

VISIT ISLES OF Scilly

2025/26 ANNUAL REPORT & MEMBERSHIP PROSPECTUS 2026/27

ST. MARY'S | TRESCO | ST. MARTIN'S | BRYHER | ST. AGNES





FOREWORD

Andrew Sells, Chairman, Visit Isles of Scilly

On behalf of the Board of Visit Isles of Scilly, I am pleased to present our Annual Report for 2025/26, together with our Membership Prospectus for 2026/27.

This has been an especially difficult year for everyone at Visit Isles of Scilly, following the tragic loss of our much-loved friend and colleague, Victoria Bond. For a small, close-knit organisation, this was incredibly hard to process. I thank the team for their resilience, hard work and professionalism throughout the year and in particular during the aftermath of Victoria's death. Tribute has been paid to Victoria in other places, but I wish to reiterate how valued she was to this small organisation and how much we miss her.

Reflecting on the past financial year, I am proud that Visit Isles of Scilly, together with our Members, Partners and Stakeholders, has continued to deliver for the islands despite significant challenges.

The wider impact of the cost-of-living crisis, combined with reduced collective revenue from our strategic partners, has affected the organisation. In addition, the collapse of Visit Cornwall provided us with prolonged uncertainty regarding our share of Shared Prosperity funds. I am delighted with our response; we have adjusted expenditure and streamlined operations accordingly. I want to make clear that Visit Isles of Scilly has a balanced budget and a realistic income forecast, based on a further 18 months of each of our strategic partner agreements and recurring income from our 350 Members.

This year the weather has played its part, with one of the best summers in recent memory helping to ease some of the pressures we have faced. I understand forward bookings for next year are reasonably strong, which is encouraging.

However, it is impossible to overlook the challenges many have experienced with Skybus this year. We know these issues have upset many visitors, had a significant impact on local businesses and damaged the wider economy. We have, as you would expect, regularly discussed these concerns with the management and I am hopeful Skybus will be in a stronger position next year.

Despite these challenges, there has been good news this year. I was delighted to see Menawethan

enter service and Penzance Helicopters added a 3rd helicopter to its fleet. They have certainly risen to the challenge magnificently this year. With Scillonian IV's maiden season expected in 2027, Scilly's critical transport infrastructure should be well placed for the future.

However, the most momentous decision of the last 8 years has been that of the Isles of Scilly Steamship Group to finance the new ships with private debt which must be repaid rather than government subsidy. The islands will live with the effects of that decision for many years and substantially higher passenger and freight fares than would otherwise be the case.

Competition in both domestic and international markets is intensifying, making our marketing and communications channels with existing and new audiences more important than ever. The collapse of the Gatwick/Newquay route was unhelpful as we try to encourage visitors from London, but the Great Western Railway (GWR) campaign has had a positive impact.

Our events programme continues to go from strength to strength, helping to boost demand during quieter periods. Our Tourist Information Centre (TIC) also continues to play a crucial role in the visitor experience, from initial enquiries through to departure, particularly on days when travel is disrupted.

We continue to work with industry partners further afield, although the closure of Visit Cornwall means our Local Visitor Economy Partnership (LVEP) status has ended. More positively our partners in Cornwall have developed a new Destination Marketing and Management Organisation for Cornwall. We have been involved in these discussions over the past year, including how we might reapply for LVEP status alongside the new organisation.

Our valued relationships with the Isles of Scilly Steamship Group, Tresco Estate, the Duchy of Cornwall and Penzance Helicopters remain central to our success, and I thank them for their support over the past 12 months. Equally important is the support we receive from our 350 local Members to whom I am especially grateful.

Visit Isles of Scilly has continued to grow under the leadership of our Executive Vice-Chair, Euan Rodger. At the last Annual General Meeting (AGM), Georgia May of the IOS Store joined the Board of Directors, along with Tom Jackman of Scillonian Marine Consultants and Scott Fisher of Karma St. Martin's. All three bring valuable sector experience and knowledge, helping to shape the direction Visit Isles of Scilly has taken over the past year.

After six years, Amy Langdon has decided to step down as a Director. I would like to thank Amy for her contribution and wish her the very best for the future. I will announce new and re-appointed Directors at the AGM.

