



VISIT  
MORAY  
SPEYSIDE

**BECOME**  
A VISIT MORAY SPEYSIDE  
**OPT-IN MEMBER**

## VISIT MORAY SPEYSIDE OPT-IN MEMBERSHIP

If you want to support the ongoing development of tourism in Moray Speyside but are not a levy paying business, you can join Visit Moray & Speyside Limited as an Opt-In Member and gain the right to vote on the Company's proposals at the Company's General Meetings, including the Annual General Meeting.

Additional benefits of Opt-In Membership include but are not limited to the opportunity take part in consumer and business-to-business marketing initiatives, to have your business listed on the destination website and to access Member-only training and development events.



## WHO ARE WE?

Visit Moray Speyside (VMS) are the Destination Marketing Organisation and Tourism Business Improvement District (BID) Company for the Moray & Speyside area of Scotland.

Visit Moray Speyside's work is focused on three main areas of activity.

**Marketing** - Destination marketing for Moray Speyside. Attracting consumers and engaging with the international travel trade to position Moray as a world-class destination.

**Business Support** - Supporting tourism businesses in the region with training, opportunities, digital skills and more.

**Visitor Experience** - Improving the experience for visitors from inspiration to arrival and beyond.

Visit Moray Speyside works in partnership with a wide range of stakeholders, tourism organisations, community groups and commercial businesses to drive forward tourism development in Moray Speyside.

## OPT-IN FEES

Opt-in Membership annual fees (excluding VAT) are as follows:

For organisations with premises having a non-domestic rateable value the annual Opt-In fee is calculated in the same way as for Levy Payers.

Rateable value	Levy (ex VAT)	Monthly Cost (ex VAT)
Below £2,000	£273.75	£22.82
£2,000 - 4,999	273.75	£22.82
£5,000 - 14,999	£365	£30.42
£15,000 - 99,999	£730	£60.83
Over £100,000	£1,460	£121.67

## BENEFITS OF BEING A MEMBER

- Free website listing on the Visit Moray Speyside website which averages 10k pageviews a week. Your listing will link to your website, booking page and social media channels.
- Access to member-only workshops and webinars benefiting your business. Improve your social media, travel trade product, accessibility, customer service and sustainability with help from industry experts.
- Tailored business photography package for your business at a time that suits you.
- Priority inclusion in press trips with industry journalists, influencers and bloggers such as Challenge Sophie and The Aye Life.
- Tailored social media evaluation and development of an achievable social marketing plan.
- Right to vote on company and board proposals.
- Access to our Visit Moray Speyside/VisitScotland facebook business group.
- Support and awareness on business grants and funding that your business can apply for.
- Guidance on current events and changes that may affect your business.
- Included in our monthly member update.
- Included in our travel trade brochure, itineraries and events and then be showcased at travel trade shows.
- Access to partner marketing programmes e.g. MorayOnYourBusStop and VisitScotland campaigns.
- Connect with VMS and see your ideas implemented.



For individuals or organisations whose businesses do not have a Rateable Value, the annual Opt-in fee is based on their prior year's turnover as follows:

Turnover	Levy (ex VAT)	Monthly Cost (ex VAT)
Less than £100,000	£273.75	£22.82
£100,000 – 500,000	£365	£30.42
£500,000 – 999,000	£730	£60.83
£1million plus	£1,460	£121.67

The membership year is from 1st April – 31st March.  
Any individual or organisation joining during the year will be charged pro rata per full month.



# YOUR NEXT ADVENTURE



**STARTS HERE**  
[MORAYSPEYSIDE.COM](http://MORAYSPEYSIDE.COM)



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