



**OUTER  
HEBRIDES**

**Support it**

**Share it**

**Adopt it**

**Our Destination Strategy**

## What's inside

**The kind of tourism industry we want. How we want it to evolve and the role it plays in our communities. The goals we need it to achieve.**



**How we want visitors to think about our islands. The experience we offer and how that stands out from other destinations. How we want to talk about ourselves.**

### Support it

**Our Vision  
Our Mission  
Our Industry  
Our Core Customers**

### Share it

**Our Message  
Our Brand Stories  
Our Hero Assets  
Our Connections**

### Adopt it

**Our Logo  
Our Colours  
Our Campaigns  
Our Channels  
Our Brand Family**

2

12

20

# Support it

**Tourism is  
everyone's  
business**



**Scotland's  
Atlantic  
Islands**

# Vision



To be one of Scotland's must-visit destinations.

The Outer Hebrides is the only place to experience a unique and diverse chain of inter-connected Scottish islands on the edge of the Atlantic Ocean.

Visitors with a taste for a different way of life who seek peace and tranquillity or active adventure, will discover Gaelic culture, vibrant activities, local food and drink, music, arts and crafts, all set in an outstanding environment.

# Mission

Cultural Assets → Authentic Stories



Economic Benefit

To harness and focus the passion, energy and drive on our islands, by turning more of our unique, natural and cultural assets into high quality authentic stories. Our stories will grow tourism sustainably, and in doing so, help stimulate population growth within our communities and enhance economic performance.

# Building A Sustainable Industry

- **Digitally Savvy**
- **Environmentally Responsible**
- **Youth Opportunity**
- **Year-Round**
- **Returning Visitors**

## Support it

## Our Core Customers

### Visitors

55% 

Living in Scotland



33% 

In markets with Scottish links and heritage



14% 

In markets with positive perceptions of Scotland



## Support it

## A Broader Customer Base

### Current Audience

#### SEASONED EXPLORERS

- Active “empty nesters” 45+
- Enjoy a walk on the beach and cultural activities
- Good food & drink (and the service)

Active couples 45+

### Growth Audience

#### ACTIVE FAMILIES

- Families with older kids
- Love outdoor adventure
- Time to connect as a family

Outdoor Families

#### YOUNG ADVENTURERS

- City-based young professionals
- Passion for adventure activities
- Go off the beaten track

Instagramming Adventurer



SEE OUR CAMPAIGNS P29

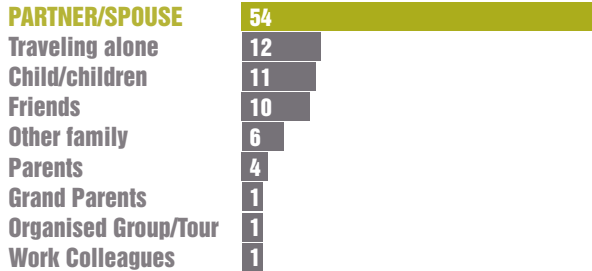
Stay Longer

**5.8** DAYS

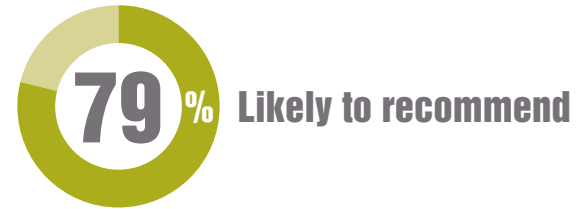
AVERAGE LENGTH OF STAY



Who did our visitors travel with (percentage)?