Finally, as announced last year, I will step down as Chair of Visit Isles of Scilly at our AGM this September. I have served almost 8 years in the role and am by far the longest serving Chair. So, after a busy and rewarding time in the job it is time to move on. I look forward to continuing to visit to Scilly. I remain deeply passionate about these wonderful islands and will continue to take a close interest in their future and champion what I believe is best for Scilly and its community. The search for my replacement is in the hands of Euan and the Board.

Looking ahead, I remain optimistic about the future of both the organisation and the islands themselves. While challenges remain, so too do significant opportunities. By continuing to work together, I am confident we can build on the progress made and strengthen the Isles of Scilly's position as one of the world's most distinctive and special destinations.

It has been a genuine privilege to serve as your Chair, and I will always be grateful for the trust and support you have given me during this time. I have made many friendships during these last 8 years and I am confident that they will endure. The Isles of Scilly were, after all, officially voted the happiest place in England to visit this year!

I would like to thank all our Members, staff and Directors, past and present, for their support, commitment, and contribution to Visit Isles of Scilly. I wish Visit Isles of Scilly, its Members and the wider islands every success in the years ahead and I look forward to seeing many of you at our forthcoming AGM.





Euan Rodger, Executive Vice Chair, Visit Isles of Scilly

The past year has once again demonstrated both the resilience of the Isles of Scilly visitor economy and the importance of having a strong, independent destination organisation representing our islands.

2025/26 has been a year of progress, challenge and, importantly, consolidation for Visit Isles of Scilly. Against a backdrop of continued pressure on budgets, reduced Strategic Partner funding, uncertainty around public-sector funding, the demise of Visit Cornwall and challenges facing many tourism businesses, we have remained firmly focused on our core purpose: promoting the Isles of Scilly, supporting our tourism industry and ensuring that the islands continue to compete effectively as one of the UK's most distinctive visitor destinations.

Throughout the year, our small team has continued to deliver an ambitious programme of destination marketing, digital activity, events, visitor information and business support. This has been achieved while simultaneously reducing costs and strengthening our financial management.

Our digital presence remains at the heart of everything we do. The official Visit Isles of Scilly website, our social channels and our direct communications provide the destination with a powerful collective voice that individual businesses could not achieve alone. During the year we saw particularly strong social-media performance, with continued increases in reach, engagement and followers.

Alongside our year-round marketing, our events continue to provide compelling reasons to visit Scilly outside the traditional peak season. Walk Scilly celebrated its 20th anniversary, while our work around the World Pilot Gig Championships continued to develop through stronger partnerships, increased sponsorship and a new governance structure designed to support the event's long-term future. We are passing the baton of Creative Scilly to the new Museum & Cultural Centre organisation; but will continue to support and collaborate on all things to do with the Arts & Culture.

The Tourist Information Centre has continued to play an important role as the physical face of Visit Isles of Scilly, providing information and support to thousands of visitors. Its continued strong performance reinforces our belief that personal visitor information remains relevant even in an increasingly digital world.

One of the less visible, but potentially most important, pieces of work during 2025/26 has been the improvement of our destination data. Through T-Stats and an expanded visitor survey we are beginning to establish a much stronger evidence base about occupancy, visitor behaviour and the performance of the islands' visitor economy. Self-catering data is now sufficiently broad to provide a robust picture, while participation in the visitor survey has significantly exceeded previous survey volumes. An unashamed plea – a greater participation is required, as this will ensure increasingly robust data that we can all rely on.

Visit Isles of Scilly exists because businesses and strategic partners recognise the value of working collectively. During the year we continued to strengthen those relationships, and I am particularly grateful to our members, directors, strategic partners and funders for their ongoing support. The Duchy of Cornwall confirmed a further three-year financial commitment to Visit Isles of Scilly, providing valuable stability as we plan for future years. In addition, the Council of the Isles of Scilly continued their support of the organisation through the 'in kind' rentals of the Schiller Shelter and our new offices at Gleaner House.

Our membership has remained stable and engagement strong, while improvements to our business communications, website information and marketing opportunities are helping us demonstrate more clearly the value that membership provides.

