

WILD SCOTLAND

*Scottish Wildlife & Adventure Tourism Operators
Association*



About Wild Scotland

Wild Scotland is the Scottish Wildlife and Adventure Tourism Operators Association, the trade association for the nature-based tourism sector in Scotland. The organisation was formed following the merger in April 2011 of Activity Scotland, the activity providers' association and Wild Scotland, the wildlife tourism association.

The group now represents over one hundred companies, all of whom are committed to delivering first class experiences. Wild Scotland undertakes a wide range of activities on their behalf including marketing, business development, training and networking.

Marketing Benefits

- FREE entry on fully searchable WildScotland.org.uk. No commission charged.
- Promotion on Wild Scotland's social media channels ([Facebook](#), [Instagram](#), [Twitter](#) and [news pages](#)). **Facebook** 33.5K+ **Twitter** 33.2K **Instagram** 3,100K
- Promotion via Wild Scotland Consumer E-Newsletter
- Involvement in Wild Scotland press activity
- Opportunity to advertise through joint advertising, exhibitions & trade shows
- Use of Wild Scotland logo.

Business Support and Networking Benefits

- Being part of a collective voice for the industry
- As a member of Wild Scotland, you automatically become a member of The Scottish Tourism Alliance (STA) who are the Industry Leadership Group for tourism and the leading voice for the tourism sector in Scotland. Additionally as part of the STA membership, Wild Scotland members can benefit from the STA's member to member offers, which can be viewed [here](#).
- Regular e-newsletter for marketing, environment, market research, policy and business news.
- Networking opportunities with tourism operators and like-minded companies.
- Discounted places on courses and seminars, including Wild Scotland's annual industry conference. The next conference will be held in 2021.
- Access to wild-scotland.co.uk members' area containing business advice and further information.
- Wild Scotland acts on your behalf to represent the sector.
- Involvement in development of Best Practice Guidelines.
- Business Advice available via workshops and members' section of website.

Membership Categories

- **Full:** Organisations and individuals (aged over 18) that support the purposes and activities of Wild Scotland and that offer wildlife and/ or adventure or activity tourism services to visitors in Scotland on a commercial basis, as a core element of their business. Annual membership from £150.

- **Tourism Business:** Organisations who provide a tourism service that supports the wildlife, adventure and activity sector. Organisations and individuals that offer wildlife and/ or adventure or activity tourism services on a commercial basis that have been trading for under a year. Annual membership from £100.
- **Associate:** Organisations who do not provide tourism services but wish to be associated with the Wild Scotland network.. Annual membership £170
- **Corporate:** Organisations with multiple sites that offer wildlife and/ or adventure or activity services to visitors in Scotland on a commercial basis.. Annual membership from £450.
- **Trade:** Trade and Professional businesses that supply goods and services and wish to be associated with Wild Scotland and its member and consumer network. Annual membership from £250.

Membership Fees

Fees are reviewed each year at the Wild Scotland AGM. Full membership is based on the number of full-time equivalent (FTE) employees and Corporate membership is based on the number of sites/ facilities. If joining after 1st October, invoice will be issued on a pro-rata basis.

LEVEL	COST
Full	1-3 FTE Employees £150 4-8 FTE employees £250 9 + employees £400
Corporate	1-5 sites/ facilities £450 6-10 sites/ facilities £700 10 + contact WS
Associate	£170
Supporting	From £100
Trade/ Professional	From £250

For More Information:

Contact Wild Scotland: Rebecca Silva: info@wild-scotland.co.uk

