



## Caerphilly Tourism Association Membership Join Now!

**The voice of the tourism industry in the county borough of Caerphilly.**

**Join us today... just £50 for a 2 year membership!**

### What are we about?

**Caerphilly Tourism association is an active association of like-minded businesses sharing best practice, training and networking to help improve the visitor economy in the county borough of Caerphilly.**

The CTA represents the interest of tourism operators by working closely with Caerphilly County Borough Council.

By working together, the CTA can:

- Maximise tourism opportunities and establish the area as a prime visitor destination.
- Have a stronger voice and influence decisions at a local and national government level.
- Provide the marketing and business tools you need to maximise success.

### Why do you need to join?

**Every business in the county borough of Caerphilly, from the smallest B & B to the colossal Caerphilly Castle plays a part in the success of the tourism industry in our borough.**

The information and advice the can CTA provide helps members stay up to date with industry issues, respond to trends, take advantage of opportunities and overcome challenges.

## Why our CTA members think you should join?

A few members have taken time out of their busy schedules to let us know why being members of the CTA is so important to their business:

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*“Being a member of the Caerphilly Tourism Association is a valuable asset for any tourism business. The meetings are informative and provide business owners with an opportunity to network and gain information. The Caerphilly Visitor Guide and website provide first class advertising for the area and for individual businesses. I list my membership of the CTA as an important component in the success of my business.”*

**Jennifer Taylor of The Rock Inn & Restaurant (Accommodation & Dining Out Member)**

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*“We have been members of the Caerphilly Tourism Association for a number of years and received visitors over that time as a direct result of our membership. They promote local businesses like ours on their website and in the Caerphilly Visitor Guide reaching a wide audience. It’s great to see so many local small businesses getting together to support each other with the help of the CTA and I am always happy to renew my membership every year.”*

**Ann Hallett of Blaengawney Farm & Hallett's Cider (Accommodation & Drink Producer Member)**

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*Caerphilly Tourism Association has provided a great platform for networking and exposure for our business. We have utilised the variety of different events and workshops on offer, where we have gained valuable information and insight to help grow the different areas of our business. We have found great value in the advertising opportunities on offer, which has helped to help spread the word about our activity centre.*

**Olly Cayless of Rock UK - The Summit Centre (Activity, Accommodation & Dining Out Member)**

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## What are the benefits?

**Joining the CTA is excellent value for money. Just £50 for a 2-year membership and members will receive the following benefits:**

- Full page with photos on **visitcaerphilly.com** (Over 40,000 visitors in 2018)
- Listing in the Visit Caerphilly Guide (45,000 produced and distributed to key sites in West Wales, Mid Wales - and England - Cheshire, Shropshire, Herefordshire, West Midlands, Forest of Dean, West Worcestershire, Bath, Bristol, Gloucester, Kidderminster, Cheltenham, Tewkesbury and Stroud. Local distribution at exhibitions and local hospitality venues. Direct mail from enquires via the Visit Caerphilly Tourist Information Centre)
- Networking Opportunities
- Training Opportunities
- Industry Newsletters (including information on grants, funding and legislation)
- Being a member of the closed Facebook group
- Access to the private members area on visitcaerphilly.com
- Having a general point of contact
- General marketing, media and PR opportunities
- Attending CTA meetings (including guest speakers and presentations)
- Discounted advert rates for inclusion in the Big Cheese Festival Guide (10,000 produced) **(New 2019)**
- Discounted offers from fellow members **(New 2019)**
- Discounts from supplier members **(New 2019)**
- Endorsement of the CTA logo on your marketing material and website **(New 2019)**
- Inclusion in the activity / attraction leaflet if applicable (14,000 produced) **(New 2020)**

## What is expected of me?

**You can give as little or as much as you wish, CTA meetings are held about 5 times a year and it is up to you if you attend or not.**

It does not affect your membership benefits if you cannot attend meetings as you will still receive the minutes. Nonetheless, it is great to have members in attendance, as the more members that are involved the more varied the content of the meetings will be. Many members find that meetings give them an opportunity to network and meet like minded people.

For those wishing to have a more active role you can become a CTA committee member and help make decisions on behalf of the CTA.

## How do I join?

**Contact the CTA Project Administrator by emailing [caerphillytourism@yahoo.com](mailto:caerphillytourism@yahoo.com) for more information or alternatively complete the New Member Form which can be found on [visitcaerphilly.com/about](http://visitcaerphilly.com/about) if you wish to join immediately.**

You will be invoiced on receipt of the New Member Form by email and as soon as payment has been made the CTA Project Administrator will be in touch to start activating your benefits.

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