



VISION

Tourism Outer Hebrides

2020

By 2020, The Outer Hebrides

will be a destination of first choice for a world class visitor experience on a unique and diverse chain of interconnected islands on the edge of the Atlantic Ocean. Visitors will experience first hand the unique Hebridean food, music, arts and craft culture and Gaelic traditions all in an outstanding environmental setting. The Outer Hebrides will equally appeal to those seeking peace and tranquillity and those looking for active adventure – and with a taste for a different way of life.

MISSION

To harness and focus the passion, energy and drive on the islands to do what we do better and by turning more of our unique, natural and cultural assets into high quality authentic experiences that will grow tourism sustainably - and in so doing help stimulate population growth and enhance economic performance.

AIM

To grow tourism in The Outer Hebrides from £53m to £74m by 2020 by increasing transport capacity/integration, lengthening the season, offering additional authentic experiences and appealing to new markets.

MARKETS

CURRENT MARKETS & MARKET INTELLIGENCE

SCOTTISH: 58%

REST OF UK 29%

EUROPE: 8%

REST OF WORLD: 4%

ISLANDS VISITOR SURVEY 2012-13: 218,000 visitors per annum worth an estimated £50+ million to the area's economy

FOUNDATIONS

CURRENT INHIBITORS & THREATS

TRANSPORT CAPACITY & INTEGRATION

SHORT SEASON/ BUSINESS VIABILITY

MISCONCEPTIONS ON PRICE/ DISTANCE

VISITOR INFO - AVAILABILITY & COORDINATION/LOCAL PRODUCT KNOWLEDGE

DATA CAPTURE & MANAGEMENT

KEY STRENGTHS & OPPORTUNITIES

WALKING & CYCLING

GAELIC LANGUAGE & CULTURE

ADVENTURE & WILDLIFE

MARINE TOURISM

TOURS & TRAILS

STRATEGIC CONTEXT & FOUNDATIONS

POLICY FRAMEWORK

- OH Single Outcome Agreement
- OH Economic Regeneration Strategy
- TS2020
- Tourism Development Framework for Scotland

EVIDENCE BASE

- OH Visitor Survey 2012/13
- OH Ferry Capacity Review 2012/13
- Accommodation Audit 2011-13

INVESTMENTS

- New Stornoway Ferry
- Hebridean Way
- Lews Castle
- Marine Infrastructure
- St Kilda Centre
- Harris Distillery

NATIONAL FOCUS YEARS

- 2014 Homecoming
- 2015 Food & Drink
- 2016 Innovation Architecture & Design
- 2017 Heritage & Archaeology
- 2018 Young people

MEDIA & 'THE ESSENCE'

- Film & TV
- Visual Arts & Photography
- Books & Literature
- Music & Performance
- Social Media
- Press & Advertorials

STRATEGIC ACTION FRAMEWORK

TURNING OUR ASSETS INTO EXPERIENCES – PLACE DRIVEN AND EXPERIENCE DRIVEN

CULTURE & HERITAGE

- Gaelic Language & Way of Life
- Music
- Arts & Crafts
- Ancestry
- Archaeology
- Harris Tweed

NATURE & ACTIVITIES

- Wildlife
- Adventure
- Walking
- Cycling
- Country Sports
- Golf
- Astronomy

MARINE TOURISM

- Cruise Ships
- Sailing
- Surfing
- Kayaking
- Coaststeering
- Island Hopping
- Boat Trips

THE JOURNEY THROUGH THE ISLANDS

- OH Brand Exploitation
- The Hebridean Way
- A Hebridean Welcome/ Farewell
- OH Trails/Itineraries
- OH Templates

EVENTS & FESTIVALS

- OH Event Diary
- OH Cultural Programme
- National Focus Years
- Event Skills Training

'MORE THAN THE SUM OF THE PARTS'

- Barra
- Uists & Benbecula
- Harris
- Lewis
- St Kilda & The Outlying Islands

IMPROVING THE CUSTOMER JOURNEY – PUTTING THE CUSTOMER AT THE HEART

INFORMATION

- OH Web/App
- Signage
- 'Sundays' & Daily/ Seasonal Opening Times
- Travel updates

TRANSPORT

- Capacity
- Timetabling & Ticketing
- Integration
- Adaptability

ACCOMMODATION

- Meeting Expectations
- Investment
- Range & Capacity
- On-Line Booking
- Year Round Viability

FOOD & DRINK

- Local Provenance
- Accreditations & Listings
- Trails & Events
- Hebridean Hampers
- Local Fish Outlets

CONNECTIVITY

- Wifi Availability
- Mobile Signal
- Broadband
- 3G/4G
- Business Investment

CAPABILITY

BUILDING OUR CAPABILITIES – TOURISM IS EVERYONE'S BUSINESS

COLLABORATION

- 'Do things differently'
- Local Partnerships
- External Collaborations
- Community Land Trusts

QUALITY

- OH Customer Care
- OH Customer Charter
- OH Product knowledge/Awareness
- Sharing Best Practice

MARKETING

- Market Intelligence/Data
- TOH Marketing Plan
- Customer Feedback
- Customer Communications

LABOUR & SKILLS

- Labour Availability
- Career Paths
- SDS Skills Investment
- OH Leadership Program

LEADERSHIP & COLLABORATION: TOH2020 LEADERSHIP GROUP