Trip evaluation Summary

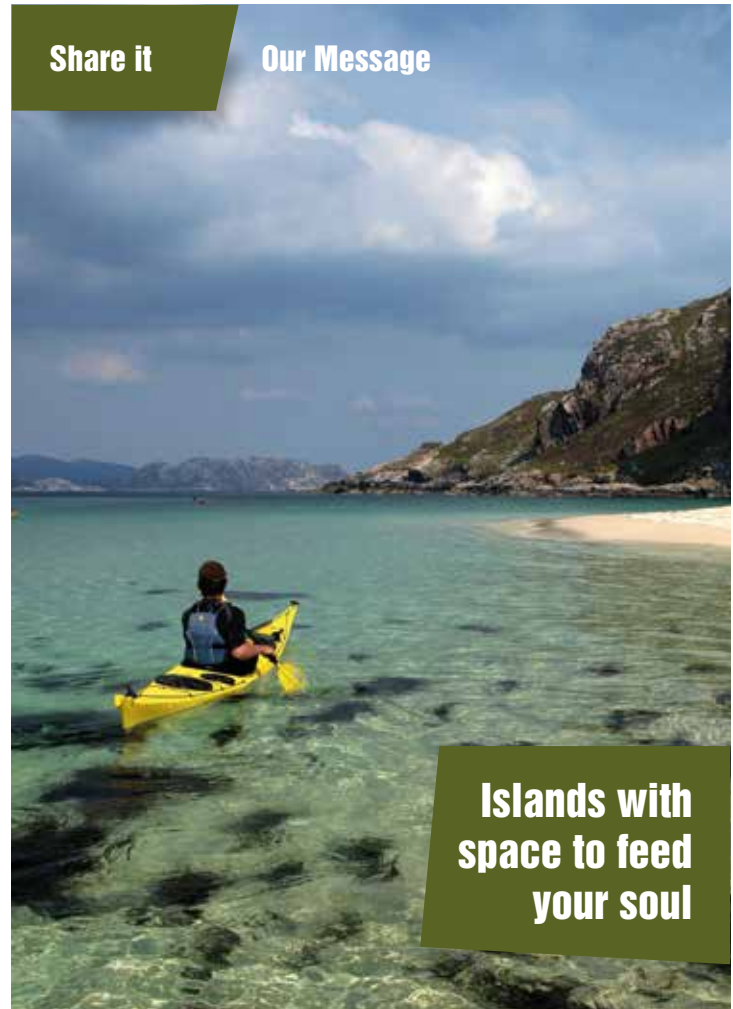


# Share it

**Our Message**  
**Our Brand Stories**  
**Our Hero Assets**  
**Our Connections**

**Share it**

**Our Message**



**Islands with  
space to feed  
your soul**



# 1 History with Mystery

INTRIGUING STORIES AND ANCIENT CULTURES.  
FAMILIAR BUT DISTINCTIVE.

# 2 Living Gaelic

ALIVE TRADITIONS, MUSIC AND LANGUAGE.

# 3 Epic Landscape

BEACH, MACHAIR, PEAT, MOOR AND LOCHS.

# 4 Mind, Body and Spirit

RELAX, REJUVENATE AND REINVIGORATE.

# 5 Closer to Wildlife

SEALS, EAGLES, PUFFINS, OTTERS,  
WHALES, DOLPHINS AND BIRDLIFE.

# 6 Atlantic Larder

SEAFOOD, CROFTING, SMOKEHOUSES  
AND DISTILLERIES.

bucket list!

- St Kilda
- Callanish Stones
- Lewis Chessmen
- Machair
- Beaches
- Bird-Life
- Sea-Life
- Music & Festivals
- Harris Tweed
- Seafood
- Crofting
- Barra Beach Landing
- Hebridean Way

Mysteries

Landscape

Wildlife

Tradition &  
Gaelic Culture

Larder

Mind, Body &amp; Spirit

**ST KILDA** Listed by the United Nations for both cultural and natural heritage, St Kilda, or Hìort, 40 miles out into the Atlantic and uninhabited since 1930 is one of only 30 dual-listed world heritage sites anywhere in the world and one of only six World Heritage sites in Scotland

**CALLANISH STONES** Scotland's best preserved stone circle which is the jewel in the crown at the heart of a vast network of neolithic-era sites throughout the islands.

**LEWIS CHESSMEN** 12th-century chess walrus-ivory pieces discovered in Uig in 1831 and made famous in the Harry Potter franchise.

**MACHAIR** Low-lying fertile meadows above the beaches this all-but-unique habitat becomes a kaleidoscope of colour in the summer as the wild-flowers come into bloom.

**BEACHES** Over 40 stunning white-sand beaches running the length of the Outer Hebrides. Often ranked among the best beaches in the world let alone the country.

**BIRD-LIFE** Home to 10 breeding bird of prey species including golden and white-tailed eagles. Some of the best breeding grounds for migratory birds in Europe. One of the few places where you still hear the rasping call of the corncrake with major puffin colonies on the offshore islands.

**SEA-LIFE** The pristine waters of Outer Hebrides bring a rich and diverse array of marine wildlife including whales, dolphins, basking sharks and seals.

**MUSIC & FESTIVALS** Festivals and arts centres that offer a mix of Celtic cultures tinged with contemporary influences. Hebridean Celtic Festival (among other festivals) is a multi-award winning International music festival.

**HARRIS TWEED** Famous the world over, every yard of Harris Tweed, or Clò Mòr, is woven by hand in the home of an islander, made from pure virgin wool dyed and spun in the Outer Hebrides.

**SEAFOOD** Surrounded by bountiful seas, the Outer Hebrides offering succulent scallops, langoustines and amazing salmon, cured in one of the islands' traditional smokehouses among a wide range of fresh fish and seafood direct from the waters on and around our islands.

**CROFTING** The islands' traditional mixed farming system. Both crops and livestock are raised with care and dedication as part of a broader collaborative social system whose history is woven into that of the islands themselves.

