

# Scottish Tourism Forum

## Membership Application Pack

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## What is the Scottish Tourism Forum?

The Scottish Tourism Forum is the **independent** industry body representing tourism and hospitality businesses across many sectors, trade associations, local marketing groups and businesses that earn their living from tourism or have an active interest in tourism and its importance to Scotland.

STF has a membership base of trade associations, area business groups and individual businesses. Within our membership we have forty five trade associations representing sectors right across the industry and we reach an estimated 6,000 businesses through this network.

STF is not a quango – our purpose is to unite tourism interests and add value to members' businesses. We bring public and private players together, to encourage the voicing of opinion about problems, priorities and solutions. We lobby on your behalf. We represent your views to government and public agencies to ensure that they listen and respond. We offer you unparalleled access to government as we advocate your views to the Scottish Government, MSPs, MPs and public agencies. We provide a business perspective on tourism to media.

We can fulfil an independent role in highlighting business or product development opportunities within tourism and through our contacts facilitate business to business opportunities.

Success in achieving our aims will result in a stronger Scottish Tourism product, which in turn adds value to members' businesses.

## Scottish Tourism Forum Activities

We undertake a range of activities on behalf of the tourism and hospitality industry.

STF are working directly with political parties, public agencies and the industry on the following matters:

- Direct party briefings
- Discussions with Tourism Minister's office on tourism matters
- Strong contact with Scottish Government's Tourism Unit
- Representation to the Parliamentary EET Committee
- Tourism Framework for Change – keeping an industry perspective on the national strategy
- The new Licensing Regulations and Christmas and New Year's Day Trading (Scotland) Bill
- Skills – a solution for Scotland
- Transport – feeding into national and regional transport strategies
- Planning Scottish Tourism Week
- Enterprise agencies – a better deal for tourism
- Developing a strong, authoritative presence in the national and trade media
- E-Commerce and business development workshops for the wider industry
- Developing B2B opportunities and wide range of industry briefings and meetings

# Scottish Tourism Forum: Membership Benefits

## Why Join?

Your business will benefit by being a member of STF.

Join us to plan for a better future for Scottish tourism. Joining the STF allows your voice to be heard by the decision and policy makers and further strengthens your forum.

We help you to improve your communications as a business operating in or supplying the tourism and hospitality industry.

## Benefits for All:

- Networking with key industry contacts
- Unique weekly news digest of tourism related news
- Newsletters and briefings on government decisions direct to your desk
- Profit from a range of discounts through Member2Member benefit scheme on our members-only secure web pages
- Discounted access to a programme of workshops, seminars and conferences
- The strength of corporate, business and trade members' support
- The opportunity to stand and vote for Forum Board membership to ensure wide strategic representation
- Presence at the heart of legislation and strategic planning

## Benefits for you as a Corporate:

- Joint project work to develop business opportunities
- Visible support of tourism businesses at a national and government level
- Participation and contribution to research and policy changes
- Increased profile at the strategic planning forefront of tourism
- Stronger sector cross-cutting collaboration

**Benefits for Membership organisations:**

- Collective strength with other sectors in national debate affecting tourism
- Informed commentary on issues that affect your members
- Links with other membership organisations with common issues
- Membership benefits for your members
- Added resource of STF research team

**Benefits for businesses:**

- Ability to promote your product through our Member2Member benefit scheme
- Access to national and local debates affecting tourism
- First hand access to help and guidance to suit your business
- Participation and contribution to research and policy changes
- Access to new product development initiatives
- Unparalleled access to influence government and the public agencies.
- Business to business and networking opportunities
- Web presence and direct links from STF website
- Access to membership discounted services

## Joining the Scottish Tourism Forum

STF has five main categories of membership: Business members, Association/Group members, Educational establishments, Reciprocal and Associate members.

Category	Subscription	
<b>Small Business</b>	1. £65	turnover up to £100,000
<b>Medium Business</b>	2. £200	turnover up to £250,000
<b>Large Business</b>	3. £375	turnover up to £500,000
<b>Large Organisation</b>	4. By Arrangement	
<b>Small Associations/Groups</b>	5. £215	2 to 100 members
<b>Medium Associations/Groups</b>	6. £275	101 to 300 members
<b>Large Associations/Groups</b>	7. By Arrangement	
<b>Educational establishments</b>	8. £250	
<b>Supplier, Small</b>	10. £75	turnover up to £100,000
<b>Supplier, Medium</b>	11. £200	turnover up to £250,000
<b>Supplier, Large</b>	12. By Arrangement	

Our subscription year runs April to March. Joining mid year will result in a subscription rate that is pro-rata to the remainder of the year, with a full year membership falling due on the 1<sup>st</sup> April each year.

## Membership Application Form

Iain Herbert, CE  
 Scottish Tourism Forum  
 29 Drumsheugh Gardens  
 Edinburgh EH3 7RN

**Date:** .....

Name of Organisation			
Contact Address (including postcode)			
Description of your business (please describe your organisation for the STF newsletter)			
How did you hear about us?			
<b>Contact Name</b>		<b>Second Contact (Chair etc)</b>	
<u>Position</u>		Web	
Telephone		Email	
Fax No.		Mobile	
<b><u>General Company/Group /Association information</u></b>			
Turnover (if relevant)		How many members do you represent?	
Annual Membership Subscription		Category of Membership of the Forum taken from Members Info Pack	
Purchase Order Number			
Purchase orders and cheques should be made out to <b>The Scottish Tourism Forum</b>			

**For Office Use**

Date Joined	
Membership Fee	
Membership ID Number	
Geographic Category	
Sector Category	