

ACCOMMODATION membership

Rate Card 2026/27

STEP 1 SIZE OF BUSINESS

Indicate the size and type of your business by ticking the applicable box.

TYPE OF BUSINESS	WHAT SIZE IS YOUR BUSINESS?		
	Small	Medium	Large
	Under 10 FTE employees* and/or turnover that is under £500,000	Between 10 and 20 FTE employees** and/or turnover between £500,000 and £1M Membership rate: **£2,000** (EX. VAT)	More than 20 FTE employees*** and/or turnover that is more than £1M Membership rate: **£3,100** (EX. VAT)
	CONTINUE TO STEP 2	**SKIP TO STEP 3**	**SKIP TO STEP 3**

STEP 2 TYPE OF BUSINESS

Self-Catering or B&B				
1 - 4 bedspaces **£155** (EX. VAT) ☐	5 - 10 bedspaces **£245** (EX. VAT) ☐	11 - 16 bedspaces **£330** (EX. VAT) ☐	17 - 32 bedspaces **£450** (EX. VAT) ☐	33+ bedspaces **£620** (EX. VAT) ☐

Hotel	
Under 33 bed spaces **£680** (EX. VAT) ☐	33 – 49 bed spaces **£1,110** (EX. VAT) ☐

Campsite	
£330 (EX. VAT) ☐	

In all cases a website listing is not included in membership.

* Any business that employs under 10 employees on an FTE basis for more than 4 months of the year
** Any business that employs 10 to 20 employees on an FTE basis for more than 4 months of the year
*** Any business that employs 20 or more employees on an FTE basis for more than 4 months of the year

- For any other non-standard membership packages, including corporate partnerships, clubs and societies etc., please contact us.
- An invoice will be issued by us upon receipt of your membership application/renewal forms and in respect of your marketing requirements.

BUSINESS DISCOUNTS

Owners of more than one business registered with VIOS may be eligible for the following discounts:

25% DISCOUNT
ON YOUR SECOND SUBSIDIARY BUSINESS

40% DISCOUNT PER BUSINESS
ON YOUR THIRD OR MORE SUBSIDIARY BUSINESS

NB For mainland businesses who have close connections with the Isles of Scilly e.g. suppliers, or accommodation in South West England etc.; please enquire directly for discounted rate.

STEP 3 MARKETING OPPORTUNITIES

Let us know which marketing opportunities you are interested in by ticking the boxes below.

Website (visitislesofscilly.com)					
Standard Entry **£230** (EX. VAT) ☐	Additional Listing **£115** (EX. VAT) ☐	Landing Page Banner Ad **£150** (EX. VAT) per month ☐	Navigation Dropdown Card **£300** (EX. VAT) per month ☐	Blog Feature **£400** (EX. VAT) ☐	Sponsored Ad **£POA** per month ☐

eviivo - Property Management System				
1 - 4 bedspaces **£190** (EX. VAT) ◯	5 - 10 bedspaces **£225** (EX. VAT) ◯	11 - 16 bedspaces **£385** (EX. VAT) ◯	17 - 32 bedspaces **£440** (EX. VAT) ◯	33+ bedspaces **£515** (EX. VAT) ◯

Email Marketing	
Dedicated Email Newsletter Solus **£475** (EX. VAT)	☐
Email Newsletter Feature **£175** (EX. VAT)	☐

Print Advertising	
Official Map - **£200** (EX. VAT)	☐
Cruise Ship Leaflet - **£250** (EX. VAT)	☐

Festival Brand Partner	**POA**	☐

World Pilot Gig Championships					
Quarter page **£175** (EX. VAT) ☐	Half page **£285** (EX. VAT) ☐	Full page **£525** (EX. VAT) ☐	Inside front/ back cover **£POA** ☐	Big Screen Advertising **£POA** ☐	Bundle Packages **£POA** ☐

Tourist Information Centre (Leaflets, Posters & What's On Events)	
Advertising Package - **£135** (EX. VAT)	☐

SAVE 10%

DISCOUNT BUNDLE
Choose any 3 marketing opportunities and save 10%

ADVERTISING OPPORTUNITIES

OFFICIAL VISITOR MAP

Our most popular visitor resource, the Official Visitor Map & Guide drives footfall to local businesses, experiences and attractions. Designed to inspire visitors throughout their stay, it also helps accommodation providers stay front of mind with day visitors planning a future overnight break.



WPGC SOUVENIR GUIDE

The World Pilot Gig Championships is a flagship event for the Isles of Scilly, attracting a highly engaged and passionate audience year after year. The official programme has become a valued souvenir for competitors, supporters and visitors alike, with demand remaining consistently strong as it sells out every year.

With 2,500 copies produced, the programme is distributed through key visitor touch points including The Tunnel, the Tourist Information Centre and outlets across St. Mary's, ensuring strong visibility throughout the event.



Visit Isles of Scilly, Unit 1, Gleaner House, Buzza Street, St. Mary's, Isles of Scilly, TR21 0HW
t: 01720 620601 e: enquiries@visitislesofscilly.com

ANNUAL CRUISE LEAFLET

Welcoming in the region of 25,000 additional cruise passengers each year, the Cruise Leaflet is designed to inspire future overnight visits. Packed with ideas for days out, it also showcases accommodation, experiences and local businesses, encouraging passengers to return for a longer stay.



