

# islands partnership

## Accommodation membership Rate Card 2023/24

### MEMBERSHIP & MARKETING OPPORTUNITY RATES HELD AT 2022/23 PRICES

#### STEP 1 SIZE OF BUSINESS

Indicate the size and type of your business by ticking the applicable box.

		WHAT SIZE IS YOUR BUSINESS?		
		Small	Medium	Large
TYPE OF BUSINESS	Under 10 FTE employees* and/or turnover that is under £500,000	Between 10 to 20 FTE employees** and/or turnover between £500,000 and £1M Membership rate: <b>£1,600</b> (EX. VAT)	More than 20 FTE employees*** and/or turnover that is more than £1M Membership rate: <b>£2,575</b> (EX. VAT)	
		<b>CONTINUE TO STEP 2</b>	<b>SKIP TO STEP 3</b>	<b>SKIP TO STEP 3</b>

#### STEP 2 TYPE OF BUSINESS

Self-Catering or B&B				
1 - 4 bedspaces <b>£125</b> (EX. VAT)	5 - 10 bedspaces <b>£195</b> (EX. VAT)	11 - 16 bedspaces <b>£265</b> (EX. VAT)	17 - 32 bedspaces <b>£350</b> (EX. VAT)	33+ bedspaces <b>£490</b> (EX. VAT)
Hotel				
Under 33 bed spaces <b>£540</b> (EXC. VAT)		33 - 49 bed spaces <b>£895</b> (EXC. VAT)		
Campsite		<b>£265</b> (EX. VAT)		

In all cases a website listing is not included in membership.

\* Any business that employs under 10 employees on a FTE basis for more than 4 months of the year

\*\* Any business that employs 10 to 20 employees on a FTE basis for more than 4 months of the year

\*\*\* Any business that employs 20 or more employees on a FTE basis for more than 4 months of the year

For any other non-standard membership packages, including corporate partnerships, interested parties, clubs and societies etc., please contact the Islands' Partnership to discuss further.

Please contact the IP Office to discuss payment in installments if required.

#### BUSINESS DISCOUNTS

Owners of more than one business registered with the IP may be eligible for the following discounts:

**25%**  
DISCOUNT

**ON YOUR SECOND  
SUBSIDIARY BUSINESS**

**40%**  
DISCOUNT  
PER BUSINESS

**ON YOUR THIRD OR MORE  
SUBSIDIARY BUSINESS**

**NB** For mainland businesses who have close connections with the Isles of Scilly e.g. suppliers, or accommodation in South West England etc.; please enquire directly for discounted rate.

## STEP 3 MARKETING OPPORTUNITIES

Let us know which marketing opportunities you are interested in by ticking the boxes below.

Website (visitislesofscilly.com)				
Standard Entry <b>£185.00</b> (EX. VAT)		Additional Listing <b>£80.00</b> (EX. VAT)		
eviivo - Property Management System				
1 - 4 bedspaces <b>£150</b> (EX. VAT)	5 - 10 bedspaces <b>£200</b> (EX. VAT)	11 - 16 bedspaces <b>£300</b> (EX. VAT)	17 - 32 bedspaces <b>£350</b> (EX. VAT)	33+ bedspaces <b>£400</b> (EX. VAT)
Email Marketing				
Featured business in our monthly newsletters to the Visit Isles of Scilly database - <b>£185 PER NEWSLETTER</b> (EX. VAT)				
E-newsletter takeover <b>£600</b> (EX. VAT)				
Tourist Information Centre (Leaflets, Posters & What's on Events)				
Advertising Package - <b>£110</b> (EX. VAT)				
Print				
Gig guide (contact to register interest)				
IOS Official Pocket Map - <b>£175</b> (EX. VAT)				



**DISCOUNT BUNDLE**  
Choose any 3 marketing opportunities and save 10%



### VISITISLESOFSCILLY.COM

2.2M page views a year.

Over 500k unique visitors, the majority of whom are looking for ideas of things to do and places to stay – make sure they find you!

No. 1 in Google for all relevant searches.

According to our most recent Visitor Survey, two thirds of visitors cite visitislesofscilly.com as being the most useful source of information when booking or planning their visit.



### EMAIL MARKETING

Reach 100,000 active subscribers every month.

Create a mini editorial feature to sell your business or a particular seasonal promotion.

Average open rates are exceeding expectations and are significantly higher than industry averages. Open rates are up 17% on the previous year to nearly 35% in some cases.

Click-throughs to advertisers can also be several thousand per newsletter.



### TOURIST INFORMATION CENTRE

Make sure our thousands of visitors know about your business through our award winning visitor hub.



### OFFICIAL POCKET MAP GUIDE

Proved incredibly popular with visitors in getting around and planning their days out.

A new map will be produced in early 2024.

Primarily for experiences, things to do, places to eat, travelling around, retail, etc. but it is a valuable promotional tool for accommodation providers to get seen by day visitors for future staycations.

## STEP 4 BUSINESS DETAILS

In order that we can keep our records up to date, please provide your business details below.

Business Name	Proprietor Name
Business Address & Postcode	Correspondence Address & Postcode (if different)
Telephone	Mobile
Email	Website
Instagram Handle	Facebook Page
Twitter Handle	Other Social Media (please state which)

## STEP 5 TERMS AND CONDITIONS

For our full Membership and Marketing Terms and Conditions please see [visitislesofscilly.com](http://visitislesofscilly.com).

Hard copies available on request.

Insert name of business
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hereby agree to the Islands' Partnership Membership and Marketing Terms and Conditions.

Name
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Date
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All accommodation providers must hold some form of recognised assessment to advertise in any Visit Isles of Scilly publication and on the website. You can opt to join the Isles of Scilly Approved Accommodation Scheme which offers guests assurance that your accommodation is 'legal, safe and clean'; or you could opt for a national Quality Scheme such as those run by VisitEngland / AA etc. If you need further details, please don't hesitate to contact the IP team. Please provide details of your accreditations below:

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Date of your latest assessment/certificate:
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