

Your Route to the Cruise Market in Lewis and Harris

INTRODUCTION

RO-RÀDH

The Deep-Water Terminal at Arnish represents a fantastic opportunity for local businesses and organisations to tap into the growing numbers of cruise passengers arriving into Stornoway.

WHERE'S THE OPPORTUNITY?

CÀITE BHEIL AN COTHROM?

There is an opportunity for businesses and community organisations across Lewis and Harris to develop additional high-quality excursion opportunities to meet increased demand within the sector.

This Route to Market guide is intended to assist you to formalise the ideas you have and inform your route to market.

WHAT ARE CRUISE TOURISTS LOOKING FOR?

DÈ THA LUCHD-TURAS AG IARRAIDH?

- Experience – Memorable, interactive, hands on and food and drink
- Culture – Gàidhlig/Gaelic, language/cànan, music/ceòl, authentic and meeting local people
- Unique – What will make your product stand out
- Sustainability – Environmental

EXCURSION ORGANISATIONS OPERATING IN LEWIS AND HARRIS

BUIDHNEAN TURAS AG OBAIR ANN AN LEÒDHAS AGUS NA HEARADH

INTERCRUISE:

Gregory Platts E: g.platts@intercruises.com

COMMUNICATIONS & DESTINATIONS:

Jason Dyal E: jason@comms-destinations.co.uk

EUROPEAN CRUISE SERVICES UK LTD

Nick Robshaw E: nrobshaw@europeancruise.no

EXCURSIONS LTD

Jess Payne E: jess@excursions.co.uk

WHAT IS AN EXCURSION COMPANY LOOKING FOR?

DÈ THA NA COMPANAIIDHEAN TURAS AG IARRAIDH?

- Excursions between 1.5hr to 4hrs from the point of leaving the Terminal, to return
- Refreshments available, either a stop off en route, or during the excursion
- Roads to the location need to be suitable for a minibus/ coach
- Opportunity to purchase locally - local products en route, or during the excursion
- Tours for 10 - 45 people
- Proposals to be shared no later than late September, for the next cruise season
- Something that can/ will appeal to a variety of demographics
- If there is another venue nearby which compliments yours, consider working together to create an itinerary or package



THE BUSINESS OPPORTUNITY FOR LEWIS AND HARRIS

What to include in your proposal:

Na rudan ri ghabhail a-steach sa mholadh agad:

- Timeline – From pick up at the Deep-Water Terminal, to drop off
- Timing – How long will the actual excursion take and how long you require between each visit.
- Outline – Make it attractive to the guest, what will the visitor see / be able to do on their excursion with you, no more than half an A4
- Photographs – Up to 5/6 non-copyright photos the cruise lines can use to promote the tour
- Facilities – What facilities are available at the location of the excursion (i.e. toilets, gift shops etc)
- Catering – What is available at your location or en route
- Capacity per Group - Minimum and maximum numbers of excursions you can host per day and how long you require between each visit
- Capacity per Day - Minimum and maximum numbers of excursions you can host per day
- Operation - Opening / closing times / days
- Pricing - Your admission price – group rates or per person
- Cancellation Policy – Include information on your cancellation policy including information on non-refundable deposits
- Access – Is it accessible via wheelchair / pram, is there a lot of walking / climbing etc
- Health & Safety – Details of any Health & Safety requirements
- Contact Details – Who will the cruise excursion companies be dealing with and best way to contact them

THE PROCESS



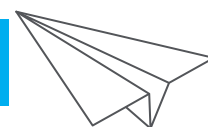
YOU HAVE AN IDEA

CONSIDER WHAT CRUISE TOURISTS AND EXCURSION COMPANIES ARE LOOKING FOR



YOU DEVELOP A BUSINESS PROPOSAL

SEND IT TO THE EXCURSION COMPANIES



AGREE T&CS AND PRICING STRUCTURE WITH THE EXCURSION COMPANIES

START ACCEPTING TOURS!



HERE TO HELP

AN SEO GUS DO CHUIDEACHADH

There is a range of support services available to anyone wishing to offer cruise excursions, these include:

Business Gateway

Norman MacLean
Senior Business Development Officer

T: 01851 822776

E: businessgateway@cne-siar.gov.uk

Cruise Destination Development Manager

Contact Murdo Morrison
Cruise Destination Development Manager

T: 07525 893367

E: murdo@outerhebridestourism.org

