



## Outer Hebrides Tourism Guide to Membership

Outer Hebrides Tourism is recognised as the official Destination Management Organisation (DMO) for the Outer Hebrides.

We are an independent membership organisation, run by, representing, and working on behalf of our members to **‘develop, promote and sustain tourism in the Outer Hebrides’**.

We work in partnership with the local authority (Comhairle nan Eilean Siar), the development agency (Highlands and Islands Enterprise) and the national tourism agency (VisitScotland).

We are governed by a Board of Directors drawn from the membership (Link to board). Our Directors are volunteers.

We encourage members to play an active role in the organisation, through our meetings, through contact with board members or by providing feedback online (to [enquiries@visitouterhebrides.co.uk](mailto:enquiries@visitouterhebrides.co.uk)). Any members interested in becoming Directors please contact our Chairman, Ian Fordham ([ian@outerhebridestourism.org](mailto:ian@outerhebridestourism.org)).

### **Responsibilities of Members**

All members are expected to work together as ambassadors to promote the Outer Hebrides as a tourism destination by adhering to our Members’ Charter:

1. Offer visitors a warm, courteous welcome and excellent service
2. Provide a true and clear description of your business in all communications
3. Act professionally, with integrity and honesty
4. Use our local knowledge to guide visitors with suggestions for their stay
5. Deal promptly and politely with any issues raised by our visitors
6. Have regard for our visitors’ health, safety and well-being
7. Share our social and environmental responsibility to reduce our carbon footprint and encourage visitors to be ‘Green’
8. Engage with OHT activities and regularly consider changes to improve our visitor experience
9. Support and share OHT marketing campaigns through your marketing channels

10. Support and share [Our Destination Strategy](#).

### **Member Subscriptions**

As part of this membership organisation, members are required to pay an annual subscription, and asked to pay promptly and help minimise administration costs by managing their accounts online.

1. Subscriptions run annually from 1<sup>st</sup> January to 31<sup>st</sup> December and are renewed automatically on 1<sup>st</sup> January each year, unless cancelled in advance
2. Cancellation for the following year must be received prior to 1<sup>st</sup> December
3. Payment is made through a Direct Debit mandate via Go Cardless
4. Non-recurring Membership payment is available to those who are unable or prefer not to set up a recurring payment, at a supplement of £5 per item. We do not accept cheques
5. Members whose subscription is outstanding on 1<sup>st</sup> April will become liable to an additional £20 late fee and will have their listing on the website suspended until full payment is received. Members whose subscription remains outstanding on 1<sup>st</sup> July will have their membership cancelled
6. Membership subscription refunds are not ordinarily provided. Refunds to members facing exceptional circumstances who wish to resign mid-year are at the discretion of the Board
7. First year subscriptions for Members who join during the year will be charged pro-rata from the quarter when they join. Any changes to a member's subscription level will also be charged from the quarter when it takes effect. Please contact Mairi Thomson to make the any changes to your listing
8. Discounted listing fees are available to charities and community groups. Please contact Mairi Thomson for details
9. Membership is subject to the approval of the Board of Outer Hebrides Tourism (Trading) CIC

### **Membership Tiers**

Small Business - <5 serviced rooms, or 1 s/c unit, other non VAT registered\*

Medium Business - 5-10 serviced rooms, or 2- 3 s/c units, other VAT registered

Large Business - >10 serviced rooms, or >4 s/c units

\*Can include VAT registered businesses who demonstrate evidence that their turnover is below the VAT threshold

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

### **Website Listing Options**

These can be viewed [here](#).