

JOIN

Sail Scotland

Bringing more sailing visitors to Scottish waters

"Sail Scotland provide a huge amount of support, industry knowledge, promotional opportunities, lobbying activities, as well as access to a large network of other Scottish Marine Tourism operators. It is one of the most valuable memberships we have."

Anne Fraser Tobermory Harbour Association

Sail Scotland is your membership organisation representing the interests of operators, suppliers and businesses across the marine tourism sector. Government and public agencies directly engage with Sail Scotland to represent your interests.



Promote

Sail Scotland is the Scottish Brand when it comes to the promotion of sailing and cruising in Scotland. We run national and international partner funded marketing campaigns.



Advocacy

Recognised by Scot Govt to represent our sector, so securing £4m Covid-19 grant support and author of guidance documentation adopted by Scottish Government



Sector Development

Commissioned by Scottish Government to produce the overarching national strategy for marine and outdoors tourism.

Sail Scotland members are drawn from across the industry, providing a comprehensive marine business network across Scotland.

- ✓ **Marinas, Boatyards and Moorings**
- ✓ **Yacht Charterers**
- ✓ **Sail and MV Cruise Holidays**
- ✓ **Sailing Schools**
- ✓ **Boating Experiences**
- ✓ **Marine Services**
- ✓ **Shoreside businesses**



How we work on your behalf

Promote

Marketing campaigns, promotions, competitions, boat shows and digital presence to inspire people from UK and international markets to come to Scotland.

- The Scottish brand for sailing and cruising in Scotland.
- 2020/21 social media campaigns reached 2.8M people across target audiences.
- VisitScotland and partner backed campaigns focusing on UK, Home and International markets.
- Digital gateway to sailing and boating in Scottish waters - connecting consumers with member businesses.
- New website connecting consumers exclusively with member businesses.
- Working with Destination Groups to enhance sailing and cruising experiences.

Advocacy

Working on your behalf representing your interests with national policy makers.

- Recognised by Scottish Government to represent our sector so securing £4m Covid-19 grant support for Marine and Outdoors businesses.
- Developed sector Covid guidance documentation adopted by Scottish Government.
- Sat on Ministerial National Tourism Recovery Task Force.
- Lobbied and secured access to hardship funding for Marine Tourism operators.
- Direct input to national recovery plan and Scottish Tourism Alliance Council member so ensuring your interests are represented - where it matters to Scottish policy and decision makers.

Sector Development

Looking ahead for our industry

- Commissioned by Scottish Government to produce the forward strategy for wider marine and outdoors tourism so ensuring sailing and marine tourism is not a lone voice.
- Developing an overarching investment led strategy to support sector growth.
- Championing Net Zero adaption agenda with VisitScotland.
- Business support for marine tourism businesses.
- New members' Business Hub providing insights and business information.

Membership

We offer three membership packages and a range of marketing opportunities that you can use at a time of year to suit your business. Join Sail Scotland and link your business with national social media campaigns, free to list offers and preferential advertising rates.

Benefits	Platinum	Gold	Silver
Discounts on advertising across all channels	-15%	-10%	0%
Your business listing on website	Priority Enhanced listing. 6 images plus 2 videos	Enhanced listing. 3 images plus 1 video	Listing, 1 image
Social media posts promoting your business to over 19K followers	Enhanced	Priority	N/A
Free to post business offers	Yes	Yes	Yes
Part of biggest membership group in the sector	Yes	Yes	Yes
	£455	£325	£230

How we do it

Promotion: inspiring visits and connecting consumers to members businesses through www.sailscotland.co.uk and www.yoursailscotland.co.uk