

Outer Hebrides Tourism Membership and Promotional Packages

	Gold	Silver	Bronze	Non-Member
LISTING CONTENTS:				
Descriptive text for business	300 Words	200 Words	100 Words	
Photographs	20	5	1	
Facilities listing	(full)	(full)	(limited)	
Location shown on maps	x	x	x	x
Add to itinerary	x	x	x	
Show prices and opening times	x	x	x	
Video included in listing	x			
LISTING PROFILE:				
Ranking on search results page	1st	2nd	3rd	4th
Included in other pages (more detail later)	tbc	tbc		
Listing is visible to Google	x	x	x	
Included in what's nearby listings	x	x	x	
Included in highlights bar on business listing pages	x	x		
Social Media feed embedded in listings	x			
Listing included in special offers	x			
Inclusion in specialist listings option (eg EDH)	x	x		
LISTING CONTACTS:				
Option to book online (more detail later)	x	x		
Business name, address, phone no and email	x	x	x	x
Website link	x	x	x	
LISTING ENDORSEMENTS :				
Demonstrate affiliation with OHT	x	x	x	
VS/AA grading shown on business listing	x	x	x	
Link to Tripadvisor reviews (if desired)	x	x		
LISTING MANAGEMENT:				
Manage your own listing (more detail later)	x	x		

PRICE GUIDE			
MEMBERSHIP FEE (Jan - Dec) plus	£75 +		
PROMOTIONAL PACKAGES (Jan - Dec):	Gold	Silver	Bronze
Small Business <5 serviced rooms, or 1 self catering unit, or other non VAT registered*	£70	£40	0
Medium Business 5-10 serviced rooms, or 2- 3 self catering units, or other VAT registered	£140	£80	0
Large Business >10 serviced rooms or >4 self catering units	£210	£120	0

* Can also include VAT registered businesses if there is evidence turnover is < VAT threshold Campsite, hostels and bunkhouses will be charged as small or medium, depending on VAT registration status. Registered Charities will get a 50% reduction on Silver/Gold listing charges.