

8 MEMBERSHIP OF THE ASSOCIATION OF SCOTTISH VISITOR ATTRACTIONS (AN40-2003)

The Association of Scottish Visitor Attractions (ASVA) is the trade organisation that represents the visitor attractions sector within Scottish Tourism, with some 500 key sites that are currently members. Current local authority members include Edinburgh, Glasgow, Highland, North Ayrshire, North Lanarkshire and Renfrewshire.

The benefits of membership include: monthly publication of visitor trends and assistance with benchmarking; features in the "Reporter" publication; representation on key decision making committees at national level; best practice advice and networking with other leading attractions; enhanced entries on the ASVA website.

Given the responsibility for key local visitor attractions including Olympia, Camperdown Wildlife Centre, McManus Galleries, Broughty Castle, Mills Observatory, Lochee Leisure Centre and Caird Hall and seasonal facilities, it is recommended that local authority membership be pursued. The cost is £650 plus VAT which can be met from the 2002/3 Leisure and Arts revenue budget.