There remain challenges ahead. Sustainable long-term funding for destination marketing remains an issue and the wider tourism marketplace is becoming increasingly competitive. That makes collaboration more important, not less.

As we move from 2026 to 2027, our priorities remain clear: a compelling and effective destination website, a strong Tourist Information Centre, outstanding destination events, better visitor-economy intelligence and marketing that inspires people not simply to dream about Scilly, but to book.

We will also continue working to ensure that the Isles of Scilly has a strong voice within the developing Cornwall and Isles of Scilly visitor-economy landscape and the future LVEP structure.

There is much still to do, but there is also much to be proud of. By working together, we can ensure that the Isles of Scilly remains somewhere people aspire to visit, return to and recommend for generations to come.

I would like to thank our exceptionally committed team, our Board, our Members and our Strategic Partners for everything they have contributed over the past year. Andrew Sells, our Chair of the last 8 years is stepping down at this year's AGM. I would personally like to pay tribute to Andrew for his service to the islands. A Chair is in post to challenge the Executive and look strategically at the organisation, and Andrew has done both in spades, at times it has been very challenging. He leaves the organisation in a better place than when he joined. We are very grateful for his wisdom and commitment. On a personal note, I thank him for his advice, counsel, understanding and humour! Thank you, Andrew from all of us.

It is only right and fitting that I end with a tribute to our friend and colleague Victoria Bond, who tragically died on a mountainside in Patagonia in November last year. To say Victoria was the light that shone through the organisation does not do her justice. She worked tirelessly on the Public Relations (PR) front, and in many other ways too, for 7 years. The whole team were and remain devastated at her loss. I thank them all for the stoicism shown at such a very difficult time. As a highly regarded Cornwall based PR agent, she loved these islands dearly and was rightly very proud of her PR achievements that helped underpin Scilly's reputation as one of the finest island locations anywhere. Thank you, Victoria, for everything you brought to our table; a life sadly lost far too soon.

STRATEGIC PRIORITIES:

Our strategic priorities continue to be as relevant as before going into the year ahead and beyond.

MARKET GROWTH AND SEASON EXTENSION

Delivering effective destination marketing to inspire more visits throughout the year, increase spend and encourage visitors to recommend and return.

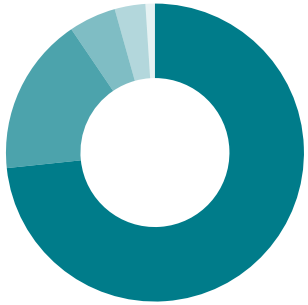
A WORLD CLASS VISITOR DESTINATION - FIT FOR THE FUTURE

Knowing our audience and shaping a sustainable destination experience which exceeds expectations.

LEADING FROM THE FRONT AND DELIVERING IN PARTNERSHIP

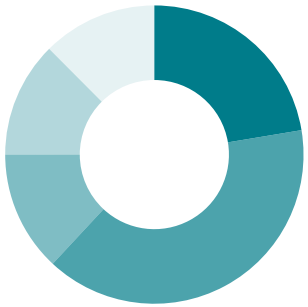
Delivering value for our strategic partners, members and stakeholders - working in partnership for the benefit of the islands.

2025/26 IN NUMBERS:



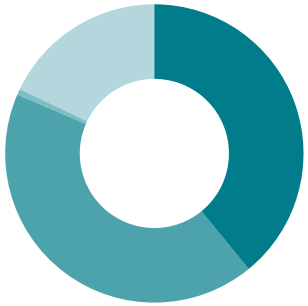
MEMBERSHIP (390 MEMBERS)

- 286 – Accommodation
- 67 – Food, Drink & Retail
- 20 – Attractions, Activities & Tours
- 13 – Transport, Trade & Other
- 4 – Mainland Affiliate/Supplier



INCOME (£569,746)

- £127,500 Core Partners
- £225,313 Tourist Information Centre
- £74,424 Membership
- £71,509 Marketing & Events
- £71,000 Projects & Grants



EXPENDITURE (545,195)

