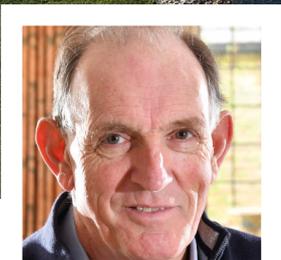


VISIT  
ISLES  
OF  
*Scilly*

**2024/25 ANNUAL REPORT &  
Membership Prospectus  
2025/26**



ST. MARY'S ◆ TRESKO ◆ ST. MARTIN'S ◆ BRYHER ◆ ST. AGNES



# Foreword

## Andrew Sells, Chairman, Visit Isles of Scilly

**O**n behalf of the Board of Visit Isles of Scilly, I am delighted to share with you our Annual Report for 2024/25, alongside our Membership Prospectus for 2025/26.

You may have noticed a subtle but important change over the past year. To align with our destination website, national Destination Management Organisation (DMO) practice, and to ensure clarity for all audiences, we are now formally marketing and presenting ourselves as Visit Isles of Scilly. Legally, the organisation still operates as The Islands' Tourism and Business Partnership Ltd, but the process of officially renaming to Visit Isles of Scilly is now underway. We believe this shift strengthens our brand and helps us communicate more effectively with visitors and partners.

Looking back on the past financial year, I am proud to say that Visit Isles of Scilly, together with our members, partners, and stakeholders, has continued to thrive despite the significant international, national, and local challenges faced.

The economic climate remains difficult, and I know from speaking directly with island businesses and residents that these pressures are felt here as well. Yet, Scilly retains its resilience. Occupancy levels have held strong through the main season, although there has been some softening in the shoulder months. Offsetting this, we enjoyed a buoyant cruise ship season and stable peak-season weather, both of which contributed to a successful overall year.

Competition in the domestic and international market is intensifying, making our promotional work more important than ever to ensure that Scilly's tourism and wider economy grow in a sustainable way.

Our valued relationships with the Isles of Scilly Steamship Group, Tresco Estate, the Duchy of Cornwall, and Penzance Helicopters remain central to our success. I am pleased to confirm that all four have renewed their commitment to Visit Isles of Scilly through new three-year agreements.

These agreements represent both opportunity and challenge. While each partner is now contributing equally — and in some cases, more than in their previous agreements — the overall total is significantly less than before. Through restructuring roles, creating new executive positions, and securing funded projects, we have been able to bridge this gap for now. However, unless we secure further sustainable income, we may need to make difficult decisions about our operations and capacity in the future.

Our events programme continues to go from strength to strength, helping to boost demand during quieter periods. The Ocean Scilly Festival returned for its second year, once again including the ever-popular Isles of Scilly Swimrun. Other festivals continue to flourish and are now firmly established in the islands' annual calendar, with 2026 dates already confirmed and early enquiries already coming into our Tourist Information Centre, which itself has enjoyed another successful and strong year. Thank you to Maggie and her team.

This has also been the second year of the Cornwall and Isles of Scilly Local Visitor Economy Partnership (LVEP). Our collaboration with Visit Cornwall has already brought tangible benefits, including funding through the UK Shared Prosperity Fund to launch our new destination website. With its enhanced functionality, the site is now regarded by industry peers as among the very best in the sector.

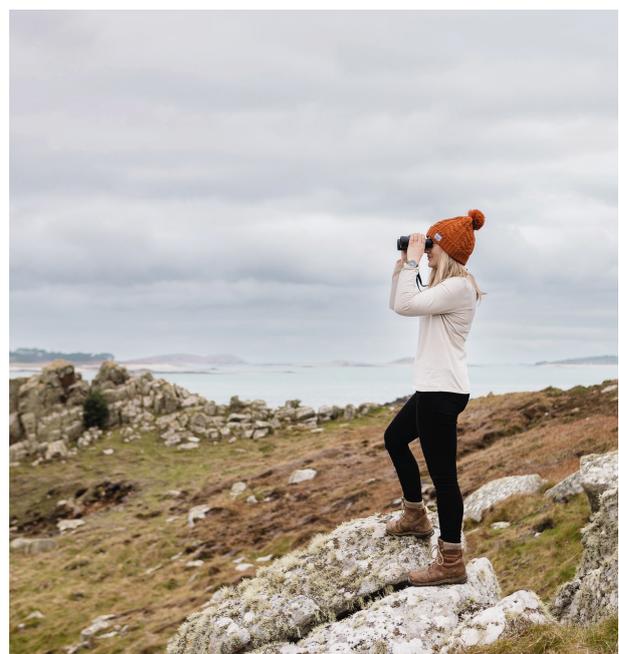
Visit Isles of Scilly has continued to grow under the leadership of our Executive Vice-Chair, Euan Rodger, and there has been little change to our Directorship over the past year. The Duchy of Cornwall, while remaining a Strategic Partner, has chosen not to take up its entitlement to a Board seat, though we warmly welcome Diana Mompoloki, the Duchy's Land Steward, as an observer.

