye.co.uk.
- The opportunity to feature or participate in our PR and promotional activity, ie Top Tips and Competitions-(which includes targeted data gathering on your behalf).
- Access to free copies of our Skye & Lochalsh brochure to display at your premises.
- Free trial: complimentary listing at www.skye.co.uk/shopping.php if you genuinely offer online product sales and your business is listed elsewhere on the website – until 31.03.10.

Business Category options for www.skye.co.uk Listings

Accommodation - hotels & inns	Gaelic Culture- language & culture *	Wildlife & Outdoors – Geology *
Accommodation - B & B, Guesthouses	Gaelic Culture- performance & music *	Wildlife & Outdoors - Dinosaurs & Fossils *
Accommodation - self catering		Wildlife & Outdoors – wildlife watch *
Accommodation - hostels/bunkhouses	Gifts & Shopping	Wildlife & Outdoors – marine life watch *
Accommodation - camping & caravan		Wildlife & outdoors – birdwatching *
	Heritage – Castles & Clans *	
Ancestry & genealogy – ancestry *	Heritage – historical sites *	Travel & Island Hopping – getting here
Ancestry & genealogy – genealogy *	Heritage – myth & legend *	Travel & Island Hopping - island hopping
	Heritage – archaeological sites *	Travel & Island Hopping – travel operators
Arts & Crafts – artists *	Heritage – religion *	
Arts & Crafts – craftspeople *		Winter – complimentary basic listing
	Outdoor activities – at sea *	
Boat Trips & Tours	Outdoor activities – mountains *	ICON ACCESSED PAGES
	Outdoor activities – landsports *	Disabled Access
Festivals & What's On - festivals	Outdoor activities – families *	Local Services
Festivals & What's On –traditional events		
	Romance & Weddings	
Food & Drink – restaurants *		
Food & Drink – cafes *	Visitor Attractions – museums & exhibit	
Food & Drink – pubs *		All pages listed with an * automatically place a duplicate listing on the sector home page
Food & Drink – brewers & distillers *		
Food & Drink – local produce *		

Term & Conditions

- Membership is open to individual businesses and local government organisations only.
- All members must have their primary business activity based or operating within the Skye & Lochalsh area.
- Acceptance of membership is at the discretion of the board of SLM Ltd
- Membership runs for 12 months from 1st April annually, although new members are welcome to join at any time
- All membership application forms must be accompanied by full payment
- Prices valid for membership valid from 01.04.10 to 31.03.11 and subject to VAT @ 17.5%
- Cancellations will be subject to a £25 administration fee.
- Members must complete an annual statement verifying their contact data, and are responsible for advising SLM Ltd of any changes throughout the course of the membership year.
- All business listings will appear in alphabetical order.
- Members must agree to abide by the SLM Ltd Membership Code of Conduct.

SLM Ltd Code of Conduct

Members of Skye and Lochalsh Marketing Ltd will:

- Always hold appropriate insurance that includes public liability.
- Obtain and comply with the conditions of all the required local authority and central government licenses relevant to our business sector and activity.
- Act according to industry regulation and accepted best practice for our business sector.
- Welcome and host visitors in a polite, friendly and respectful manner, consistent with Highland reputation.

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Membership Application Form

SPECIAL NEW MEMBER OFFER –join now, renew April 2011 - £65 + vat

Business Details

Business Name _____

Business Email _____

Business Website _____

Business Phone _____

Address _____

Address _____

Town _____

Postcode _____

Contact Name _____

Contact Phone if different _____

Contact Email if different _____

Business Region _____

Business Category for Web page Listing _____

Free Trial complimentary listing at www.skye.co.uk/shopping.php

Available to arts & crafts, food products etc, who sell online and are taking a listing on another page.

- free listing expires 31.03.10

Type of Membership	Cost (prices + VAT)	Tick to order	Amount Due
Small Business less than 10 employees			
Membership Fee	£ 50		
Large Business more than 10 employees (full time equivalent)			
Membership Fee	£150		
		Total	
		+ 17.5% Vat	
		Amount to pay	

Cheques should be made payable to Skye and Lochalsh Marketing Ltd. Please return application form and cheque to the address below. A receipted VAT invoice will be issued by return.

I have read and agree to abide within SLM Ltd's Code of Conduct and business terms and conditions.

Signature: _____

Date: _____

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