




















Membership Packages for Accommodation Providers

2023

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 £3 in investment in promoting and developing tourism in Outer Hebrides

Accommodation Provider Packages

	NON MEMBER	BRONZE	SILVER	GOLD	PLATINUM
PRICE	Free	£75	From £125	From £175	From £225
RANKING	» Listing on the islands leading tourism website (with 2 million hits per year!)	 THIRD-RANKING listing on the islands leading tourism website (with 2 million hits per year!)	 SECOND-RANKING listing on the islands leading tourism website (with 2 million hits per year!)	 TOP-RANKING listing on the islands leading tourism website (with 2 million hits per year!)	 TOP-RANKING listing on the islands leading tourism website (with 2 million hits per year!)
EXCLUSIVE FEATURED LISTINGS	✗	✗	✗	✗	✓
LISTING FORMAT	» 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	✗	✓	✓	✓	✓
IMAGES	» Text only	» 3	» 10	» 20	» Promotional VIDEO and 30 Images
FREE ONLINE BOOKING SERVICE	✗	✓	✓	✓	✓
CONTACT DETAILS		  	  	  	  
ADDITIONAL LISTINGS	✗	✗	» 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	✗	✗	✓	✓	✓
SEARCH CATEGORIES	✗	✗	» Included in 2 featured accommodation search categories	» Included in 4 featured accommodation search categories	» Unlimited featured accommodation search categories
Option to purchase Hebridean Way and Eat Drink Hebrides listing	✗	✗	✓	✓	✓
LISTING MANAGEMENT	✗	✗	✓	✓	✓
Individual login to manage listing	✗	✗	✓	✓	✓
SOCIAL MEDIA	✗	✗	✗	✓	✓
Social media feeds integrated into your listing	✗	✗	✗	✓	✓
PROMOTION 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

Accommodation Provider Package Fees

	BRONZE	SILVER	GOLD	PLATINUM
SMALL (<10 CAPACITY OR NON-VAT REGISTERED CAMPSITE/HOSTEL) 	£75	£125	£175	£225
MEDIUM (10-20 CAPACITY OR VAT REGISTERED CAMPSITE/HOSTEL) 	£75	£175	£250	£325
LARGE (>20 CAPACITY) 	£75	£225	£325	£425
CHARITIES/COMMUNITY GROUPS				
SMALL (<10 CAPACITY OR NON-VAT REGISTERED CAMPSITE/HOSTEL) 	£75	£100	£125	£150
MEDIUM (10-20 CAPACITY OR VAT REGISTERED CAMPSITE/HOSTEL) 	£75	£125	£175	£225
LARGE (>20 CAPACITY) 	£75	£150	£225	£300

*Campsite, hostels and bunkhouses will be charged as small or medium, depending on VAT registration status.

www.outerhebridestourism.org

www.visitouterhebrides.co.uk

Contact Us

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www.visitouterhebrides.co.uk/industry/join