Ahead of this year's AGM, Isles of Scilly Wildlife Trust Chief Executive, Julian Branscombe, has confirmed he will not be standing for re-election.

On behalf of the Board, I thank Julian sincerely for his valuable contribution and look forward to continuing our close collaboration with him and his team. As regards new and re-appointed directors I will be making an announcement at the AGM.

Finally, I want to extend my heartfelt thanks to our dedicated staff — both full-time and part-time — for their hard work, and to you, our members, for your continued commitment and support. Together, we have navigated a year of change with optimism and resilience.

The Board and I wish you a successful remainder of 2025 and a bright year ahead in 2026.





## Euan Rodger, Executive Vice Chair, Visit Isles of Scilly

Welcome to our Annual Report and Prospectus for 2024/25. Your support for both our organisation and the wider destination over the past year has been invaluable, and we are deeply grateful.

Overall, 2024/25 has been a successful year, despite ongoing challenges here on the islands and further afield. Long spells of sunshine and stable weather made a real difference to the visitor season, and while the long-term outlook remains uncertain, there are strong reasons for optimism. New marine vessels are on their way, the Museum & Cultural Centre will open in late 2026, and major investment in housing and infrastructure will benefit not only our loyal visitors but our whole community. We also look forward to strengthening partnerships on these projects for the benefit of Scilly.

We continue to work closely with the Council of the Isles of Scilly and our key strategic partners — the Isles of Scilly Steamship Group, Tresco Estate, the Duchy of Cornwall and Penzance Helicopters — whose support and guidance have been central

to our progress. Encouragingly, bookings for next year are already strong, and with Visit Isles of Scilly now publishing event dates further in advance, we are helping to stimulate even earlier demand.

This has been a year of major projects, most notably the delivery of a brand-new destination website for the islands. Enabled by our Local Visitor Economy Partnership (LVEP) with Visit Cornwall, we secured UK Shared Prosperity Fund investment to bring this ambitious project to life. The new website sets a benchmark for destination platforms and positions Scilly to engage new audiences and attract more visitors.

We also entered a new partnership with T-Stats Solutions, the UK's leading tourism data platform, to provide real-time insights into visitor behaviour. This intelligence will help us and our businesses make better-informed decisions, ensuring Scilly maintains its reputation as a first-class domestic and international destination.

Alongside digital transformation, we continue to invest in traditional PR and marketing with excellent results. Highlights included ITV Weather's live broadcasts from the islands and Channel 5's Summer on the Isles of Scilly series, which tripled website traffic after its debut and received fantastic feedback from visitors and residents alike.

Our events programme has grown again this year. We supported key occasions including the World Pilot Gig Championships, the Scilly Swimrun series, Scilly60 events and the Scilly Folk Festival. Our own festivals — Walk Scilly, Creative Scilly, Ocean Scilly and Taste of Scilly — are thriving, drawing loyal audiences and gaining profile. A standout moment was welcoming Steve Backshall, Helen Glover and family to Ocean Scilly, with Steve's Q&A selling out within hours.

Cruise tourism also remains buoyant, with around 50 vessels expected in 2025, bringing a significant boost for local businesses. We are working closely with Tom Jackman & Scillonian Marine Services and other stakeholders to continue building this important sector.

