





Outer Hebrides Tourism –
Visit Outer Hebrides – established 2005

Locally orientated, not-for-profit, community-led

- Destination Management Organisation (DMO)

Membership led, with the key objectives of:

- Creating a cohesive network of inter-connected businesses
- Promoting the islands as an attractive destination
- Ensuring community benefit from visitor related activity
- Developing an effective relationship with key partners



VisitScotland and Visit Outer Hebrides work together but are two separate organisations



- **Scottish government funded agency**
- **Promotes Scotland to the world**
- **Markets Scotland to international and domestic audiences and works to attract more inbound visitors to Scotland.**
- **Delivers sector-specific advice and support to help businesses develop new products and visitor experiences and reach new audiences including travel trade.**
- **Supports Scotland's tourism industry through data and insights, events and business support tools.**



- **Membership funded by local Outer Hebrides businesses. A Community Interest Co.**
- **Promotes the Outer Hebrides as a destination**
- **Promotes local businesses and island assets**
- **Works closely with local enterprises to provide visitor information via the islands official destination website, social media, printed guides and in-person services.**
- **Gathers local data insights and provides the island's tourism businesses with industry information via digital comms. and networking opportunities.**

OUTER HEBRIDES

HEBRIDEAN WAY

185 Miles
10 Islands
6 Causeways
2 Ferries

COMHAIARLE NAN EILEAN SIAR

1 EPIC ADVENTURE

visitouterhebrides.co.uk/hebrideanway

M A D E
IN THE **OUTER HEBRIDES**

Our Hebridean Welcome'
Customer Service Training
cruise@stornowayport.com

EAT
DRINK
HEBRIDES



Visit Outer Hebrides Information



- Visitor Hub Stornoway - partnership with Zone 1 (Lewis Crofters Ltd)

- Enquiries via Visitor Information Hub (May – Oct)

12,000+

- Direct Visitor Mailings to 25,000+

- Enquiries via website 3,000+

- Support to community Welcome Point network throughout the islands – opportunity for development

Website

300+ pages, plus 1437 listings

<https://www.visitouterhebrides.co.uk/>

A critical part of our local business infrastructure – we are not a booking platform, we inspire and motivate **BEFORE** booking, then inform and guide **BEYOND** arrival.

Impressions last year: 20.5 million

(How many times Google generated our link in response to searches)

Website views: 2.4m

Onward referrals to partners websites, emails & calls: 62,000+



Recent Headlines & Highlights

- Review of Outer Hebrides Tourism / Visit Outer Hebrides branding
- **Continued support to Food & Drink**
- AA Gradings returned to Outer Hebrides
- **Our Tourism Community Awards**
- Review of printed guides
- **VOH operational sustainability**
- **Wider engagement –**
Political & strategic lobbying,
Media engagement,
Lewis & Harris energy developments –
(opportunity for Uist!)
Destination promotional activity





Our Vision

We will be the most desirable destination in Scotland

Our Mission

For tourism to sustain our island communities and enable them to prosper

Our Aims

MAXIMISE VISITOR EXPERIENCE & LEGACY

SUPPORT VIBRANT & VIABLE COMMUNITIES

DEVELOP OUR BUSINESSES & SECTORAL CONTRIBUTION



2024 TOTAL EST. VISITORS TO THE ISLANDS: 333,500
AN INCREASE OF 53% SINCE 2017



273,586 WERE OVERNIGHT VISITORS
STAYING ON AVERAGE 6 NIGHTS,



STORNOWAY PORT WELCOMED 57,000 CRUISE PASSENGERS IN 2024



TOTAL BEDS 2025 – 7,800
(SLIGHT DECREASE ON 2024)

