



The South of Scotland Destination Alliance (SSDA) is the strategic destination management and marketing organisation for the South of Scotland, encompassing Dumfries and Galloway and the Scottish Borders.

Our role is to put the South of Scotland on a global stage, to raise awareness and demand amongst visitors near and far, and to help our businesses and communities in the long and the short term.

Now more than ever before, our role and function is critically important to the recovery and future economy of the South of Scotland. Join our ambitious and inspiring community as we pave a strong future for the region by transforming the South of Scotland into a year-round world class destination, growing tourism spend in the region and increasing economic prosperity.

WHAT IS SSDA / SCOTLAND STARTS HERE

SSDA is a region-wide, industry-led organisation for tourism, hospitality and destination marketing. It is the culmination of conversations and workshops with businesses, local and national tourism representatives, the respective Councils and the South of Scotland Enterprise Agency. We represent the South of Scotland at the highest level, putting the needs of the region's industry in front of Ministers and key decision makers. With a focus on place-making, people, digital capability and sustainability, our ambition is to position the South as a world-class visitor experience and drive multi-million-pound growth in tourism spend.

Scotland Starts here is the consumer facing tourism positioning of the South of Scotland and is aimed at visitors from the UK and overseas. Scotland Starts Here puts a spotlight on authentic local experiences, local products and businesses and showcases everything that the area has to offer for short breaks and holidays. Most importantly, those three words encapsulate where the history, majesty and excitement of the nation really begins. In fact, there really is no better place to start than right here in the South.

Scotland Starts Here is incredibly active online and in the community. It houses a travel inspiration website, a mobile app, podcasts, eBooks, videos, blogs and social media campaigns and more.



