



2025 MEMBERSHIP FEE

Over the past year, Destination Orkney has faced significant financial challenges that led us to some difficult decisions. Sustaining our high-quality service with limited resources and minimal subsidies has been no small task. Throughout this period, we made the strategic decision to retain key positions to continue supporting our loyal members, whose commitment has fuelled Orkney's reputation as a world-class destination with our role as an organisation to promote tourism in Orkney.

Now, we are excited to share that Destination Orkney is back with a renewed sense of purpose and a revitalised board of directors with cross-industry experience and a shared commitment to enhancing the tourism experience for members and visitors alike. This refreshed leadership brings a wealth of insights and a clear vision, positioning us to expand the value we bring to your membership.

An Exciting Year Ahead

Our primary focus in the coming year will be to ensure that our member community receives tangible value from their membership, leveraging our services to enhance visibility, growth, and connection within Orkney's vibrant tourism ecosystem. However, we understand that it is not just Destination Orkney facing challenges - our members have been navigating an array of issues, from Short-Term Let Licence requirements to upcoming visitor levies, inflationary pressures, and staff recruitment hurdles.

As a token of our gratitude to our long-standing members and a warm welcome to our new members, we are pleased to offer a 50% subsidised membership fee for the first 12 months. For those businesses willing to support us further, we invite you to pay the full membership fee, which will directly support our mission and help fund our ongoing projects.

Thank you for being part of Destination Orkney and for your role in making Orkney a truly exceptional destination. We look forward to a year filled with growth, collaboration, and shared success.



2025 MEMBERSHIP FEE STRUCTURE

	2025 Full Member	2025 Charity	Subsidised 2025 Full Member	Subsidised 2025 Charity
Small - Up to £25,000	£62.00	£51.00	£31.00	£25.00
Medium - £25,001 to £85,000	£148.00	£123.00	£74.00	£61.00
Large - £85,001 and over	£226.00	£188.00	£113.00	£94.00
Supplier - Provides a service to tourism businesses	£62.00	£51.00	£31.00	£25.00
New category added – ‘Friends of Destination Orkney’ This category is open to anyone with an interest in tourism but will offer no voting rights £15.00				

Membership invoices will be issued, and members should opt themselves to pay in full or take advantage of the subsidy.

EXPLANATORY NOTES

1. Full member fees have been calculated by adding the estimated retail price index (3.5% for 2025) to last year’s figures.
2. For 2025, figures have been rounded down to the nearest pound
3. All full member prices are inclusive of VAT
4. Charity fees are based on annual turnover without VAT charge.
5. Small, medium or large full membership is based on annual turnover. This includes Trusts and Community Interest Companies.
6. Annual turnover is calculated as your 12-month operating year or your financial year – so long as it is over 12 months.
7. Turnover is self-declared and relies on the integrity of the business to identify their Orkney tourism related revenue accurately.
8. Supplier membership is available to all businesses based in Orkney who provide a service to our full members.
9. Friends of Destination Orkney is open to anyone who wishes to support Destination Orkney and the work they do to contribute to the success of Orkney’s Tourism Sector.
10. At the end of 2025, membership fees will return to the non-subsidised figures and invoices will be automatically sent out unless we are informed you do not wish to continue your membership.