



WHY BECOME A MEMBER?

Bridgend Tourism Association (BTA) is the official trade association for all tourism, leisure and retail businesses in Bridgend County. We are an independent, non-profit making organisation whose role is to support tourism related businesses to build a stronger, vibrant tourism industry.

BTA has a strong board of directors and full support from the local authorities Tourism Unit, Capital Region Tourism and Visit Wales. The management board is made up of a variety of representatives from core tourism and leisure businesses in the area. All of which have a wealth of experience in the tourism, leisure and hospitality industry. If you want your voice to be heard join now and let's make one strong, dynamic voice for the tourism industry in Bridgend!

All members of the tourism association will be encouraged to offer a **10% discount** on their products or services for all other BTA members. For a full list of the 10% discount offers available to you please contact the BTA team. The 10% offer is aimed to promote business to business activity, networking, as well as an additional benefit for our members.

For a limited period only, the membership packages offered by BTA will be offered at a discounted rate. These discounted rates are an introductory offer to celebrate the launch of the new Bridgend Tourism Association. The membership prices (incl discounted rates) and the various types of packages are included in this information pack.

Bridgend Tourism Association www.bridgendtourism.co.uk <http://tourismbridgend.wordpress.com>



MEMBERSHIP – What you get!

The aim of the BTA membership packages is to be inclusive and offer a range of benefits to businesses with different needs and budgets. With this in mind we offer two levels, namely;

Gold Package

Platinum Package

Membership for tourism related businesses will run for a 12 month period with two levels on offer, helping to make BTA and its benefits accessible to members.

In addition, a special **AFFILIATE** Membership is offered to local businesses who provide services and products to tourism businesses and wish to become part of the BTA network or to those organisations that wish to be affiliated to the BTA. Benefits include a wide variety of targeted marketing and network opportunities.

Please complete and return the application form to become a member or for more information, contact BTA on 07976518617 or email enquiries@bridgendtourism.co.uk to make a FREE, no obligation appointment.



BTA GOLD MEMBERS PACKAGE: -

As a **GOLD** member of the Bridgend Tourism Association you will automatically;

- Become part of a network of tourism related businesses all of which have the same objective at heart to exceed visitor expectations and encourage repeat business.
- Receive early notification of any issues that may affect your business enabling you to make plans more confidently in the future.
- Your business will have access to a continually growing number of benefits and services, which we are confident, will develop your business.
- Networking - BTA members will receive invites to a series of networking events throughout the year, some of which are FREE. Networking offers you an invaluable opportunity to meet with other businesses, share ideas, overcome challenges and learn from best practices.
- Representation and Support - BTA represents you and your business, not just on a local level, but also on a regional and national level as the independent voice of the tourism and leisure operator, creating one large voice.
- Newsletters and Communication - Membership will ensure that you are kept up to date with important industry information with regular news updates, advice and support.
- Website - all members are able to have an entry to www.bridgendtourism.co.uk and those members with a business located in the county will get a listing on www.bridgendbites.com the main tourism website for U.K. and international visitors.
- We offer an invaluable advice and signposting service - with friendly, helpful staff at the end of the phone.
- Pay no set up fees normally between £95 - £295 (depending on size of business), with **Eviivo Front Desk System** to any tourism business signing up prior to 31st March.



BTA PLATINUM MEMBERS PACKAGE: -

This level of membership entitles you to our full range of services and as a **PLATINUM** member you will receive;

- Marketing and Website - BTA will offer you advice on marketing and link you with great opportunities to promote your business.
- Discounts to advertise in the Glamorgan Heritage Coast & Countryside Holiday Brochure.
- Press Office - keep us informed of your latest business developments and interesting stories and we will distribute them to our local and national media contacts. Receive notification of insertions of these stories in the media.
- An enhanced listing on bridgendbites.com. An opportunity for you to upload your business videos, add photographs and any special offers or packages.
- Leaflets - through our close working relationship with the tourism team at BCBC you can get your leaflets racked locally at strategic points throughout the County Borough.
- Access one on one PR support.

BTA are currently in the process of negotiating the following two offers for the Platinum member's package:

- Wales Visitor Attraction discount or free entry to BTA members
- An agreement with a credit service provider to help businesses set up credit card facilities



MEMBERSHIP PRICES

To celebrate the launch of the new Bridgend Tourism Association all membership packages will be discounted by **50%**. This offer is for a limited time only!

Type of Package	Cost	Cost with 50% discount
BTA Gold Membership	£70	£35
BTA Platinum Membership	£140	£70
Affiliate Business Membership	£50	£25

The following membership prices will be charged where a business has 20 or more employees:

BTA Gold Membership	£100	£50
BTA Platinum Membership	£200	£100

All membership packages will run for a 12 month period



APPLICATION FORM

YOUR DETAILS *(To be used for correspondence from BTA)*

Contact Name:
Address: Postcode:
Tel:
Email:

BUSINESS DETAILS

Business Name: Website Address:
(Please fill in the details below if different to YOUR DETAILS - this will be used for customer enquiries and website)
Business Address:
Postcode: Tel:
Email:

QUALITY GRADING DETAILS

(If applicable - e.g. Accommodation must be graded by Visit Wales or AA)

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YOUR 10% BUSINESS DISCOUNT OFFER *(as explained in the 'why become a member' section)*

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PAYMENT DETAILS *(Please tick appropriate box)*

I wish to join BTA as a: **Gold member** **Platinum member** **Affiliate member**

I would like to receive correspondence by post instead of via email - at an additional cost of £10

I enclose a cheque for a total of £ *(Please make cheques payable to Bridgend Tourism Association)*

Signed: Print Name:

Date:

PLEASE RETURN THE APPLICATION FORM TO:

BRIDGEND TOURISM ASSOCIATION, Trecco Bay Holiday Park, Porthcawl. CF36 5NG

Bridgend Tourism Association www.bridgendtourism.co.uk <http://tourismbridgend.wordpress.com>