

**OUR
TOURISM
COMMUNITY
CONFERENCE & AWARDS
2023
UIST & BARRA**



Conference & Awards Programme

Wednesday 1 November

Cnoc Soilleir, South Uist

09:00 REGISTRATION, TEA, COFFEE & NETWORKING

09:30 Welcome to Our Tourism Community Conference & Awards
Sue Reid, Chair, Outer Hebrides Tourism

09:45 Welcome from OHT CEO
Sarah Maclean, Outer Hebrides Tourism

10:00 Storas Uibhist: Community-led Tourism and Recent Challenges
Darren Taylor, Storas Uibhist

10:25 Ceolas: Gaelic Tourism Case-study
John Joe Macneil, Ceolas

10:45 Q&A - Morning Session

11:00 TEA & COFFEE BREAK

11:15 Uist Unearthed: Archaeology Case-study
Dr Rebecca Rennell, UHI

11:35 VisitScotland: Promotions and Insights
Victoria Harvey, VisitScotland

11:55 Dark Skies Tourism
Duncan Wise, Northumberland International Dark Sky Park

12:20 Q&A - Pre-lunch Session

12:35 LUNCH & NETWORKING – LOCHMADDY BAY PRAWNS
13:15 *Tour of Cnoc Soilleir (Optional)*

13:35 University of Glasgow: Marketing Approaches & New Directions

Dr Jaylan Azer, University of Glasgow

13:55 Agritourism – Opportunities and Incentives

Caroline Millar, Scottish Agritourism & Lindsay Robertson, Long Island Retreats

14:20 Scottish Tourism Alliance: The National Picture

Marc Crothall, Scottish Tourism Alliance

14:40 Q&A - Afternoon Session

14:55 COMFORT BREAK

15:05 Scotland Food & Drink

Fiona Richmond

15:15 North Uist Distillery – Business Journey

Jonny Ingledew

15:30 Final Q&A & Summary of the Day

15:45 - OUR TOURISM COMMUNITY AWARDS
16:45 *Sponsored by Native Hebridean Scottish Salmon*

Networking and drinks by North Uist Distillery

Presented by Marc Crothall, Scottish Tourism Alliance

We would like to thank the following organisations for their support:

