



## 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. 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@outerhebridestourism.org](mailto:enquiries@outerhebridestourism.org). Any members interested in becoming Directors please contact our Chair, Sue Reid [sue@outerhebridestourism.org](mailto:sue@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. Comply with statutory obligations
4. Act professionally, with integrity and honesty
5. Use our local knowledge to guide visitors with suggestions for their stay
6. Deal promptly and politely with any issues raised by our visitors
7. Have regard for our visitors’ health, safety and well-being
8. Share our social and environmental responsibility to reduce our carbon footprint and encourage visitors to be ‘Green’

9. Engage with OHT activities and regularly consider changes to improve our visitor experience
10. Support and share OHT marketing campaigns through your marketing channels
11. Support and share [Our Destination Strategy](#)