

The background image is a scenic landscape of a rocky beach at sunset. The foreground is filled with numerous dark, smooth, wet-looking rocks of various sizes. The water is calm, reflecting the vibrant colors of the sky. In the distance, a low horizon line separates the sea from a sky filled with soft, colorful clouds in shades of orange, pink, and purple. On the right side, a dark, steep cliff rises from the beach. The overall mood is serene and picturesque.

# MULL & IONA

Membership Pack





## Our Mission

Visit Mull and Iona promotes the unique aspects of our islands, to attract consumer markets that benefit the islands' economies, without endangering the social and natural environment.






Visit Mull and Iona is the official Destination Marketing Organisation (DMO) for Mull and Iona. We are a non-profit Community Interest Company run by a dedicated group of volunteers. Our aim is to promote Mull, Iona and the surrounding islands through targeted marketing campaigns, highlighting the key strengths of the islands which benefit the whole tourism economy.

Since launching in 2018 we have grown significantly and gone from strength to strength, with now over 180 members across all of the different tourism sectors.

Membership is open to anyone with a tourism related business on the islands. As a member you will gain access to a wide range of benefits, including a fully featured listing on our website.

Together, we can raise the profile of our beautiful islands and be a joint voice for tourism.



A scenic coastal landscape. In the foreground, a lush green field is filled with a flock of sheep grazing. A fence line runs across the middle ground. Beyond the field, a sandy beach curves along the shore of a turquoise bay. The water is clear and calm, with several small, rocky islands scattered in the distance. The background shows a range of mountains under a blue sky with light clouds. The overall scene is peaceful and picturesque.

By becoming a member, you are joining an array  
of island businesses in increasing your exposure  
to a worldwide audience and supporting tourism  
and marketing activity at a local level.



# Membership Benefits



We launched the Visit Mull and Iona website in 2018. Since then it has grown into a comprehensive guide and go-to place for visitors to Mull and Iona for accommodation, attractions, food & drink and shopping. Including tourist information, guides, blog and an event calendar. Now, in 2021, we are attracting up to 15,000 visitors to the website per month. We are continually looking at ways to optimise and improve!

Check it out:

[www.visitmullandiona.co.uk](http://www.visitmullandiona.co.uk)

# Website Information



up to 15,000  
unique monthly  
visitors



75% of all traffic  
from organic  
search



up to 50,000  
monthly page  
views



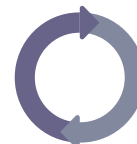
one-stop source  
for tourism info



late availability  
search



search engine  
optimised



continued  
improvements  
and features

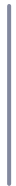


direct booking  
portal with  
FreeToBook

# Social and Email



5.9k+  
followers



15k  
monthly reach



4k+  
followers



10k  
monthly reach



2.8k+  
followers



12.5k  
monthly reach



1.9k+  
subscribers



55%  
avg open rate



# 2021 Projects



An arts trail to highlight the wealth of arts and culture on the islands, including venue listings and an artists directory.



A fun adventure challenge targeted towards families with clues to find all around the island at well-known landmarks.

**COMING SOON**



A new member-facing website to manage memberships and tourism business related news and information.

**COMING SOON**



Designed to highlight nature and wildlife businesses and encourage visitors to enjoy local nature and wildlife responsibly.

# Our Pricing

We have a simple pricing structure of £85 per year. The cost of membership is equal for all members (apart from non-profits who are eligible for a discounted £45 membership).

You can also opt for additional listings on the Visit Mull & Iona website for £45 per year.

£85  
per year

Standard  
Membership

£45  
per year

Additional Listings &  
Non-Profits





# How to Join or Renew

1

Visit [visitmullandiona.co.uk/membership](https://visitmullandiona.co.uk/membership)

2

Complete a short application and pay your annual membership fee

3

You will receive a link to add your listing to the Visit Mull and Iona website

SCAN TO JOIN



If you require any assistance or want to find out more about membership with Visit Mull & Iona, don't hesitate to contact our Marketing Officer, Joe McFadden.



joe@visitmullandiona.co.uk

# MULL & IONA



#visitmullandiona