- £213,181 Central Costs
- £230,831 TIC
- £3,510 Membership
- £97,673 Marketing & Events
- £0 Project Grant Funding

VISIT ISLES OF SCILLY BOARD OF DIRECTORS



Andrew Sells
Chairman



Euan Rodger
Tanglewood Kitchen



David Page
Penzance Helicopters



Stuart Reid
Isles of Scilly Steamship Group



Nick Halliday
Tresco Estate



Zoe Julian
Scilly Flowers & Churchtown Farm Cottage & Apartment



John Peacock
St Agnes Boating



Amy Langdon
Glenhope & Glenhope High self-catering cottages & Meneth & Kelyn-Mor chalets



James Francis
Star Castle Hotel & Mermaid Inn



Georgia May
The IOS Store



Tom Jackman
Scillonian Marine Consultants



Scott Fisher
Karma St. Martin's

VISIT ISLES OF SCILLY EXECUTIVE TEAM



Euan Rodger
Executive Vice Chair



Amanda Bond
Head of Marketing



Will Lethbridge
Business Support Manager



Rachel Hughes
Digital Marketing Executive



Rachel Williams
Finance & Cruise Ship Ambassador Manager



Maggie Wagstaff
TIC Manager



Kirsty Graham
Events & Operations Co-ordinator



Anna Mahoney
PR Assistant

OUR STRATEGIC PARTNERS

Isles of Scilly Travel

Tresco Island

Duchy of Cornwall

Penzance Helicopters

WORKING IN PARTNERSHIP WITH & SUPPORTED BY

Council of the Isles of Scilly

Cornwall Council — one and all · onen hag oll

simpleview — now part of Granicus

Isles of Scilly Wildlife Trust

VisitBritain

VisitEngland



2025/26 HIGHLIGHTS

Engagement is a key measure of success, and we're seeing strong growth across our website, with more visitors spending time exploring inspiring content and connecting with local businesses. This increased engagement creates greater opportunities for your brand and offering to be discovered by highly motivated audiences actively planning their visit.

PERFORMANCE SNAPSHOT – SCILLY'S SHOP WINDOW

USERS
327,000

EVENT COUNT
8.2 MILLION
(actions across our site)

PAGE VIEWS
1.5 MILLION
total page views - 35% for accommodation, accounting for 34% of all users

ENGAGEMENT RATE
70.17%
(good to excellent)

EVENT COUNT PER ACTIVE USER HAS INCREASED BY 50% YEAR ON YEAR, DEMONSTRATING SIGNIFICANTLY STRONGER ENGAGEMENT.

BOOKING REFERRALS AND CONVERSIONS

OBJECTIVE: Increase booking referrals by 5%

PERFORMANCE: April 2024 - March 2025 | **74,383 REFERRALS**

April 2025 - March 2026 | **125,497 REFERRALS**

RESULT: **+68.7%** (+63.7% above target)

WHAT COUNTS AS A REFERRAL?

Direct link clicks for websites, booking, email, telephone or social media.

2025/26 HIGHLIGHTS



DIGITAL MARKETING

- We deliver marketing content planned around the calendar - raising awareness of seasonal and product benefits and responding to consumer buying behaviour.
- The Visit Isles of Scilly consumer newsletter reaches 100,000 subscribers, who received 2.58 million emails last year - it achieved an average open rate of 10.9% and a click rate of 8.7%.
- Our printed collateral is now hosted on Publuu, a digital publishing platform, saving £300 per month compared with our previous platform.
- Our members have access to photography, branding and marketing assets which complement members' own brands with a recognisable Scilly destination identity.



SOCIAL MEDIA

FACEBOOK

- 5.1 million views
- 5,500 website link clicks
- 7,200 new followers

INSTAGRAM

- 3 million views
- 11,700 website link clicks
- 13,200 new followers

TIKTOK

- 182,000 views
- 8,600 content interactions
- 1,300 new followers

OVERVIEW:

From 1st July 2025 – 30th June 2026, our social media channels have seen exceptionally strong growth this year.

Our content recorded 5.1 million views. Our year-on-year stats are impressive too. Instagram followers are up 86% for the period and our followers on Facebook have increased by 167%. TikTok's first year saw high growth for an organic channel launched from scratch.



