



4th March 2019

Dark Island Hotel
BENBECULA

Outer Hebrides Destination Conference 2019

TELLING OUR STORIES

Supported by:



08:30 Registration and Networking
Breakfast

Sponsored by CalMac

SESSION 1: OUR STRATEGY

- | | | |
|-------|------------------------------|---|
| 09:30 | Welcome and Opening Remarks | Ian Fordham, OHT Chair |
| 09:45 | Our New Destination Strategy | Rob McKinnon, OHT CEO |
| 10:15 | The National Picture | Marc Crothall, Scottish Tourism Alliance
Manuela Calchini, VisitScotland |

SESSION 2: OUR STORIES

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|-------|----------------------|---|
| 10:30 | Closer to Wildlife | Karl Stevens, Hebridean Whale Trail &
Vicky Anderson, RSPB |
| | Mind Body and Spirit | Linda Johnston, Auchrannie |
| | Epic Landscape | |

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11:30 "Elevenses" - Tea/coffee served with mini cakes and biscuit treats

11.45	Atlantic Larder	Marc Crothall, Scottish Tourism Alliance Jonny Ingledew, North Uist Distillery Co.
	Living Gaelic	Liam Crouse, Ceòlas
	History with Mystery	Simon Butler, Calanais Visitor Centre
	Discussion	

SESSION 3: NEW DEVELOPMENTS QUICK-FIRE

12:45	Hebridean Way	Jan Schouten, HebShuttle Mairi Thomson, OHT
12:55	Marketing	Ashley Menzies, Design Line Creative
13:05	Digital	Selene Huntley, Heb Insights
13:15	Welcome Points	Manuela Calchini, VisitScotland
13:25	Team Hebrides	Rob McKinnon, OHT CEO

**13:30 – "5 a day Buffet Lunch"
14:30 Isles Hotel Group are sponsoring an Amuse Bouche Taster Treat**

"Islands with Space to Feed Your Soul"