



## Visit West Lothian Membership

We are writing to inform you of our Visit West Lothian Membership and would like to invite you to join as a member of Visit West Lothian. Becoming a VWL member is a great opportunity for tourism businesses in West Lothian, with a fantastic number of benefits for such a low cost, it is not a chance to be missed!

Here is a list of all the benefits for being a member of Visit West Lothian:

- Free listing on the Visit West Lothian website – *127k unique visitors per annum*
- Free promotion by having 1 x business leaflet placed at our 9 high footfall venues (*The Centre, Mercure Livingston Hotel, Five Sisters Zoo, Almond Valley Heritage Centre, Civic Centre, Howden Park Centre, Livingston Football Club and Livingston Leisure Centre & NEW for 2017 – Beecraigs Country Park*)
- Make new business contacts through our 2 x annual networking events where you have the opportunity to get face-to-face with colleagues in the sector and present a business update to all attendees
- Opportunity to partner in Visit West Lothian promotional campaigns - *your business promoted to our consumer database of 5k contacts, to every home in West Lothian (over 80k) and via our website and social media channels.*
- Benefit from reduced rates - on advertising in the annual West Lothian visitor guide and networking events
- Opportunity to utilise our social networks to promote your latest business activity (*FB 6,900 followers*)
- Stay informed and connected via our monthly newsletters where your business news can be included too.

## Update on Payment

Visit West Lothian are currently going through a period of change and have recently completed a review from a consultancy. As part of this change, we are introducing a single annual renewal point which is being implemented April 2017. With one payment per annum and a whole year of fantastic benefits, businesses are guaranteed to see positive results becoming a VWL member.

There are two ways of paying for your VWL Membership:

### PLEASE TURN OVER FOR MEMBERSHIP RATES

<p><b>Firstly</b>, by sending a cheque plus made payable to 'Visit West Lothian' and send to:</p> <p>Anna Young</p> <p>Visit West Lothian</p> <p>West Lothian Civic Centre</p> <p>Howden South Road, Livingston,</p> <p>EH54 6FF.</p>	<p><b>Or Secondly</b>, you can pay by BACS directly into our bank account.</p> <p>Visit West Lothian Details:</p> <ul style="list-style-type: none"> <li>• Bank of Scotland</li> <li>• Visit West Lothian</li> <li>• Account Number: 06013986</li> <li>• Sort Code: 80-08-80</li> <li>• VAT Registration Number: 980024340</li> </ul>
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## Membership Rates

Visit West Lothian works to promote West Lothian as a place for locals and visitors to get out and about, enjoying all the fantastic things to see and do in the area. By becoming a member your business will access a range of promotional benefits and become part of a network of local tourism related businesses. By working together we can all help to develop West Lothian as a true destination.

With **127k** unique visitors to the [www.visitwestlothian.co.uk](http://www.visitwestlothian.co.uk) website every year, an updated consumer database of almost **5k** and over **8,600 fans and followers** on our **social media channels**, we can help you get your business in front of the right audience.

**There are 2 membership levels:**

**A. No. of employees - 1 – 10 / Charities & Associations - £50.00 plus VAT**

**B. No. of employees 10+ - £80.00 plus VAT**

**Members can also choose to take part in up to 7 of the following promotional options at the time of joining / renewing:**

ACTIVITY		COST (+ VAT)
<b>OPTION 1</b>	<ul style="list-style-type: none"> <li>Attendance at 2 x <b>Networking Events</b> (taking place in Autumn and Spring) including lunch.</li> </ul>	<b>£20.00 (saving of £10.00)</b>
<b>OPTION 2</b>	<ul style="list-style-type: none"> <li>Include Business <b>Advert in West Lothian Visitor Guide 2018/19</b> to secure 50% discount against any size of advert.</li> <li>62k copies of the guide distributed across the central belt during 2018/19</li> </ul>	<b>eg. £137.50 for ¼ page advert</b>
<b>OPTION 3</b>	<ul style="list-style-type: none"> <li>Partner in VWL <b>seasonal online promotional campaign</b>.</li> <li>Campaign includes targeted social media advertising, solus email to consumer database of 5k, press release in local media, online promotion and blogging.</li> </ul>	<b>£50.00 plus</b>
<b>OPTION 4</b>	<ul style="list-style-type: none"> <li><b>Additional</b> business leaflets on display in our 9 West Lothian based high footfall venues.</li> </ul>	<b>£20 per 1000 leaflets</b>
<b>OPTION 5</b>	<ul style="list-style-type: none"> <li>Inclusion in <b>Bulletin Magazine</b> which is distributed to every home in West Lothian – over 80k</li> <li>A business discount or special offer for Bulletin readers is required</li> </ul>	<b>FREE</b>
<b>OPTION 6</b>	<ul style="list-style-type: none"> <li><b>Promotional email</b> to our 5k consumer database with a Twitter/ facebook/ linkedin and Instagram follow up.</li> </ul>	<b>£100.00</b>
<b>OPTION 7</b>	<ul style="list-style-type: none"> <li>Have your business included as part of VWL's bespoke monthly feature in the <b>Konect Magazine</b></li> <li>Over 50k copies distributed across West Lothian to Livingston, Bathgate, The Calders, Broxburn and Linlithgow.</li> </ul>	<b>£25.00</b>

**VWL's 12 month subscription applies from April 1<sup>st</sup> 2017 – March 31<sup>st</sup> 2018**

✉ [info@visitwestlothian.co.uk](mailto:info@visitwestlothian.co.uk)

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📘 [www.facebook.com/visitwestlothian](http://www.facebook.com/visitwestlothian)

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[www.visitwestlothian.co.uk](http://www.visitwestlothian.co.uk)