



Visit **West Lothian**

Central Scotland's Playground

Visit West Lothian Membership - Invitation to Join for 2018/19

We would like to invite you to join as a member of Visit West Lothian for 2017/18. Being a member is a great way to ensure you are part of a wide network of tourism related businesses in West Lothian, with a fantastic number of benefits:

- Free listing on the Visit West Lothian website – *123k unique visitors per annum*
- Free promotion by having 1 x business leaflet placed at our 8 high footfall venues (*The Centre, Mercure Livingston Hotel, Five Sisters Zoo, Almond Valley Heritage Centre, Civic Centre, Howden Park Centre, Livingston Leisure Centre & 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
- Free 1 hour advisory session with Stephan Riegel of Hospitality Advisory Services (HAS)
- 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 7,100+ likes*)
- Stay informed and connected via our monthly newsletters where your business news can be included too.

Update on Renewal

For 2018/19 we will maintain our basic membership rate in order that Visit West Lothian remains as accessible to as many of our businesses as possible. There are two ways of paying for your VWL Membership:

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

If you would like to speak to us please do give us a call or email us using the details provided. We look forward to working with you in 2018/19.

Kind Regards

Robin Chesters
Vice-Chairperson for Visit West Lothian

✉ info@visitwestlothian.co.uk

☎ 01506 283093 07825 979218

📘 www.facebook.com/visitwestlothian

Visit West Lothian, West Lothian Civic Centre, Howden South Road, Livingston, EH54 6FF. Company No: SC346843

www.visitwestlothian.co.uk



Membership Rates & Options

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 **123k** unique visitors to the www.visitwestlothian.co.uk website every year, an updated consumer database of almost **5k** and over **8,700 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)
OPTION 1	<ul style="list-style-type: none"> Attendance at 2 x Networking Events (taking place in Autumn and Spring) including lunch. 	£20.00 (saving of £10.00)
OPTION 2	<ul style="list-style-type: none"> Include Business Advert in West Lothian Visitor Guide 2019/20 to secure 50% discount against any size of advert. 62k copies of the guide distributed across the central belt during 2019/20 	eg. £137.50 for ¼ page advert
OPTION 3	<ul style="list-style-type: none"> Partner in VWL seasonal online promotional campaign. Campaign includes targeted social media advertising, solus email to consumer database of 5k, press release in local media, online promotion and blogging. 	£50.00 plus
OPTION 4	<ul style="list-style-type: none"> Additional business leaflets on display in our 8 West Lothian based high footfall venues. 	£20 per 1000 leaflets
OPTION 5	<ul style="list-style-type: none"> Inclusion in Bulletin Magazine which is distributed to every home in West Lothian – over 80k A business discount or special offer for Bulletin readers is required 	FREE
OPTION 6	<ul style="list-style-type: none"> Promotional email to our 5k consumer database with a Twitter/ facebook/ linkedin and Instagram follow up. 	£100.00
OPTION 7	<ul style="list-style-type: none"> Have your business included as part of VWL's bespoke monthly feature in the Konect Magazine Over 50k copies distributed across West Lothian to Livingston, Bathgate, The Calders, Broxburn and Linlithgow. 	£25.00

VWL's 12 month subscription applies from April 1st 2018 – March 31st 2019

✉ info@visitwestlothian.co.uk

☎ 01506 283093/875 📠 07825 979218

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