

## **Stornoway**

### **Actions & Collaboration Ideas**

- Collaboration with other Arts organisations/local suppliers
- Improved signage
- Send menus & event details
- Link with similar businesses in different areas
- Find 'formal' partner in Uist/Barra area for joined up itineraries
- Send information to Ullapool guest accommodation
- Visit all local restaurants/cafes to get up-to-date for next season/recommendations
- Maps to show times of flights & ferries from different locations to area
- Offer packages e.g. special deals for accommodation/restaurant/activities
- Direct mail to target database of customers with promotion of local events to entice them to area.
- Offer special deals during 'shoulder' months
- News sections on web-site & better promotion of what to do in area
- Collaborate with local specialists e.g., tweed, fishing, galleries for improved guest services