

**Outer Hebrides Area Tourism Partnership
Minutes 30th September 2008, Claddach Kirkibost, North Uist**

<p>Present: Neil Campbell – Chair and Harris rep for OHTIA Maryann Maciver - Island Manager, VS Lorna MacLennan - Strategic Relations, VS Calum Ian Macleod – CNAG Joanne Ferguson – SNH Ian Fordham – Lewis rep OHTIA Peter Brown – Barra rep OHTIA Susan Paterson – Calmac Ian MacDonald – HIE Cllr Archie Campbell Roddy MacDonald – CnES Alan MacKenzie – Marketing Executive VS Tony Mercer – Quality & Standards VS</p>		
<p>Apologies: James Macletchie – North Uist rep OHTIA Shelia MacCormick – South Uist rep OHTIA Susan Blacklaw – Loganair Lisa Maclean – Who Cares Wins</p>		
1	<p>Welcome and Apologies:</p> <p>Neil Campbell welcomed everyone to the meeting, with a number of new faces round table introduction was carried out. Apologies are noted above.</p> <p>This is a brief ATP meeting to allow the group to move onto the full day facilitated workshop session.</p>	Action
2	<p>Updates:</p> <p>OHTIA:</p> <ul style="list-style-type: none"> • Membership 140 tourism business throughout the Outer Hebrides • Key projects have included Winter Harris, Uist together, Discover Lewis and sustainable issues • Concerned about future of OHTIA with low subscription rate there is difficulties in raising revenues for the group. <p>VisitScotland:</p> <ul style="list-style-type: none"> • Maryann circulated an update from VS summarising the main areas of activity within the Outer Hebrides including VIC stats, marketing activity, PR, occupancy etc – feedback on this format has been requested so it can be refined for future meetings. • Alan circulated details of the target segments for VS marketing activity. • OHTIA have request more detail on the PR coverage – Alan is to keep them up to date. <p>CnES:</p> <ul style="list-style-type: none"> • A working group for the St Kilda Centre has been established • Funding has been secured for a feasibility study into the development of a ‘Hebridean Way’ • CnES have announced a community regeneration fund. • Uncertainty currently around how capital projects will progress as a result of continued pressure on existing budgets. <p>HIE:</p> <ul style="list-style-type: none"> • A number of enquiries in from B&Bs and all higher end B&Bs are reporting an excellent season. • A number of hotels in North Uist are on the market • HIE have moved focus onto high growth businesses but are dealing with all enquiries as before until the business gateway service has been set up with the local authority. <p>Calmac:</p> <ul style="list-style-type: none"> • Report a challenging season – figures overall are down, however passenger numbers to the Outer Hebrides have grown. • The 2009 brochure will be launched at the Mod in a couple of weeks. • Launched a new customer relationship programme – Calmac Connect. With regular updates going out to customers on the Calmac database – excellent response to the first 	<p>ALL</p> <p>Alan Mackenzie</p>

	<p>communication with 12.75% click through rate recorded.</p> <ul style="list-style-type: none"> • Calmac are not marketing RET as they have a responsibility to market all their routes – new timetable on RET routes have been marked with a symbol however. <p>SNH:</p> <ul style="list-style-type: none"> • A bid has been submitted for some research money to look at wildlife tourism. • A number of applications are coming in for SRDP – SNH are looking for guidance from the ATP on setting the criteria for this assistance. <p>CNAG:</p> <ul style="list-style-type: none"> • Charged with the preservation and development of the Gaelic language. • Cultural heritage is such an important part of the visitor experience CNAG are attending their first ATP meeting with a listening brief. 	
3	<p>Date and venues for next meetings / future agenda items</p> <p>9th December 2008, to be held in Lewis or Harris (location and time to be advised).</p>	