



MULL & IONA

Membership Pack

A scenic sunset over a rocky coastline. The sun is low on the horizon, casting a bright orange glow across the sky and reflecting on the calm water. The foreground is filled with dark, wet rocks and patches of dry, golden-brown grass. A fishing net with a blue and white pattern is visible on the left side of the foreground. The overall atmosphere is peaceful and natural.

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.

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 landscape of a coastal area. In the foreground, a lush green field is filled with a flock of sheep grazing. A fence line runs across the middle of the field. In the background, a sandy beach curves along the edge of a calm, blue sea. The sea is dotted with several small, rocky islands. In the far distance, a range of mountains is visible under a sky with scattered white clouds.

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

Website Information



140,000+ unique
yearly visitors



75% of all traffic
from organic
search



375,000 yearly
page views



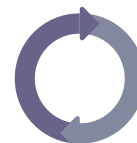
one-stop source
for tourism info



late availability
search



search engine
optimised



continued
improvements
and features

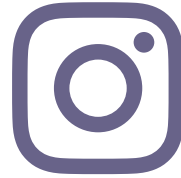


direct booking
portal with
FreeToBook

Social and Email



7,000+
followers



6,000+
followers



5,000+
email subscribers

Recent Projects



An arts trail to highlight the wealth of arts and culture on the islands, including venue listings and an artists directory. [Read more >](#)



A fun adventure challenge targeted towards families with clues to find all around the island at well-known landmarks. [Read More >](#)



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



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 our membership signup page to join or sign in to your account to renew.

2

Complete the 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

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#visitmullandiona