









Visit Outer Hebrides Content Calendar 2024

The Visit Outer Hebrides content calendar is aligned with our destination stories which is centered around the concept of “Feed your Soul”. We focus on different themes each month and this thematic approach is taken across our channels.

Join in the buzz and boost your business profile by sharing experiences aligned to the themed months that visitors will enjoy by tagging us on Facebook [@theouterhebrides](https://www.facebook.com/theouterhebrides) and Instagram [@visitouterhebrides](https://www.instagram.com/visitouterhebrides). We can then share your post and help to inspire visitors to discover our Island’s and your business.

APRIL	MAY	JUNE
NATURE	HISTORY	MIND, BODY & SPIRIT
		
<p>Highlighting our amazing wildlife, natural environment and dark skies - International Dark Skies Week 2-8 April. Share things like foraging tips, local wildlife boat trips, guided nature walking tours, the significance of the Machair, the best places to see the night sky, dark skies tips and best places to spot wildlife.</p>	<p>This month we will focus on our rich heritage and we want to share unique ways for visitors to enjoy finding out what makes our islands so unique. From exploring the Island's past through our local museum network, or rediscovering the past through new technology, we can direct visitors to great heritage experiences.</p>	<p>The islands are the ultimate switch off destination. For some this is the chance to let-off steam with adventures such as surfing or mountain biking, for others it is spending time close to the land and an opportunity for reflection among the stunning scenery. You can focus on activities visitors can experience digital switch off.</p>

JULY	AUGUST	SEPTEMBER
COIMHEARSNACHD	COISEACHD	BIADH IS DEOCH
		
<p>We will be focussing on all things community (coimhearsnachd) this month. July has a wide range of community events from ceilidhs, festivals, highland shows and agricultural shows and lots more. We will also be celebrating our community led attractions, museums, shops and centres and a great time to share your local events and community organisations.</p>	<p>Our focus will be on walking (coiseachd). We will share ideas and inspiration to help visitors put their best foot forward on our Island's best walks. With our moorland, hills and coastline, our scenic walking routes are truly unforgettable. So, whether it's a gentle stroll or a challenging hike, share your favourite routes and guides to help our visitors discover the best of the Outer Hebrides on foot.</p>	<p>Food and drink (biadh is deoch) is a vital ingredient in our Islands heritage. We will share with our visitors where they can taste the unique flavours of our Islands and you can share your the places you like best and/or your favourite local products. We will be celebrating our Food and drink scene through Scotland Food and Drink Fortnight this month, so a great opportunity for F&D businesses to share.</p>

OCTOBER

OIDHCHE
SHAMHNA



The Outer Hebrides is rich in history and steeped in legend. There are so many spooky stories and places from the great beyond and with Halloween (Oidhche Shamhna) and the nights drawing in, it is a great time to share these otherworldly stories!

NOVEMBER

DARK SKIES



With minimal light pollution (Bortle 1 on the dark sky scale which is excellent), the Islands are a stargazer's dream. This month, we want to help our visitors experience the best of our dark skies, so are looking for anything from expert tips and best locations to view the dark skies.

DECEMBER

NOLLAIG &
BLIADHNA UR



Christmas (Nollaig) and New Year (Bliadhna Ur) are special times of year in the islands. We will celebrate this month with local events around this time such as Fèis na Bliadhn' Ùire in South Uist. A time to share your local community events, markets and ceilidhs.