

Innerleithen

Actions & Collaboration Ideas

- Photography course (guided) for guests
- Photographer can exhibit work in our establishment
- Guest houses/B&Bs/Self catering – we can provide menus as a restaurant for guests to dine in
- I am creating a group of recommended businesses, places, experiences, events under Scottish Borders Best where quality & customer care are paramount!
- Links on each website of other businesses present
- B&Bs recommending local restaurants & tourism attractions
- Have familiarisation visits for businesses to visit each other in the Tweed Valley
- Discount vouchers to various restaurants & visitor attractions available to guests
- Promote local businesses via leaflets etc
- Do a combine event (joining forces with e.g., National Trust or Traquair)
- Promote each other by leaflets & have web addresses to give to visitors or to look up for visitors while on site
- Joint marketing
- Welcome pack including discounts, leaflets, contacts, etc
- Share events, help one another sell each others events taking care to ensure they are run on different weekends
- Get to know other businesses & let them get to know us
- E-mail contacts for reference
- People need to know we exist, where are we, they can't visit unless they know about us
- Link to neighbouring/partner organisations & promote each other