



2025 MEMBERSHIP BENEFITS

Destination Orkney is a tourism member association. It is volunteer led by a committee/board of individuals and supported with the limited resource of a small team. Priorities are set and reviewed each year and are led by subgroups of volunteers and in some cases, applications for larger project work are submitted. We work in collaboration with our stakeholders to constructively challenge and support decision making by those in the Scottish Government and local Government and by engaging positively with the local community. Without Destination Orkney, there is no voice for tourism operators or those that work very hard and are proud to welcome visitors from across the world to experience what great things there is to see and do across the Orkney Islands.

‘Maximise Your Visibility, Expand Your Reach and Drive Income with Destination Orkney’

Orkney.com receives 1.5million visitors (1 Nov 23 to 31 Oct 24) each year, providing our members with a unique opportunity to reach a broad and engaged audience of potential visitors. With our enhanced membership package, you’ll have access to resources that can increase your visibility, streamline customer engagement, and even help you save on commission fees typically paid to online travel agents (**a saving of up to 17% on direct bookings!**) While accommodation is a significant example, all our members can benefit from the robust support and exposure we offer.

1. Enhanced Digital Marketing and Listing Support on Orkney.com

- **Optimised Listing Support:** Our team will provide best practices on copywriting, tag management, and image selection to ensure your listing is attractive to potential visitors to Orkney.
- **Priority Placement for Members:** Member listings receive priority over non-members in Orkney.com search results, boosting your reach to potential visitors.
- **Late Availability Feature for Accommodation Providers:** Showcase last-minute availability on Orkney.com to capture spontaneous bookings and optimise occupancy.

2. Promotional and Media Opportunities

- **Access to Key Marketing Campaigns:** Participate in orkney.com marketing campaigns and extend your reach to both domestic and local markets.
- **Exposure through Orkney.com’s Social Channels:** Share your business updates and developments with the digital team for potential features across Orkney’s social media, reaching thousands of potential visitors every month.
- **Exposure to worldwide tourism markets:** Get involved in co-ordinated marketing through VisitScotland Connect, an event which offers a targeted opportunity to connect with the travel trade, helping to generate sales and new business opportunities. Claim a slice of the £3.5bn international market.
- **Leaflet Distribution:** Access our leaflet distribution service to NorthLink Ferries and drop off supplies to the Kirkwall Visitor Centre, reaching a large local and wider visitor audience.
- **Access to potential new business:** Inclusion on our mailing list for accommodation and tour request emails and enquiries from tour operators.



3. Exclusive Industry Insights and Training

- **Access to Industry-Leading Advice and Best Practices:** Stay informed with regular updates on tourism trends, operational tips, and strategic guidance to keep your business competitive.
- **Workshops and Skills Development:** Take part in free, bite-sized training sessions in collaboration with local training partners, including technical support for optimising your Orkney.com listing.
- **Destination Orkney Newsletter:** Receive timely industry updates, event invitations, and valuable insights directly to your inbox.

4. Collaboration, Networking, and Support

- **Member Forums and Networking Events:** Engage with other members at events and forums throughout the year which are designed for networking, referrals, and business support.
- **Annual Tourism Conference and Bi-annual Industry Awards Dinner:** Connect with the tourism community, share insights, and explore new opportunities at these events.
- **Support from Our Team:** Whether through on-site visits or virtual consultations, our team is on hand to assist with your listing, marketing initiatives, or business development needs.
- **Join our Destination Orkney Facebook page** – keep up to date with everything going on and communicate with other members for best practice and advice.

5. Influence and Representation

- **Voice of the Industry:** Become part of collective group of businesses and organisations, all driving Orkney forward in becoming a world class sustainable destination. A collective voice is much more powerful than many individual voices.
- **Have Your Voice Heard:** Participate in member surveys, forums, and our AGM to help shape policy and strategy. Your feedback informs our advocacy with local and national tourism bodies, as well as our partnerships with the Scottish Tourism Alliance.
- **DOL Member Badge and Rating:** Gain a mark of quality by displaying the Destination Orkney badge across your online and print marketing materials, building trust and credibility with prospective customers.

At Destination Orkney, we're committed to providing you with tools and support to navigate the challenges ahead and grow your business. This year, we look forward to maximising the impact of our member community while celebrating Orkney as a premier global destination.

Here's to a successful year of collaboration and growth!