



DORNOCH BID MEMBERS NEWSLETTER

SPRING HIGHLAND FESTIVAL FORTNIGHT



Dornoch's first ever Spring Highland Festival Fortnight 2025 has come to an end and we are delighted with how it went, with some events selling out!

Thank you to all those who were able to take part. We hope that the press coverage, digital marketing campaign, website promotion and leaflets helped to attract footfall to your business.

The Autumn Highland Festival Fortnight will take place from 23 October - 5 November. We will review the Spring event and use our learnings to make the Autumn event bigger and better.

For further information on the **MANY** other events taking place during the year, please click [HERE](#). Please email the BID if you want to add an event to this Events page.

ASSC REGIONAL GATHERING



The ASSC gathering takes place on 14th May. The event offers an opportunity to network, collaborate, and engage in discussions tailored to the self-catering community and its vital role in Scotland's tourism industry.

Dornoch BID's members are able to use a discount code to receive a **50% discount off** the full ticket price of £25 (plus Eventbrite fees). If already an ASSC member, you can attend for free using the Promo code: **INVERNESS50**

For more information please click [HERE](#) and to get your ticket(s) click [HERE](#)

DORNOCH TOWN TIDY EVENING



The Town Tidy takes place on Tuesday 6th May from 5pm - 7pm. We are hoping for a good turnout at the meeting point outside The Jail, just before 5pm, to help make the town look even more beautiful than it already is!

Dornoch Castle has very kindly offered to provide their amazing pizzas **from 7pm onwards** for all volunteers! Please email the BID **by 10am on 6th May if you are able to help**, so that we can advise the Hotel for catering purposes.

Thank you very much to those who have kindly offered their support so far!

HALF DAY CRUISE VISITS



We are delighted to learn that the first of the **half day** cruise visits to Dornoch has been confirmed! On Wednesday 7th of May a sell out tour will bring 40 people to town! Predominantly centered around a 30 minute guided tour of the Cathedral and a 30 minute visit to Historylinks, the whole town could benefit from the free time that the cruise passengers are going to have.

There are 16 further prospective half day tours coming to Dornoch this summer, subject to a minimum of 25 bookings being met. What a fantastic start to this new tour and hopefully it will be the start of many! Thank you to Pat, Val and all the other volunteers for bringing about these half-day visits, which represent a big change from the much shorter visits experienced last year. The 2025 Cruise Ship List is [HERE](#)

SPECIAL OFFERS THROUGHOUT THE YEAR



If you have any special offers during the year, please get in touch with so that your offer(s) can be added to the website either [HERE](#) on the **Accommodation** Special Offers page or [HERE](#) on the **Non-Accommodation** Special Offers page.

MEMBERS NETWORKING MEETING



The next Members' **Business Briefing** and networking meeting takes place on the 20th May at the Royal Dornoch Golf Club from 6.30pm - 8.00pm. Come along and hear about the plans the BID has for the next year, meet other business owners and share your thoughts.

HIE SUPPORT

DIGITAL TOURISM SUPPORT PROGRAMME

HIE's Digital Tourism Support Programme offers tourism SMEs up to three days of free, one-to-one digital advice from industry experts who will guide you in implementing digital solutions to support your organisations growth.

At the end of the programme, you receive a detailed and fully-costed bespoke Technology Adoption Plan that can unlock new markets, improve your services and open doors to advanced business models. More information available [HERE](#)

Business Gateway also has a wide range of digital training available via webinars. For more information please click [HERE](#)

MEMBER COMMUNICATIONS

Stay up to date - The BID Board meetings are held monthly and the Minutes of the Meetings can be found in the Business Section at the base of the website homepage.

Get in touch - Email DornochBID@thisisdornoch.com to discuss any membership matter and/or to arrange a call/meeting with the BID Manager, Sharon.

Social Media - Our social media network has over 19,331 followers and growing! Promote your business by tagging us @thisisdornoch or @visitdornoch, please follow our social media channels and **reshare the free content** with your followers [HERE](#)

Dornoch BID website - Members are welcome to embed a link from the BID's website to your own site. The BID Logo is [HERE](#).The link can open in a new tab/window so that the user stays on your site. Accommodation members may want to have a link to the Seasonal Inspiration page [HERE](#) or Things To Do page [HERE](#) whereas other members may wish to promote the accommodation page [HERE](#)