

Great hospitality, great value, great experiences:
your trusted guide to the Loch Lomond



**MEMBERSHIP INFORMATION PACK
2021**

Love Loch Lomond

Be part of our co-operative.

Who are we?

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

- As a co-operative of local businesses, we're passionate about sharing the very best of our beautiful region. We bring together a wealth of local knowledge and experience so that, through our directory and our signposting, we can do exactly that.



Background

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 achieved through public funded projects via Scottish Enterprise.

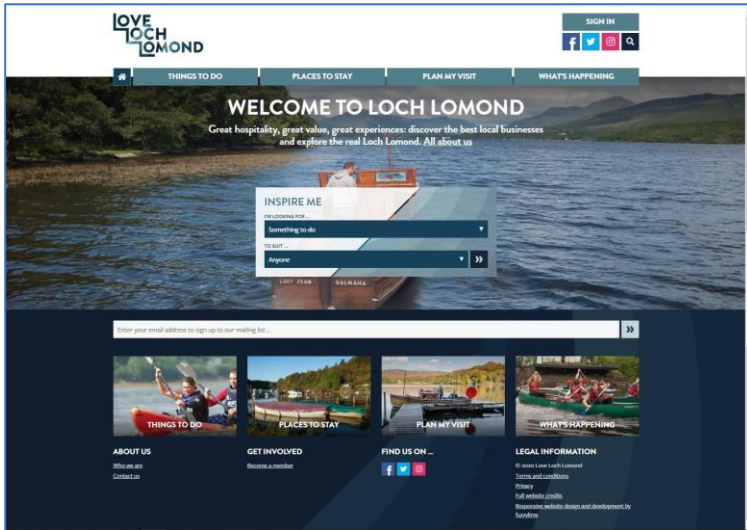
It is time for our businesses to come together and move on to the next stage of our growth and be masters of our own destiny and direction without the support of public funding. Now is the perfect time to get involved and take advantage of our special offer. Read on to find out more about how to join and the benefits of continuing to work in collaboration to develop our businesses and the destination.

We invite you to be part of something special; the next exciting chapter of business development in the area has arrived, together let's position the destination as Scotland's top tourism hotspot of choice.

Aims of the business co-operative

- ❖ As a self-funding organisation, we will be looking to develop multiple income streams through our partner membership, marketing opportunities, sponsorship and potential projects to develop our organisation and a return on investment for our members.
- ❖ Through its expertise and experience, our business co-operative can provide several meaningful advantages to partners/members. Examples include:
 - Savings of time and money through joint marketing and advertising.
 - Expanded customer base.
 - Increased clout
 - Lobbying Pressure.
 - B2B collaboration





Sample home page from new LLL website

Take advantage
of our initial
staggered
payment option.

2021 Membership Package

Let us help you and the destination by keeping each other informed and allowing maximum exposure and promotion.

- **Staggered payment option for 2021:** due to the ongoing Covid-19 pandemic and the restrictions placed on our sector, we are asking business members for a reduced payment to cover January to March 2021, with the balance falling due in April 2021. The first quarter payment info is shown against the relevant package information. As Love Loch Lomond are self-funded, these reduced first quarter payments will allow the organisation to continue in operation, albeit at reduced capacity. Members wishing to pay the full annual membership subscription may do so.
- **New LLL Brand and Website:** Our new brand and website was launched in July 2020 and has attracted great feedback and engagement. We look to develop this further in 2021 in terms of promotional opportunities. Website benefits include:
 - Full business listing
 - Links to your own website
 - Option to integrate your own booking system
 - Events and news submission.
 - Promotion of offers/experiences through our website.
- **LLL Promotional Activity:** Over the coming months we will be focussing on campaigns to raise awareness and "sell" our destination. Initially this will be through the staycation message and building on this as restrictions ease.

How to Apply

To apply for 2021 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**

From January 2021: Annual Membership Benefits

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 from Jan 2021

Conic Package (Associate Member) - £250 per annum
(Jan-Mar 2021 first payment of £25 due beg Jan. Balance due in April.)

- 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) - £1,000 per annum
(Jan-Mar 2021 first payment of £50 due beg Jan. Balance due in April.)

- 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) - £2,500 per annum
(Jan-Mar 2021 first payment of £100 due beg Jan.
Balance due in April.)

- 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) - £5,000 per annum
(Jan-Mar 2021 first payment of £250 due beg Jan.
Balance due in April.)

- 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



Contact us

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