

Boost your business and let's work together



MEMBERSHIP INFORMATION PACK

2021 - 22

Love Loch Lomond

Providing destination marketing expertise and elevating local businesses onto a global tourism marketplace.

Who we are

Love Loch Lomond is an official destination marketing organisation run by local businesses, for local businesses.

- As a co-operative of local businesses across Loch Lomond, The Trossachs and Clyde Sea Lochs area, we have created a fresh, dynamic view of Scotland's most spectacular destination with innovative marketing and PR campaigns which ooze passion and have ultimately garnered followers and fans from across the globe. This has all been achieved by being creative but more importantly by working closely with members and partners to build confidence in the region.



Our History and Achievements

Love Loch Lomond was the first Destination Organisation (DMO) for the area covering Loch Lomond, The Trossachs and the Clyde Sea Lochs and has been operational for 10 years +. Over the years, we have achieved many things by working together: successful marketing campaigns; media coverage; tour operator relations; product development and training and development opportunities. Much of this was accomplished through public funded projects via Scottish Enterprise.

Times have changed and the time is right for businesses to come together and focus on showcasing Loch Lomond on the global stage as the perfect place to visit.

Do you want to boost your business profile to Love Loch Lomond visitors and access the latest industry news, marketing campaigns and initiatives?

Read on to find out everything you need to be part of something truly special.

Our Aims

As a self-funding organisation, we are developing multiple income streams through our partner membership, marketing and sponsorship campaigns and seasonal projects to raise awareness of our iconic destination to not only grow our organisation but also to deliver a return on investment (ROI) for our members.

What's In It For Me?

By being a member you can expect the following:

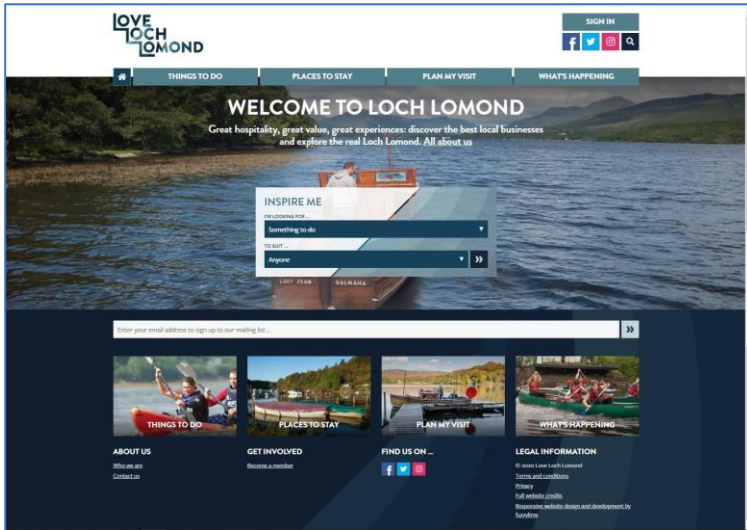
- Promote your business on lovelochlomond.com and associated social platforms.

Website benefits include:

- Full business listing
- Links to your own website
- Option to integrate your own booking system with Love Loch Lomond. Launching soon.
- Events and news submission.
- Promotion of your offers/experiences.

- New B2B collaboration opportunities.
- Inclusions in our highly effective tourism marketing campaigns. Our new campaign for Winter/Spring is being launched soon. Based around the Wellness theme featuring member products/offers, influencer & media fam visits, a social media campaign, consumer newsletters, etc...
- Advice, support and much more.





Sample page from LLL website

Take advantage
of our staggered
payment option.

2021/22 Membership Package

Become a member and see all of the ways Love Loch Lomond can benefit your business.

Our membership year runs from 1 April – 31 March. Anyone joining part-way through the year will be charged a relevant pro-rata fee.

- **Phased Payment plan:**
Members wishing to pay the full annual membership subscription in instalments can request this.
- **Join a Bright New Era:** Our new logo branding and website was launched in July 2020 and has attracted great feedback and engagement. There are exciting plans to develop this further in the coming months in terms of a promotional media campaign and a series of influencer visits which will inspire, excite and engage visitors and help them plan their next trip to our destination. Join now to ensure that you can be part of this!

Membership Benefits

Choose from the membership packages below and select the one that fits your size of organisation. Prices are exempt from VAT.

NB. Membership benefits are currently being reviewed – but the Ben Vane and Conic Packages do not have additional costs for social media promotion/blogs or to participate in the Winter/Spring 2021-22 marketing campaign.

Membership Benefits	Ben Lomond Package	Ben Vorlich Package	Ben Vane Package	Conic Package
Contribute proactively to Love Loch Lomond	✓	✓	✓	✓
Voting and representation in LLL business	✓	✓		
Business Listing: Name, Address, Tel & Email	✓	✓	✓	✓
Email Enquiries	✓	✓	✓	✓
VisitScotland/AA Grading listed	✓	✓	✓	✓
Images on listing	Enhanced	Enhanced	Standard	Standard
Video on listing	✓	✓	✓	✓
Website link	✓	✓	✓	✓
Descriptive text for business	Enhanced	Enhanced	Standard	Standard
Links to review sites(eg, Trip Advisor)	✓	✓	✓	✓
Capability for LLL live booking engine(commissionable)	✓	✓	✓	✓
Ranking on search results page	Level 1	Level 1	Level 2	Level 2
Receive LLL member e-newsletter	✓	✓	✓	✓
Promote news via consumer and trade e-newsletters?	✓	✓	Additional cost	Additional cost
Membership events	Free/discounted	Free/discounted	Discounted/Full	Discounted/Full
Opportunity to attend exhibitions as partners	✓	✓	Subject to availability	Subject to availability
Opportunity to participate in media visits	✓	✓	✓	
Opportunity to quote for trade enquiries	✓	✓	✓	
Annual provision of competition prizes using social media channels	✓	✓	Cost TBC	Cost TBC
Social Media promotions	✓	✓	Additional cost	Additional cost
Annual provision of blog news	✓	✓	Additional cost	Additional cost
Seasonal campaign promotion	✓	✓	Additional cost	Additional cost
Opportunity to purchase advertising on website	Cost TBC	Cost TBC	Cost TBC	Cost TBC

Please note the above benefits are subject to change and review as the capability of our new website and organisation evolves.

Annual Membership packages

(fees will be calculated on a pro rata basis when joining part-way through the year)

Conic Package (Associate Member) - £250 per annum

- Aimed at businesses with a turnover of £500k or less, no voting rights, package benefits as indicated, representation on Love Loch Lomond business

Ben Vane Package (Associate Member) - £700 per annum

- Aimed at businesses with a turnover of over £500k, no voting rights, package benefits as indicated, representation on Love Loch Lomond business



Annual Membership packages cont'd

Ben Vorlich Package (Full Partner) - £1,000 per annum

This fee has been reduced from £2,500 for 2021/22.

- Aimed at businesses with a turnover under £2M. Opportunity to be a Board Director (dependent on space availability), full voting rights and representation on Love Loch Lomond business and package benefits as indicated

Ben Lomond Package (Full Partner) - £2,500 per annum

This fee has been reduced from £5,000 for 2021/22.

- Aimed at larger businesses with a turnover in excess of £2M. Opportunity to be a Board Director(dependent on space availability), full voting rights and representation on Love Loch Lomond business and package benefits as indicated



How to Apply

To apply for 2021/22 Membership, download, complete and return the application form to manager@lovelochlomond.com

If you would like to discuss Love Loch Lomond or this membership offer, please contact:

Karen Donnelly, Destination Manager, Love Loch Lomond
Email: manager@lovelochlomond.com or Tel: 07425 175950

