



Information Pack

October 2008

**Aviemore and the Cairngorms Destination
Management Ltd**

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WHO ARE WE?

ACDMO is a not for profit private sector led organisation that operates in the Badenoch and Strathspey within the Cairngorms National Park with the objective: *“to establish and maintain Aviemore and the Cairngorms - Scotland’s Natural Adventure - as a world class mountain destination making it a great place to live, work and visit ...”*

We work with three main objectives:

- **To drive demand**
 - To market and promote the B&S area through web, print and PR.
 - To channel visitor enquiries to affiliated businesses.
 - To support events and community initiatives wherever possible.
- **Build Capacity**
 - To deliver business development programmes.
 - To champion customer service initiatives.
 - To assist with product development initiatives.
- **Advocacy**
 - To speak up on behalf of local business interests.
 - To contribute to the successful delivery of the Cairngorms National Park Plan

WHY ARE WE DOING THIS

Tourism is now a competitive global business. Successful destinations are led by strong private sector groups based on collaboration and partnership working. We are looking to work with affiliated businesses to deliver a focussed marketing and promotion plan that will generate revenue and increase our market share. A joined up private sector approach is potentially the most effective way of working with our public sector partners.

WHAT’S IN IT FOR THE AREA?

- ACDMO works to support and assist community interests.
- ACDMO brings in sponsorship and grants to the area.
- ACDMO sits on national tourism steering groups talking up your area.
- ACDM contributes to making the voice of the private sector heard.

HOW DO I SIGN UP?

It’s easy to become affiliated to ACDMO where you can join the growing number of businesses taking advantage of our activities. Fees are based on basic entry level rate set against turnover bands.

1. Fill out the registration form detailing which category of business you fall within and what turnover band is applicable to your business.
2. Submit your registration form and we will forward to you log on details to access your own section of the website where you can upload your details.
3. ACDMO will then create a live listing on the website.
4. You now have the ability to edit your own page.
5. You can then access additional ‘buy as you go’ marketing opportunities where you choose the level of promotion and advertising that suits your business.

Charter Agreement

To clarify what you should expect from us and in return what we expect from you the following charter agreement has been drawn up.

You – the business

1. Be a tourism or consumer facing business that derives turnover from consumers who visit the ACDMO area.
2. ACDMO supports national quality assurance schemes and ask that you are registered with a quality scheme appropriate for the sector, if one exists. If you are not a member of the scheme we seek that within one year you will have made some visible move to join such a scheme or have sought to attend business improvement programmes or training seminars.
3. To, at all times, support the agenda of improving the visitor experience.
4. Whenever possible support and recognise the benefits of purchasing supplies from local sources.
5. Participation in the ACDMO Tourism Business Barometer survey.
6. Participation in the ACDMO Visitor Survey.
7. Sign up to any ACDMO sector specific Code of Practice. (currently Golf and Outdoor Activities groups)
8. To keep your content on the ACDMO website up to date.
9. Respect other businesses by joining at the level that fairly reflects your turnover.
10. Paying fees and advertising invoices within 30 days.

Us – the DMO

WHAT'S IN IT FOR YOU? – it's about driving demand and enquiries to your business

1. To drive customer enquiries to member businesses as our utmost priority.
2. To promote tourism in the area from Cromdale to Dalwhinnie in a fair and equitable manner.
3. To distribute customer enquiries in a fair and equitable manner.
4. To provide strong leadership and direction.
5. Publish throughout the year the What's On magazine.
6. Provide a range of fair and open advertising opportunities to members.
7. Encourage more businesses to join the DMO and participate in our programmes.
8. To promote the agenda of improving the customer experience.
9. To represent the best interests of tourism businesses in all that we do.
10. To support community tourism initiatives.
11. To set and apply a fair fee structure.
12. Offer fair and open access to promotional and marketing activities.
13. To operate in a responsible manner seeking to celebrate the natural environment of the area.
14. Non payment of fee on 90 days will result in business being taken off the website.
15. We reserve the right to refuse access to the website and marketing activities if a business lets the rest of the area down through poor customer service or brings the area into disrepute.
16. During the year we will:
 - a. Communicate to members businesses through a series of ACDMO newsletters.
 - b. Provide to all businesses open and transparent website traffic statistics.
 - c. Host 3 business meetings.
 - d. Work with a wide range of partners to bring targeted business improvement programme to members.
 - e. Host Product Group meetings to assist in furthering the interests of the product group member businesses.
 - f. Deliver 1 Business Plan.

