



# Membership Packages for Other Businesses


















(ATTRACTIONS / ACTIVITIES / RETAIL / TOURS / FOOD AND DRINK / ARTS AND CRAFTS ETC)

# 2022

# Benefits of joining Outer Hebrides Tourism:

- ✓ **Advice, representation and input to policy making at local and national level**
  - ✓ **Professional business development advice and support from the OHT**
  - ✓ **Affiliate membership of Scottish Tourism Alliance**
  - ✓ **Participation in members only Facebook group**
  - ✓ **Invites to OHT conferences, training sessions and member networking events**
  - ✓ **Use of OH brand materials, logos and access to Image library (in development)**
  - ✓ **Opportunity to appear in promotional videos, press trips and speaking opportunities**
  - ✓ **Supporting industry development: Each £ of membership fees generates £2 in investment in promoting and developing tourism in Outer Hebrides**
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# Other Businesses Packages

	NON MEMBER	BRONZE	SILVER	GOLD	PLATINUM
<b>PRICE</b>	Free	£75	From £100	From £125	From £150
<b>RANKING</b>	» Listing on the islands leading tourism website (with 2 million hits per year!)	 <b>THIRD-RANKING</b> listing on the islands leading tourism website (with 2 million hits per year!)	 <b>SECOND-RANKING</b> listing on the islands leading tourism website (with 2 million hits per year!)	 <b>TOP-RANKING</b> listing on the islands leading tourism website (with 2 million hits per year!)	 <b>TOP-RANKING</b> listing on the islands leading tourism website (with 2 million hits per year!)
<b>EXCLUSIVE FEATURED LISTINGS</b>	✗	✗	✗	✗	✓
<b>LISTING FORMAT</b>	» Name, type of business	» Full facilities listing and 300 word free-text description	» Full facilities listing and 300 word free-text description	» Full facilities listing and unlimited free-text description	» Full facilities listing and unlimited free-text description
Location, including in "What's Nearby"	» Location Only	✓	✓	✓	✓
External Grading (VS/AA) & Link to TripAdvisor Reviews	✗	✓	✓	✓	✓
Menus, leaflets or brochures	✗	✗	✗	✓	✓
<b>IMAGES</b>	» Text only	» 3	» 10	» 20	» Promotional VIDEO and 30 Images
<b>CONTACT DETAILS</b>		  	  	  	  
<b>ADDITIONAL LISTINGS</b>	✗	✗	» 1 Additional FREE Bronze listing for associated businesses	» Up to 4 Bronze FREE Bronze listings for associated businesses	» Unlimited FREE Bronze listings for associated businesses
1/2 Price additional premium listings	✗	✗	✓	✓	✓
<b>SEARCH CATEGORIES</b>					
Option to purchase Hebridean Way and Eat Drink Hebrides listing	✗	✗	✓	✓	✓
<b>LISTING MANAGEMENT</b>					
Individual login to manage listing	✗	✗	✓	✓	✓
<b>SOCIAL MEDIA</b>					
Social media feeds integrated into your listing	✗	✗	✗	✓	✓
Tagged Social media posts shared	✗	✗	✓	✓	✓
Twice yearly inclusion in a featured post	✗	✗	✗	✓	✓
<b>PROMOTION</b> Outer Hebrides Tourism Endorsement	✗	✓	✓	✓	✓
Feature in article on OH channels each year	✗	✗	✗	✗	✓
Profile in consumer communications	✗	✗	✗	✗	✓


» Discounts of up to a third for community groups and charities.

» Standard commissions will still apply for paid channels such as Booking.com. No incremental commissions will be charged by OHT.

» Eat Drink Hebrides and Hebridean Way listings are available at extra cost £50 each and half price for community groups and charities.

 Telephone number

 Email address

 Website click-through



# Other Businesses Package Fees

	BRONZE	SILVER	GOLD	PLATINUM
<b>SMALL (NOT VAT REGISTERED)</b> 	£75	£100	£125	£150
<b>MEDIUM (VAT REGISTERED)</b> 	£75	£150	£200	£250
<b>LARGE (&gt;£1 MILLION TURNOVER)</b> 	£75	£200	£250	£300
<b>CHARITIES/COMMUNITY GROUPS</b>				
<b>SMALL (NOT VAT REGISTERED)</b> 	£75	£85	£100	£115
<b>MEDIUM (VAT REGISTERED)</b> 	£75	£105	£140	£175

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

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

# Contact Us

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