2025/26 HIGHLIGHTS

PUBLIC RELATIONS & MEDIA

- Visit Isles of Scilly continue to invest in Public Relations (PR) to bring awareness and increase exposure of the islands through aligned traditional media and (predominantly) Instagram Influencers.

- We are responsible for much of the press and media coverage for Scilly – we feature only member businesses who then benefit directly from profile in the resulting coverage.

- In November 2025, BBC Radio 1's Greg James brought Rogue Promises to the islands for "Silliest Billy in Scilly", placing Scilly in the national spotlight with 13M+ reach across BBC platforms and social media, and website traffic 151% above expected levels.

- Visit Isles of Scilly also have the regular 'Scilly Life' column in Cornwall Life magazine, a 'free' opportunity for members.

- PR and media activity has generated 28 pieces of coverage to date, alongside 8 influencer collaborations and 8 journalist trips, with identified print coverage reaching 1.27 million + stated readership, plus a further 15.9 million monthly combined audience through The Times and Sunday Times.

TOURIST INFORMATION CENTRE (TIC)

- 36,306 people visited the in 2025 – up on 2024 by 994, when there were 35,312 visits.

- The TIC responded to 1207 emails in 2025 – this was down 214 on 2024 when the TIC responded to a total of 1421 emails.

- It was a busy year on the phones too as the TIC received a total of 1575 calls in 2025 – down slightly by 18 calls, where the TIC received a total of 1593 call in 2024.

- St Mary's Boatmen's Association ticket sales through the TIC exceeded £168,000 in the financial year ending March 2026 - an increase of more than £34,000 compared with the 12 months before.

- TIC retail sales reached more than £37,000 last year – a modest increase on the previous financial year.



2025/26 HIGHLIGHTS

STRATEGIC LEADERSHIP AND INFLUENCE

- Visit Isles of Scilly continues to champion the islands' tourism industry, providing leadership and representation at local, regional and national levels, while maintaining close partnership with the Cornish tourism industry and the new destination management body.

- We have partnered with T-Stats Solutions to produce the most detailed and comprehensive data to date. This includes and ongoing digital Visitor Survey and will provide businesses with crucial insight into market trends, that will inform marketing output and commercial decisions.

INDUSTRY SUPPORT

- Visit Isles of Scilly constantly undertakes to act as a conduit to business services, funding opportunities, education, advice, and opportunities for its members – working in partnership with other organisations and service providers.

- Our weekly industry and partner update continues to engage with the business community and keep our audience informed.

- We encourage our members to seek our advice on anything from quality schemes to IT queries and from business support to regulatory issues.

- Supply Scilly will return in February 2027, bringing island businesses and suppliers together to connect, collaborate and explore new opportunities across the islands.

- Provided extensive support to members using the eviivo Property Management System (PMS), helping businesses make the most of the platform and its booking functionality.



2025/26 HIGHLIGHTS

CULTURAL DEVELOPMENT

- We continue to work with the Council of the Isles of Scilly and the Isles of Scilly Museum & Cultural Centre for our common interests in the cultural development agenda.
- Key priorities include engagement with the creative industries sector on Scilly, creating bespoke cultural events, raising awareness of local artists, and developing relationships with mainland partners in ongoing investment in cultural development in Scilly.

EVENTS

- Visit Isles of Scilly events and the events we support add value for visitors while creating more opportunities for our Members to showcase their businesses, engage with audiences and benefit from increased visitor activity.
- We will continue to support the delivery of the World Pilot Gig Championships and will continue to take responsibility to enhance the visitor and spectator experience.
- Elevating existing traditional favourites by introducing special guests whilst championing our own on island talent.



"The Partnerships team at Great Western Railway (GWR) has now worked with Visit Isles of Scilly on two campaigns as part of our co-campaign programme. Both campaigns were delivered to an exceptionally high standard and achieved excellent levels of engagement.

The latest campaign focused on promoting both the Night Riviera Sleeper service and our high-speed services to Cornwall through the use of influencers and an attractive collaborative competition on Instagram. The content created by Visit Isles of Scilly was both beautiful and inspiring, perfectly showcasing the stunning landscapes of Scilly.