**BARRA BEACH LANDING** A tiny Scottish airport in the Atlantic Ocean. The only place in the world where a scheduled flight lands on a beach. Rightly, voted the world's most stunning landing spot.

**HEBRIDEAN WAY** 10 islands, 6 causeways and two ferries, the 156 mile walking, and 185 mile cycle route offer unexpected experiences passing through spectacular landscapes to reinvigorate the mind, body and soul.

Share it

Our Connections

Visitors relish unplanned  
and informal encounters:

COLLECTING EGGS FRESH  
FROM THE CROFT

PERFECTING THEIR  
"PASSING PLACE" WAVE

COMING IN TO THE  
SMELL OF A PEAT FIRE

HEARING Gàidhlig  
"SA BHÙTH"

AN OLD STORY DURING  
AN EVENING CÈILIDH

A SEAL REVELLING  
IN THE SUN



Image © [www.harrisdistillery.com](http://www.harrisdistillery.com)

# Adopt it

**Our Logo**  
**Our Colours**  
**Our Campaigns**  
**Our Channels**  
**Our Brand Family**



**Wear our Logo**  
**Use our Colours**  
**Spread the word**

**Adopt it**

**Our Logo**



**This is Our Logo.  
Download it. Use it.**

**[www.outerhebridestourism.org](http://www.outerhebridestourism.org)**



## Adopt it

## Our Colours

A unique colour palette has been developed for the Outer Hebrides brand. Our colours are strong, contemporary and have been specially selected to reflect nature both land and sea.

### Sky

Deep Sky  
Pantone: 279 C/U  
CMYK: C68 M34 Y0 K0  
RGB: R81 G145 B205

### Sky

Summer Sky  
Pantone: 277 C/U  
CMYK: C27 M7 Y0 K0  
RGB: R180 G213 B240

### Beach

Gold Sand  
Pantone: 7507 C/U  
CMYK: C0 M10 Y30 K0  
RGB: R255 G228 B184

### Sea

Mid Sea  
Pantone: 3155 C/U  
CMYK: C100 M0 Y24 K38  
RGB: R0 G120 B139

### Sea

Shallow Sea  
Pantone: 320 C/U  
CMYK: C100 M0 Y31 K7  
RGB: R0 G160 B175

### Beach

Pure Sand  
Pantone: 7527 C/U  
CMYK: C0 M2 Y6 K7  
RGB: R237 G231 B222

### Rock

Lewisian Gneiss 1  
Pantone: 424 C/U  
CMYK: C0 M0 Y0 K61  
RGB: R126 G128 B130

### Rock

Lewisian Gneiss 2  
Pantone: 4543 C/U  
CMYK: C7 M0 Y0 K30  
RGB: R172 G184 B191

### Moor

Moor  
Pantone: 132 C/U  
CMYK: C0 M28 Y100 K30  
RGB: R187 G141 B10

### Moor

Deep Moor  
Pantone: 476 C/U  
CMYK: C57 M80 Y100 K45  
RGB: R84 G48 B26

### Grass

Common Grass  
Pantone: 364 C/U  
CMYK: C65 M0 Y100 K42  
RGB: R56 G124 B44

### Grass

Coastal Grass  
Pantone: 7492 C/U  
CMYK: C20 M0 Y100 K19  
RGB: R178 G187 B30

### Machair

Northern Marsh-Orchid  
Pantone: Purple C/U  
CMYK: C38 M88 Y0 K0  
RGB: R165 G68 B153

### Machair

Field Gentian  
Pantone: Violet C/U  
CMYK: C98 M100 Y0 K0  
RGB: R51 G48 B146



## Adopt it

## Our Campaigns



## YouTube

Search for Outdoor Hebrides Adventure



## Adopt it

## Our Channels

Join in the conversation

[www.visitouterhebrides.co.uk/oh](http://www.visitouterhebrides.co.uk/oh)



## Facebook

@theouterhebrides

## Instagram

@visitouterhebrides  
#outdoorhebrides

## Twitter

@OuterHebs

Adopt it

Our Brand Family



HEBRIDEAN WAY



a *Passion* for our Produce

EAT DRINK HEBRIDES TRAIL



OTHER ISLAND TRAILS

Feed your soul  
on Scotland's  
Atlantic Islands



"AND WE IN DREAMS BEHOLD THE HEBRIDES" Canadian Boat Song

# Sin agad e Over to you

FOR MORE INFORMATION VISIT

[www.visitouterhebrides.co.uk](http://www.visitouterhebrides.co.uk)

[www.outerhebridestourism.org](http://www.outerhebridestourism.org)



Design with thanks from

bright

[we-are-bright.com](http://we-are-bright.com)

Outer Hebrides Tourism 2020 Leadership Group



Highlands and Islands Enterprise  
Iomairt na Gàidhealtachd 's nan Eilean



COMHAIRLE NAN EILEAN SIAR



Spring 2019