



Charges and benefits for business website listing on www.visitouterhebrides.co.uk for 2016

Approved at AGM – 12 February 2014

		OHT Membership				
		Basic Listing	Bronze Listing	Silver Listing	Gold Listing	
Owner and booking contact name and address		✓	✓	✓	✓	
Phone number		✓	✓	✓	✓	
Location shown on maps and searches		✓	✓	✓	✓	
E-mail / web link		e-mail only	e-mail only	✓	✓	
VS / AA grading shown on search results page		No	No	No	No	
VS / AA grading shown on detailed product listing page		Yes	Yes	Yes	Yes	
Photo		✗	✓ (1 image)	✓ (5 images)	✓ (20 images)	
Full facilities listing		✗	✗	✓	✓	
Descriptive text for business		✗	✗	50 Words (+240 chars in short description)	200 Words (+240 chars in short description)	
Link to Tripadvisor reviews (if desired)		✗	✗	✗	✓	
Listing on new Outer Hebrides Apps		✗	✓	✓	✓	
Link to business's own booking engine		✗	✗	✗	✓	
Ranking on search results page (Note – display order within each group changes overnight)		4 th group	3 rd group	2 nd group	1 st group	
Promotion on “whats nearby” lists		✗	✓	✓	✓	
Listing charge - pa			OHT Membership £60 plus			
	Small	<5 serviced rooms, 1 s/c unit, other non VAT registered*	£0	£0	£40	£70
	Medium	5-10 serviced rooms, 2- 3 s/c units, other VAT registered		£0	£80	£120
	Large	>10 serviced rooms, >4 s/c units		£0	£120	£170

* 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