These campaigns have been a great example of what can be achieved through effective collaboration and efficient use of budget. They demonstrate that significant results do not always require substantial investment when you have a strong lead partner like Visit Isles of Scilly and collaborators who are aligned on campaign objectives and committed to helping maximise reach and overall performance."

Ruth Powell - Partnerships Marketing Manager, Great Western Railway (GWR)



"We have been members of Visit Isles of Scilly for many years and have seen first-hand the vital role it plays in supporting tourism across the islands.

The website, advertising opportunities, business support, Tourist Information Centre and regular communications provide significant value to both visitors and local businesses. The team is always knowledgeable, approachable and willing to help, while Visit Isles of Scilly plays an important role in representing island businesses and the wider tourism sector.

We greatly appreciate all that Visit Isles of Scilly does and look forward to continuing to work together in the future."

Penny Rogers – Owner, Lunnon Farm Holiday Cottages



"Having been a member since Visit Isles of Scilly was first established, I have always found it to be a valuable asset in promoting my business.

From the Visit Isles of Scilly website and events such as Walk Scilly, to the weekly What's On newsletter, the opportunities to reach visitors and showcase what I offer have been invaluable.

The support, exposure and promotion provided by the organisation have helped us connect with both new and returning visitors, raise awareness of the business, and continue to grow our audience over the years."

Will Wagstaff – Owner, Island Wildlife Tours



ACCESS TO DATA AND THE LATEST RESEARCH

We continue to invest in market research and intelligence to ensure we know who our visitors are, where they are from, their preferences and attitudes to Scilly. This year we have partnered with T-Stats Solutions provide us with the most detailed and comprehensive data to date.

ACCESS TO TRAINING, BUSINESS ADVICE AND INDUSTRY NEWS

We facilitate training sessions and access to business support on the islands. Visit Isles of Scilly issue regular members' newsletters, which contain useful news, information, and opportunities for member businesses, including What's On.



BENEFITS FOR THE ISLANDS

EVENTS

Visit Isles of Scilly supports, organises and hosts events on and for the islands that help drive new visitors - particularly in the shoulder seasons. The Walk Scilly, Ocean Scilly and Taste of Scilly festivals are now established key annual events with loyal followings. We continue to work with partners, providing support and expertise to events like, the World Pilot Gig Championships, The Scilly Folk Festival and Scilly Swimrun. We also organise the annual Festival of Christmas Street Party for the benefit of the community, as well family friends and visitors. The majority of dates have been confirmed and communicated to market for 2027.

TOURIST INFORMATION CENTRE

With no public funding of the core operational costs of the Tourist Information Centre (TIC), support from our members is vital to ensure the continued operation of the TIC for the benefit of visitors and businesses. This includes its proven role in helping house stranded passengers. The TIC communicates with a vast number of visitors in person, on the phone, by email and through social media. It provides an outlet for boat ticket sales, bespoke advice, maps, souvenirs, event tickets and of course the 'What's On'!

FLYING THE FLAG FOR THE VISITOR ECONOMY

Our small team champions the tourism visitor economy on Scilly and works with colleagues and partners regionally and nationally. We fly the flag for Scilly at every opportunity, making sure the islands' interests and its vital economy are represented and supported.

SUPPORTING THE LOCAL ECONOMY

Tourism visitor spending is the core of the Scillonian economy. Our work contributes to visitor retention and attracts new visitors. The money visitors spend directly with visitor facing businesses creates secondary local expenditure across the entire island economy – its services and trades. More higher spending visitors benefits and sustains the whole of our economy.

REMEMBER...

We are a not-for-profit organisation and every contribution made by businesses on the islands is spent on growing the value of Scilly's visitor economy.



VISIT ISLES OF Scilly

JOINING VISIT ISLES OF SCILLY IS EASY...

Contact our team by email, phone or by post and we can share the details and advantages of becoming a Member. If you are on the islands, please make an appointment to meet us to discuss the benefits of membership.

ENQUIRIES@VISITISLESOFSCILLY.COM
01720 620601
VISITISLESOFSCILLY.COM

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