

Membership

All tourism businesses in the Greater Speyside area receive a free basic listing on the GreaterSpeyside.com website complete with description, contact details including email and web links as well as being linked to nearby events and other relevant listings.

By becoming a member you will support GreaterSpeyside.com's activities to promote Speyside and the Moray Coast throughout the UK and overseas as an 'all-round year-round' destination.

Benefits

- **Online Promotion**
Member businesses receive a full business listing on GreaterSpeyside.com. Members' listings are displayed first above listings from non members. There are also opportunities for members to promote special offers, value added breaks and last minute deals.
No Google Ads will appear with member's entry details.
- **Control over contents**
Businesses can add and update their own information, but can request help if needed.
- **Stay informed / Newsletters**
Members receive regular e-newsletters with current events in the area; up to date local information to pass on to guests or customers. The more there is for their guests to do, the longer they might stay.
Members can also enhance their own web site with up to date events through a constantly updated feed of local events from our web site.
- **Marketing Opportunities**
Members can participate in exclusive opportunities for local, regional, national and international marketing activities.
- **Public Relations**
GreaterSpeyside.com undertakes a proactive programme of regional, national and international PR.
Members can benefit by keeping GreaterSpeyside up to date with news stories and offers for inclusion in e-newsletters and press releases sent to the UK and international media.
Members receive exclusive opportunities to host press visits for UK and overseas press and travel trade.
- **Measurable Marketing Tool**
Members can use the site as a marketing tool by providing news and information regarding their own products, services and events coming up, and measure the response. There are also opportunities for joint marketing and targeted marketing (to subscribers of themed newsletters etc.)
- **Site Statistics**
Members will have access to personalised site statistics, key industry statistics and keyword analysis.
The statistical information can also inspire innovative or creative ideas - for instance by using information collated regarding search words visitors to the site use can help identify emerging trends of customer needs and wants.

- **Industry Research**

This web site will be the most comprehensive information base of tourism businesses of the area. As the site grows there are plenty of research opportunities and we will be able to extract key industry statistics and both personal and non-personal statistical summary information. All businesses listed will be encouraged (by providing useful tools) to also gather information about their own business trends and customers and to share this information, made non-personal if they so wish. The more businesses and other organisations are willing to collect this kind of information and to share it, the more useful the research findings will be to everyone.

- **Networking / Potential Partnerships and Collaboration**

Members can look for potential partnerships by browsing the details available of those who have expressed an interest in working together on certain subjects. This can vary from offering combined packages to referring business to each other.

- **Business Support / Industry related Tips and Tools**

Through membership businesses receive regular e-newsletters giving updates on events, activities and opportunities. There will soon be sample letters and forms available for download, and general information and tips on subjects such as Customer Relationship Management and the Customer Life Cycle on the interactive members area of our site.

- **Technical Support**

Members have access to technical support services and receive a free telephone consult.

Membership Fees

Please contact us if you are interested in becoming a member. The fee is dependent on the size of your business, how many outlets/properties you have, number of visitors etc. As an indication we have listed the below for you:

Guideline to Introductory Membership Fees for a year's membership (excl VAT)

B&B 1-3 rooms	£ 50
Guest house 4-10 rooms	£ 75
Hotel 1-10 rooms	£ 100
Hotel 11-20 rooms	£ 150
Hotel >20 rooms	£ 200
Self Catering (1 unit)	£ 50
Self Catering (additional units)	£ 25
Hostel	£ 100
Caravan site	£ 100
Restaurant	£ 50
Small Business	£ 50
Visitor Attraction 5,000-10,000 vis.	£ 150
Visitor Attraction >10,000 visitors	£ 250