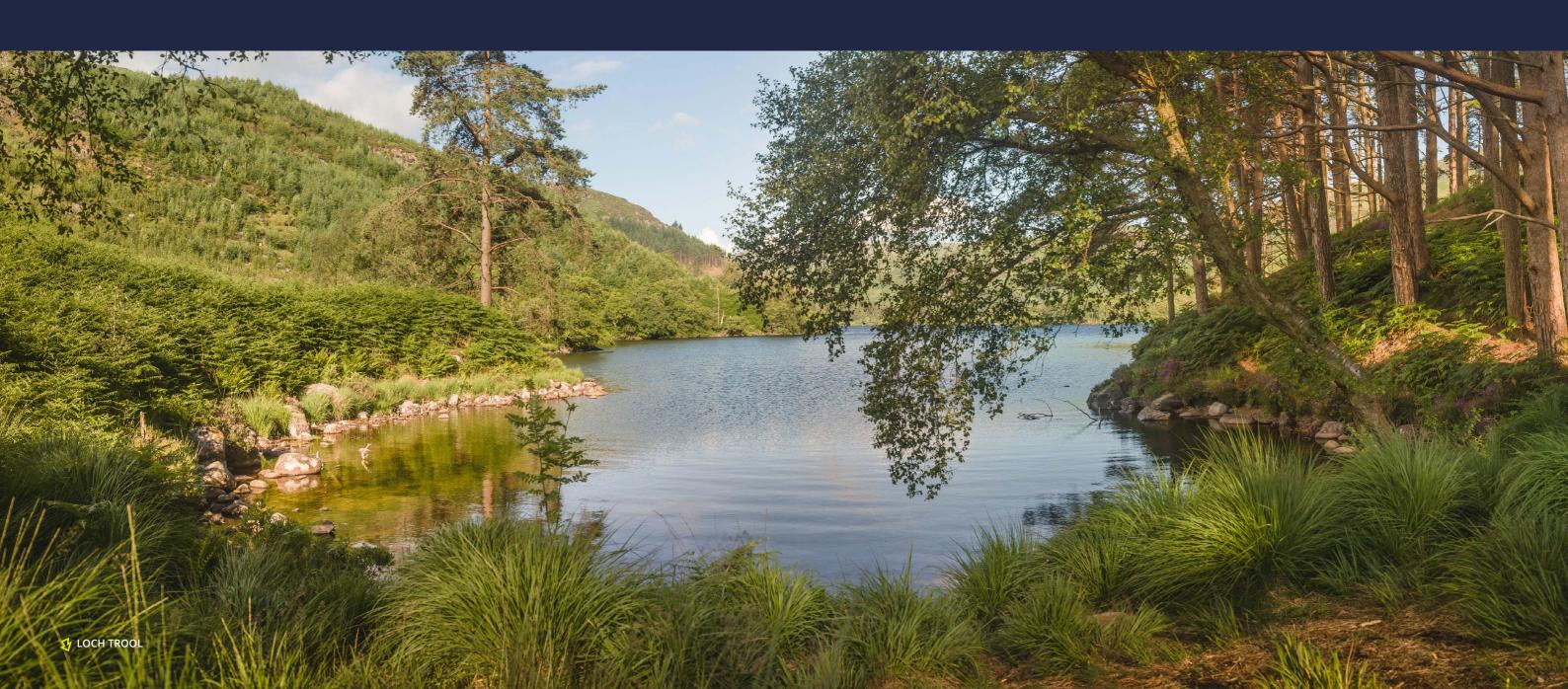
OUR BEHIND THE SCENES

- Our face to the industry and our partners
- Destination management and tourism product development
- Stakeholder and partner working
- Business to business support
- Promoting opportunities for tourism business in the South of Scotland
- Supports capacity building, collaboration between business and sharing expertise



OUR FACE TO THE WORLD

- Our marketing platform
- Consumer facing campaign
- Promoting tourism members of the South of Scotland audiences across Scotland, the UK and Worldwide
- Creating awareness and solidifying brand image through content (photos, videos, blog posts etc)







CORE MEMBERSHIP/BENEFITS £85 (ANNUALLY) will include a web link, email and phone Digital listing on the SSDA website and app number - no word count or image limit. Inclusion in Member Directory for B2B comms and updates **Entry in the Travel Trade Directory** 25% discount off of any additional digital marketing activity Access to the membership portal with signposting to assets and information Use of South of Scotland brand toolkit and Access to South of Scotland image library Executive summary of research, data and trend insights Discounted trade training opportunities Opportunities to access marketing and social media packages Considered slot in product awareness webinars and relevant itineraries (based on availability) Access to supplier discounts Access to the South of Scotland sustainability commitment

1. CORE MEMBERSHIP

The SSDA Core Membership is our entry level membership offer, starting at £85 annually. This is a fantastic option for businesses interested in joining our community and promoting their business through our core listings.

Membership includes listing on the Scotland Starts Here website and app to reach new visitors in the region, as well as a listing in our travel trade directory to help market your business. You'll gain access to our incredible image and asset library, critical industry research, as well as getting discounts for a range of services pivotal to the tourism industry in the South.

PARTNER MEMBERSHIP/BENEFITS £400 (ANNUALLY)	
Core benefits plus	✓
Dedicated social media post on SSDA / SSH channels	QUARTERLY
Feature in one consumer newsletter	PREFERRED MONTH (based on availability)
Priority for relevant press enquiries / FAM trips / trade enquiries	✓
Partner listing including an entry on the SSH experience finder	✓
Discounted access to training	
Access to annual conference	4x COMPLIMENTARY TICKETS
Slot in product awareness webinars to promote product (during off peak seasons)	
Inclusion in relevant trail and itineraries	✓
Market research and trend access	✓
Access to case studies and business overviews	✓
CEO check in	✓

2. PARTNER MEMBERSHIP

Take your business to the next level with our Partner Membership. This package offers enhanced support and engagement, inviting you to become a dedicated partner of SSDA