DIGITAL ADVERTISING OPPORTUNITIES – LET'S GROW YOUR BRAND TOGETHER

Grow your brand with Visit Isles of Scilly – the most trusted and influential platform for reaching visitors planning a trip to the islands. As the islands' official tourism website, we inspire new and returning audiences while driving high-quality traffic to local businesses.

Our sponsored content and banner advertising integrate seamlessly with editorial, creating an authentic, non-disruptive experience that consistently delivers strong click-through rates. Extend your reach further through targeted email marketing (100K subscribers) or a dedicated blog feature, amplified across our social channels with an engaged audience of more than 60,000 followers.



FESTIVAL BRAND PARTNER

Gain exposure to a loyal visitor and community audience through Visit Isles of Scilly's event marketing programme, with multi-channel promotion across our website (30K monthly users & 650K actions), email (100K subscribers), social media (60K+ followers), and print, including "in partnership with" recognition, a dedicated advert, branded content, and logo placement.

Festivals managed by Visit Isles of Scilly include Walk Scilly, Ocean Scilly and Taste of Scilly. Only one brand partner per event, so don't miss out!

NEW for 2027!

WALK SCILLY FESTIVAL

OCEAN SCILLY FESTIVAL

TASTE OF SCILLY FESTIVAL

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HIGH IMPACT DIGITAL MARKETING CAMPAIGNS

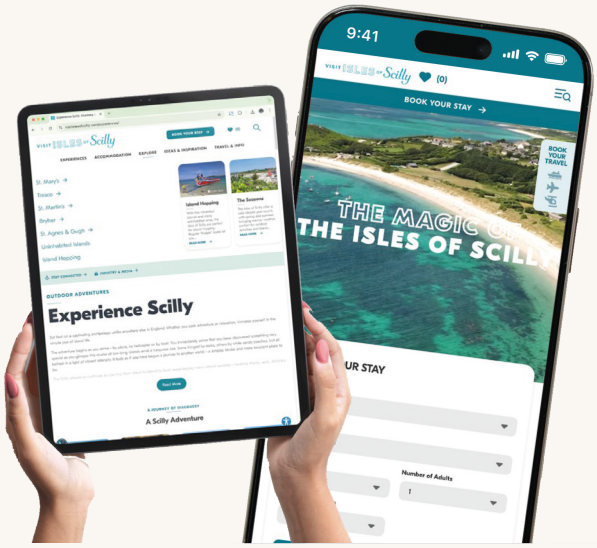
Our high-impact digital marketing campaigns give members the opportunity to be part of destination-wide marketing that reaches highly engaged audiences actively planning a visit.

By buying into our campaigns, your business benefits from greater visibility through:

- Targeted content
- Digital advertising
- Email marketing
- Social media activity

All designed to drive awareness, website traffic and enquiries. It's a cost-effective way to amplify your marketing and align your brand with the trusted voice of Visit Isles of Scilly.

A recent example is our strong partnership with Great Western Railway.



WHY ADVERTISE WITH US

Engagement is a key measure of success, and we're seeing strong growth across our website, with more visitors spending time exploring inspiring content and connecting with local businesses. This increased engagement creates greater opportunities for your brand and offering to be discovered by highly motivated audiences actively planning their visit.

PERFORMANCE SNAPSHOT – SCILLY'S SHOP WINDOW

USERS
327K

EVENT COUNT
8.2 MILLION
(actions across our site)

PAGE VIEWS
1.5 MILLION
total page views - 35% for accommodation, accounting for 34% of all users

ENGAGEMENT RATE
70.17%
(good to excellent)

EVENT COUNT PER ACTIVE USER HAS INCREASED BY 50% YEAR ON YEAR, DEMONSTRATING SIGNIFICANTLY STRONGER ENGAGEMENT.

BOOKING REFERRALS AND CONVERSIONS

OBJECTIVE: Increase booking referrals by 5%

PERFORMANCE: April 2024 - March 2025 | **74,383 REFERRALS**

April 2025 - March 2026 | **125,497 REFERRALS**

RESULT: **+68.7%** (+63.7% above target)

WHAT COUNTS AS A REFERRAL?

Direct link clicks for websites, booking, email, telephone or social media.

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STEP 4 BUSINESS DETAILS

In order that we can keep our records up to date, please provide your business details below.

Business Name	Proprietor Name
Business Address & Postcode	Correspondence Address & Postcode (if different)
Telephone	Mobile
Email	Website
Instagram Handle	Facebook Page
Twitter Handle	Other Social Media (please state which)

STEP 5 TERMS AND CONDITIONS

For our full Membership and Marketing Terms and Conditions please see visitislesofscilly.com.
Hard copies available on request.

Insert name of business

hereby agree to the Visit Isles of Scilly Membership and Marketing Terms and Conditions.

Name

Date

All accommodation providers must hold some form of recognised assessment to advertise in any Visit Isles of Scilly publication and on the website. You can opt to join the Isles of Scilly Approved Accommodation Scheme which offers guests assurance that your accommodation is 'legal, safe and clean'; or you could opt for a national Quality Scheme such as those run by VisitEngland / AA etc. If you need further details, please don't hesitate to contact the VIOS team. Please provide details of your accreditations below:

Date of your latest assessment/certificate:

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