

2024
to date

OUTER HEBRIDES TOURISM ACTIVITY HIGHLIGHTS

MEMBER DEVELOPMENT & PROMOTION

- New member-linked Social Media approach
- Member webinar series
- Published Guides:
 - Eat Drink Hebrides*
 - Made in the Outer Hebrides*
 - Stornoway*
- 19 member Newsletters issued
- 'Special Offers' now live on website
- Member access to 'Listing Insights' enabled
- Removal of non-member listings from website



WEBSITE & DIGITAL

- 530,000+ Website Users
- 2 million+ Website Page-views
- 68,000+ Referrals from our website to members
- 25% increase in online bookings
- 134,000+ Social Media Followers

FOOD & DRINK

- Growth of EAT DRINK HEBRIDES network
- *Meet the Producer Barra* event
- *Bùth Hebrides* online produce portal - coming soon!
- Food & Drink showcasing & promotion opportunities created e.g: Scotland House, Scottish Design Exchange, case studies & product placements
- Inaugural Stornoway Outer Hebrides Fine Food & Drink Festival in partnership with *Flavour*
- Food & Drink sector objectives set & funding secured for delivery into 2025



DESTINATION MARKETING, PROMOTION & RECOGNITION

- Time for Uist campaign
- Partner campaigns:
 - Michelin 'Guide Vert', CalMac, Bradt, Lonely Planet*
- National Geographic 'Best of the World' 2025
- World Food Travel Awards: *Best Programme to Promote Culinary Culture to Visitors* (nominee)
- Highlands & Islands Food & Drink Awards: *Best Food Tourism Experience (Highly Commended)*

POLICY, DATA & RESEARCH

- Short Term Lets legislation engagement & member communication
- Contribution to Scottish DMO survey & research
- Contribution to Island Connectivity Plan consultation
- OH Occupancy 2023 & Accommodation Audit Reports
- Input to early stage Visitor Levy scoping activity



INDUSTRY PARTNERSHIPS & INITIATIVES

- Regular representation on over 10 island & industry forums considering matters inc.: tourism policy, ferries, cruise, heritage & visitor-information
- Sustained positive relationships with local & national partners including: Scottish Tourism Alliance, VisitScotland, HIE, Comhairle nan Eilean Siar, Stornoway Port Authority, Scotland Food & Drink
- Engagement with local developments inc.: Islands Deal programme, Calanais Visitor Centre redevelopment & *Our Hebrides Welcome* customer service training

OHT ACTIVITY

- Completion of 3-Year Operational Plan
- *visitouterhebrides* Online Shop range expanded
- Hosted Foundation Apprenticeship
- Launched *visitouterhebrides* Voluntary-Giving-Scheme
- Secured funding to implement elements of the OH Destination Net Zero plan

