**DACIC’s Business Group DACIC achievements**

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| Dornoch was very busy in 2017 right to the end of October, and then enjoyed a buoyant Hogmanay. Our aim is still to attract more visitors to Dornoch, and once here encourage them to stay longer and spend more! Our main costs – which the annual membership now has to cover - are the staff to deliver the solution.  Digital Marketing – [VisitDornoch website](http://www.visitdornoch.com/whats-on-in-dornoch/event/whisky-festival/) & Social Media. Lucy Williams is currently on maternity leave, returning in July. However she has scheduled a large number of posts and Lou Rollason is covering Social Media in her absence, as well as producing the monthly newsletter and What’s On listing. Our [Facebook page](https://www.facebook.com/VisitDornoch) now has 6312 like (up from 4444 last year) with lots of positive feedback from visitors sharing their love of Dornoch. We have introduced ‘businesses of the week’ posts to Social Media which has driven up website traffic. Please let Lou know about events and offers so she can promote on your behalf – lou.rollason@outlook.com.  Visitor Centre VisitScotland withdrew funding to Highland Council last April, and since then the Service Point staff have been on duty in the mornings and DACIC staff in the afternoons. This has continued (on reduced hours) during the winter and visitor numbers continue to grow, especially off-season – up 28% on 2016.  Dornoch Ambassador  Last year Lucy Wright welcomed 13,900 visitors in 329 coaches (compared 160 coaches in 2016). We now get advanced notice of coach arrival times which has been a great help with 92 liners due in this year. DACIC is now a member of the Cruise Liner Stakeholders Group with the aim of working towards half day rather than half hour stops! A video promoting all Dornoch has to offer cruise passengers has been shared with the ground handlers, who arrange tours.  There is no increase in membership charges this year, but we hope the larger businesses who contribute 0.3% turnover will increase their contribution in line with the improved visitor spend. You can choose to make monthly payments by standing order to spread the cost. For latest Business Group Information, please see  [www.dornoch.org.uk/dacic-business-group.asp](file:///C:\Users\Richard\AppData\Local\Microsoft\Windows\INetCache\IE\WUM6AOBQ\www.dornoch.org.uk\dacic-business-group.asp) | **Destination awareness**   * A9 signage * A949 signage * Pedestrian signage * You are here Maps * Mobile App * Footpath signage * Dornoch Maps   **Leaflet design & print & distribution**   * Walking & Cycling * Whisky Trail * Fishing Heritage Trail * Food & Drink * Dornoch Whisky Festival * Dornoch Hogmanay * Donald Ross Trail * Dornoch leaflet   **Customer PR**   * Social Media * Visit Dornoch website * World Host Destination * Dornoch Ambassadors * Visitor Centre Staff * What’s on Listings * Late Night Christmas Shopping * Bedroom folders * NC500 advert   **Member benefits**   * Enhanced listing / bookings on website * Social Media posts * Listing on App * Listing on Map * Late Availability * Business Group information |

**Membership charges for 2018 (unchanged)**

* Single Self-Catering property sleeping 4 or less £60 + VAT
* Single Self-Catering property sleeping 5 or more £100 + VAT
* Bed & Breakfast: £25 + VAT per sleeper capacity (e.g. 2 rooms, sleeps 4, £100+VAT)
* Shops with up to 2 people working £150 + VAT
* Shops with 3-4 people working £300 + VAT
* Charities £85 + VAT
* **All other businesses 0.3% of turnover (e.g. £450 + VAT on £150,000)**



To renew your membership of the DACIC Business Group, please complete this form and send to Joan Bishop, DACIC, Whinhill, Dornoch IV25 3RW by 15March, or confirm the details by email to [joan.bishop@outlook.com](mailto:joan.bishop@outlook.com).

By completing this form you agree that we can contact you by email with regular updates, What’s On listing, training and marketing opportunities and to request year end data or other information relating to the work of DACIC. We will not share your contact details with any third party.

Invoices will be issued in April 2018 for payment by the end of May.

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| **Your name** |  |
| **Business Name** |  |
| **Address** |  |
| **Phone** |  |
| **Email** |  |
| **Payment contribution**  *(see Page 1 for charge bands)* |  |