



## As a member of Outer Hebrides Tourism, you are part of our community of nearly 400 member businesses and wider partners.

**We are the voice of and for tourism from Barra to the Butt of Lewis. We are here to 'develop, promote and sustain tourism' in the Outer Hebrides reflecting the importance of the industry to the local economy, it is the largest private sector within the islands accounting for over 10% and employs the equivalent of over 1000 full-time jobs.**

- OHT are the official Destination Management Organisation (DMO) for the Outer Hebrides, formed as an island-based, not-for-profit Community Interest Company which champions and supports tourism businesses, tackles strategic visitor related issues, and promotes the Outer Hebrides as a world-class visitor destination at a national and international level.
- We are the Outer Hebrides strongest online presence, inspiring people as they research their holidays and travel to the islands. Our website tops many Google searches and attracts over 2.5 million website hits per year. Our website is the leading source of information online for the Outer Hebrides. For every £1 we generate in membership fees we can raise a further £3 from external sources towards developing, promoting, and managing tourism in the Outer Hebrides.

- Thanks to the buy-in of our members projects such as The Hebridean Way, the responsible tourism campaign P.L.A.C.E and ambitions to make the islands a Net Zero Destination are led and promoted by Outer Hebrides Tourism.

- Members can choose from a range of packages designed to meet their needs – including Eat Drink Hebrides and Hebridean Way Pitstop branding. Your business will gain a 12-month listing on the go-to website for the Outer Hebrides [www.visitouterhebrides.co.uk](http://www.visitouterhebrides.co.uk) and share in the **100,000 visits our member listings attract each year.**

- With the purchase of some of our membership packages we can even provide the added benefit of online bookings via our website at no additional cost or effort.

- We have an integrated digital marketing strategy that involves email marketing to our extensive customer database and regular interaction with our **100,000+ social media followers.**

- OHT encourages and enable internal links between local visitor businesses via regular mailings and access to our private Facebook forum where you can interact with **240+ other island tourism providers.**

- As a member of OHT you have access to our established recognised brand materials, benefit from being part of our promotional activities and selected press opportunities

- We maintain and distribute a wide range of leaflets and promotional aids featuring our member businesses to all visitors to plan and make the most of their time on the island. Both digitally and in paper form.

- As an independent trade organisation, we ensure the voice of industry is heard.

We have strong partnerships with agencies and Government and all our members automatically become affiliate members of the Scottish Tourism Alliance which feeds directly into the National Tourism Leadership Group. We lobby strongly for our members, ensuring their experiences are represented and island perspectives are input into tourism policy making at a local and national level.

- Members can enjoy discounts on business specific offers, such as:

- ✓ Our recent partnership with Tighean Innse Gall to support accommodation providers in achieving Short Term Let accreditation and;
- ✓ Coming in 2023 discounted access to AA accreditation which we have attracted back to the islands.

- All members are automatically invited to our conferences, training sessions & member networking events and via OHT can be signposted to professional, inspiring and informative business development advice, support, and resources.

- OHT can assist new members thinking of setting up a tourism business and also provide support to community organisations involved in tourism.

- We aim to improve industry skills and staff retention through links with UHI, SDS and provision of other training opportunities.

- We co-ordinate the responsible development of sustainable tourism in the Outer Hebrides.

- We work alongside and in partnership with key stakeholders – CnES, Visit Scotland and HIE to deliver economic and other broader benefits from tourism.

- We measure the value of the industry through regular research, such as occupancy data and accommodation audits.

- In 2023 with the recruitment of our new Marketing Officer, we can assist members with their listing pages to ensure they reflect and showcase your businesses. Listings can be updated to suit you.
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- Our strategy sets out the strategic framework for growing tourism on the Outer Hebrides - setting out the Vision & Mission for tourism and the means whereby they will be achieved. **Tourism Outer Hebrides 2030** was developed in response to the publication of the National Strategy in March 2020 and to reflect the impact of COVID-19. It was published in spring 2021.
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- Membership fees for 2023 remain at 2022 levels as we continue with covid recovery for the industry.

[www.outerhebrides tourism.org](http://www.outerhebrides tourism.org)  
[www.visitouterhebrides.co.uk](http://www.visitouterhebrides.co.uk)

# Contact Us

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