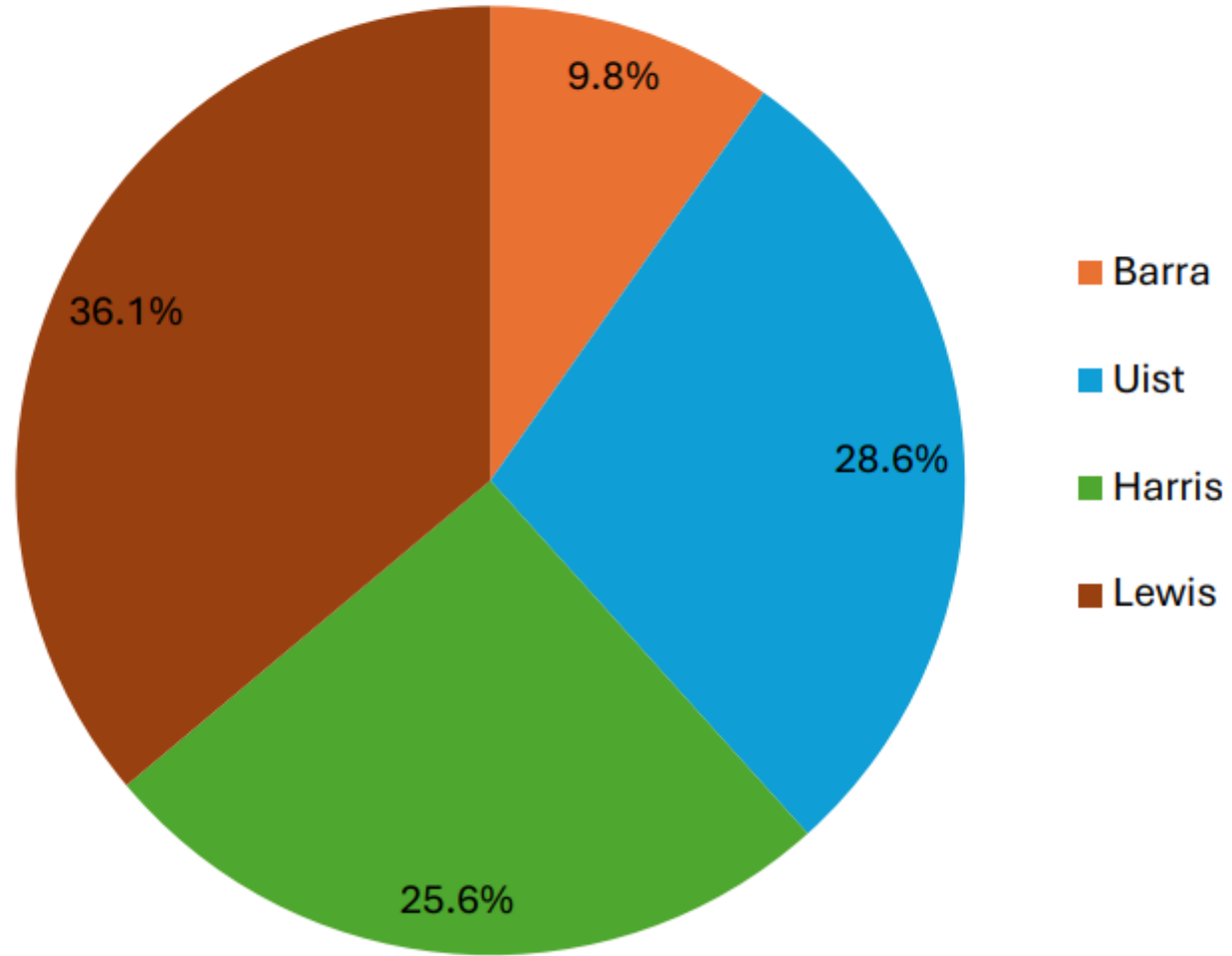


**AVERAGE OCCUPANCY FOR
2025 – 60%**
(SLIGHT INCREASE ON 2024)



APRIL – SEP UP TO 72%
OCT – MARCH DOWN TO 28%

Where are the businesses based?





**2024 TOURISM GENERATED OVER
£81.5 MILLION P.A.
NOW 16% OF THE TOTAL OUTER
HEBRIDES ECONOMY.
AN INCREASE OF 25.4%
SINCE 2017.**



**69% OF NON-ACCOMMODATION
VISITOR BUSINESSES REPORTED
BUSINESS BEING BUSIER OR
SIMILAR TO 2024**



**66% DOMESTIC VISITORS
(26% FROM SCOTLAND)
34% WERE INTERNATIONAL
VISITORS.**

	% of total visitor worth	£ worth to local economy	Population Split:	Total economic output per island (all industry)	% of tourism spend on total economic output per island
Lewis	46.6%	39,232,407 (inc. day visitors)	18,335	360,329,000	10.9%
Harris	18.4%	14,551,172	1831	35,951,100	40.5%
Uist	25.7%	20,313,151	4666	91,616,000	22.2%
Barra	9.3%	7,350,673	1300	25,521,600	28.7%

Tourism in the Outer Hebrides... a success story

- Overall sector growth of apx 30% over the past 15 years
- *'Bucket-list'* destination
- Supports rural communities throughout the Outer Hebrides and has a halo effect on community confidence, cultural vibrance and retaining population.