Registration Form

Name of Company	
Contact Address (including postcode)	
Description of your business (This text will be used to set up your web listing)	
How did you hear about us?	
Contact Name	Second Contact
Position	Web
Telephone	Email
Fax No.	Mobile
Business Category Details	
Product Group: Please circle	<ol style="list-style-type: none"> 1. Serviced accommodation 1-8 rooms 2. Serviced accommodation 9+ rooms 3. Self Catering, Camping & Caravanning & Hostels 4. Activity Providers 5. Golf 6. Attractions 7. Food, Beverage & Retail 8. Business Tourism
Turnover Band Please Circle	<ol style="list-style-type: none"> a. Up to £65,000. Fee £85 b. £65,001 - £150,000. Fee £150 c. £151,000 - £200,000. Fee £200 d. £201,000 - £300,000. Fee £300 e. £301,000- £400,000. Fee £400 f. £401,000- £500,000. Fee £500 g. £501,000 - £600,000. Fee £600 h. £601,000 - £700,000. Fee £700 i. £701,000 - £1m. Fee £1,000 j. £1m and over – by agreement <p>Fees are subject to VAT</p>
Please state business awards/Visitscotland grading/GTBS/AA/ Welcome Schemes. To be used on your web-listing.	
<p>Please post to ACDMO Ltd. Inverdrue House Rothiemurchus Aviemore, PH22 1QH An invoice will be raised on receipt of your registration</p>	

As a member of Aviemore and the Cairngorms DMO your business is offered the following web based promotional opportunities:

MEMBERSHIP BENEFIT - included in your annual fee

1. Basic Listing on the website(Constant – 12 months)

Entry within the category section of the website that applies to your business.

- Inclusion of a thumbnail Image.
- Line entry in the category page appropriate for your business.
- You have the ability to update details 365 days of the year through your own secure administration section.
- Name of Business, Postal Address, telephone, email and direct link to your own webpage within the DMO website.
- Inclusion of quality grading logos appropriate to your business.
- Inclusion of 'book online' button to connect to you own online booking service.

2. Own Page Feature – accessed via your listing on the sector page

Full page on the website site featuring your business:

- Up to three images of your business.
- Limitless copy on your business (self editing).
- Ability to post last minute offers that will also appear on the main site offers page.
- Contact details (self editing).
- Google map and directions to your business.
- Direct link to your own website.

3. Search Feature –

As a member of the DMO your business you will be fully integrated into the search functions that power the visitaviemore site.

Up to three images of your business. Searchable functions direct to you page on the visitaviemore website.

- Geo coded, i.e. an accommodation page will have local places to eat, attractions, shop and activities listed.

Please note that all basic listings and enhanced listing will rotate in a random manner and not in alphabetic sequence on the sector page so to offer a fair opportunity for all businesses.

WEB ADVERTISING OPPORTUNITIES – in addition to your annual fee

Box Advert – located in left column on all pages.

- Copy and format of advert fixed for duration of display
- Assistance with design and layout of advert
- Name of Business, Postal Address, telephone, email and direct link to your own website
- Inclusion of quality grading logos

Skyscraper – Tall advert panel on right hand side of all pages – rotating adverts (10 seconds each) with up to a maximum of three advertisers.

- Located on right hand side of home page.
- Link to direct to your own webpage.
- Design supplied by you to page specifications.

Enhanced Listing – Featured boxed listing in main listing within sector pages.

- Tinted listing box
- Enhanced listings always appear at the top of the sector

	Size	Period	Period	Slots
Box Advert	125x125px	Calendar month	£100	Max of 3 spots, fixed and on show at all times
Skyscraper	129x600px	Calendar month	£300	Up to 3 slots, random rotation
Enhanced business listing	Sector listing panel	12 month placement	£30	Fixed and on show at all times, displayed in random sequence

Every advertiser will receive a full list of monthly traffic click through and web site traffic statistics.