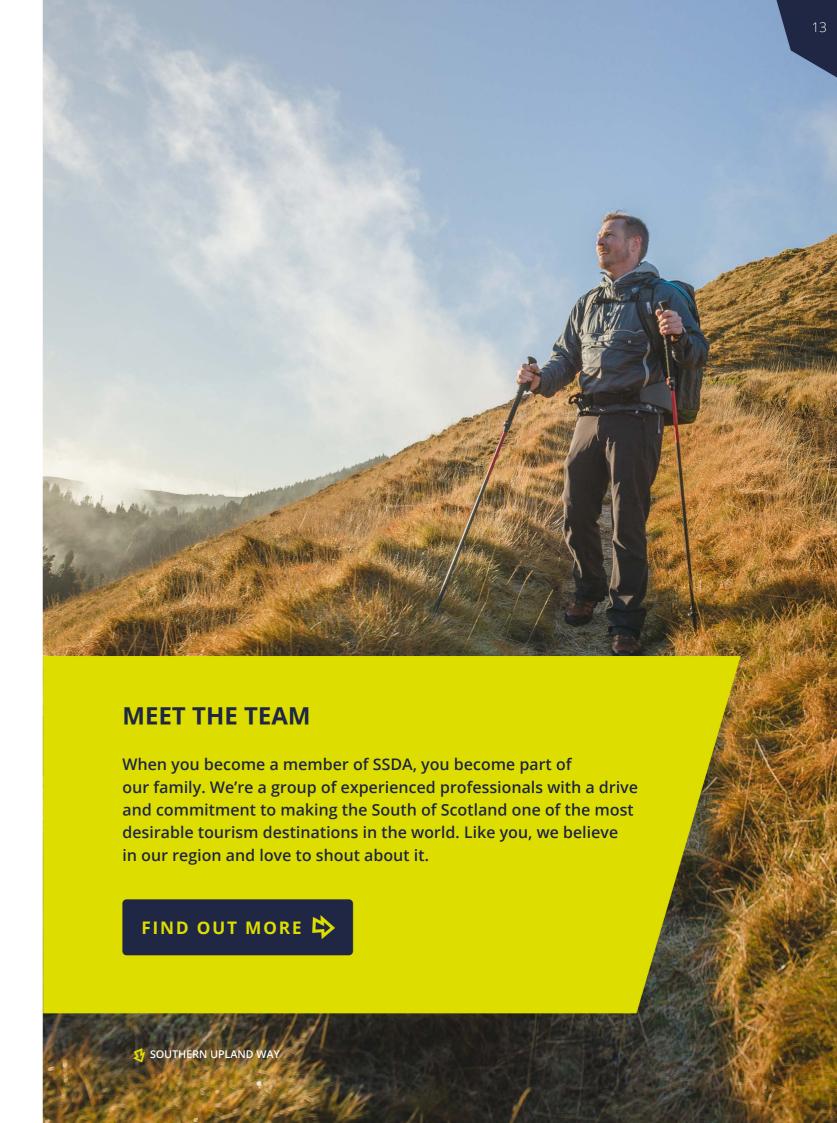
Beyond the offerings of our Core Membership, this level offers a quarterly opportunity to be promoted across our social media channels, a feature on our experience finder (which is a popular tool amongst locals and visitors alike), and complimentary passes to our annual conference. In addition, you'll be able to showcase your business on our listings page, have the opportunity to present your organisation at our product awareness webinars, and gain discounts across digital marketing activity, training and more. This membership brings you into our organisation as a key partner, including an annual CEO check-in to ensure you're getting the most out of your experience.

BESPOKE MEMBERSHIP/BENEFITS £1000 + VAT (ANNUALLY)	
Partner benefits plus	✓
Dedicated social media post on SSDA / SSH channels	✓ EVERY 2 MONTHS
Priority opportunities to be included in marketing campaigns / PR activity	PREFERRED MONTH (based on availability)
Travel trade support to include: - Enhanced entry on the Travel Trade Directory - Bespoke FAM trip planning - Feature in the Travel Trade Newsletter - Representation at national and international trade events and shows	
Feature in two consumer newsletters (B2B and B2C)	PREFERRED MONTH (based on availability)
Dedicated speaking slot at the SSDA annual conference	√
Access to annual conference	6x COMPLIMENTARY TICKETS
Company logo on the SSH app and SSDA website	✓
Platform sponsorship on app and website (hero banner placement on website)	✓

3. BESPOKE MEMBERSHIP

Our Bespoke Membership makes the most of what SSDA can offer you and your business. You will have exclusive access to our popular social media platforms for a promotion every two months, and priority opportunities to be included in our newsletters, ongoing marketing campaigns and PR activity.

Bespoke Membership also offers an enhanced listing on our Travel Trade Directory, tailored FAM trip planning, travel trade newsletter inclusion and representation at national and international trade events and shows. Your business will be expertly represented, all geared to improving your reach across a wide range of audience nationally and internationally.



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HOW TO GET INVOLVED

Becoming a member is easy - and we have a team ready to support you at each stage of the process.

Simply:

- 1) Select your chosen membership tier
- 2) Complete the membership form outlining your business information
- 3) Pay your membership fee either via BACS, credit card, or there are pay monthly options available if you would like to discuss *
- 4) Someone from our membership team will be in touch to get you started, and continue support throughout your membership period

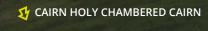
JOIN OUR COMMUNITY 🖒

*Please note if payment is not received within one month of receiving your invoice, your membership will be cancelled, and benefits removed.

Already a member but would like to learn more about the benefits and how to make the most of your membership, or explore an alternative membership tier?

Contact our Membership Services Manager to discuss opportunities available to you.

CONTACT US



We're here to help you

Looking for more information about SSDA, Scotland Starts Here, or have questions about our membership programme?



To find out more, visit...