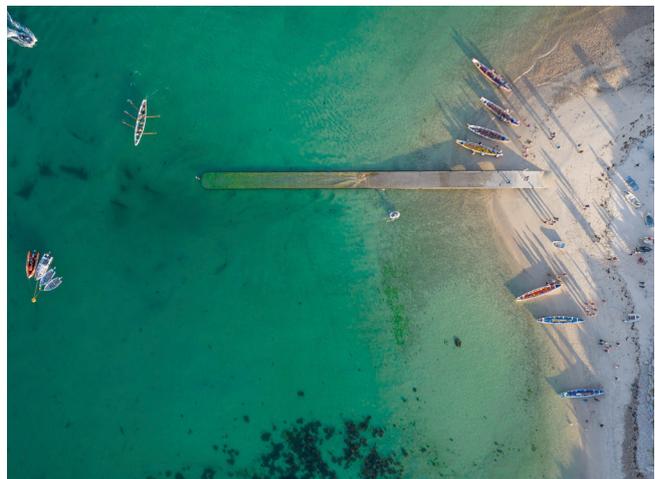
Protecting the islands' natural beauty remains central to our mission. We are proud to have launched the Isles of Scilly Visitor Pledge this year, fulfilling a key commitment of the 2018 Destination Management Plan, in partnership with the Isles of Scilly Wildlife Trust and others.

There have been changes to our Executive team. We said goodbye to Events Manager Anna Mahoney and Operations Administrator & Cruise Ship Ambassador Co-ordinator Sue Sherris, both of whom made valued contributions. Their roles have been reshaped: Kirsty Graham has taken on events and operations, Rachel Williams has expanded her remit to include Cruise Ship Ambassadors, and we welcomed Rachel Hughes as Digital Marketing Executive to strengthen our digital output. Together with our experienced and dedicated Executive team, they are already delivering beyond expectations despite limited resources.

As this report shows, challenges remain, but the opportunities ahead are greater still. I

would like to sincerely thank our Directors, Executive team, TIC team, Cruise Ship Ambassadors — and most importantly, you, our loyal Members — for your commitment and support.

I look forward to working with you through the year ahead and beyond.



## 2024/25 IN NUMBERS

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

### MARKET GROWTH AND SEASON EXTENSION

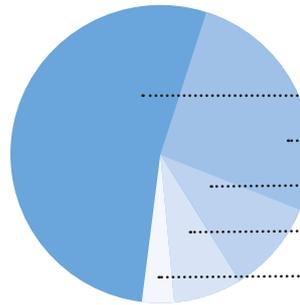
Delivering effective destination marketing to inspire more visits throughout the year, increase spend and encourage visitors to recommend and return.

### A WORLD CLASS VISITOR DESTINATION - FIT FOR THE FUTURE

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

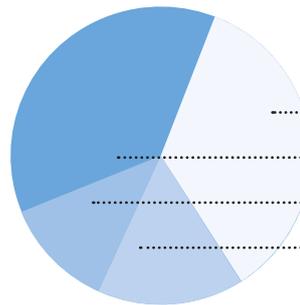
### LEADING FROM THE FRONT AND DELIVERING IN PARTNERSHIP

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



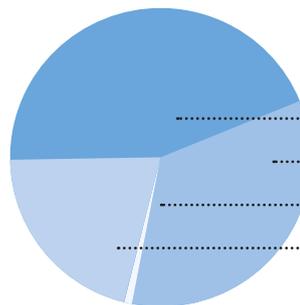
### MEMBERSHIP (379 MEMBERS)

295 – Accommodation  
47 – Food, Drink & Retail  
18 – Attractions, Activities & Tours  
13 – Transport, Trade & Other  
6 – Mainland Affiliate/Supplier



### INCOME (£502,106)

£176,280 Core Partners  
£185,780 TIC  
£60,706 Membership  
£79,340 Marketing & Events  
£0 Projects & Grants



### EXPENDITURE (£548,641)

£241,780 Central Costs  
£188,678 TIC  
£3,316 Membership  
£114,867 Marketing & Events  
£0 Project Grant Funding

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## VISIT ISLES OF SCILLY EXECUTIVE TEAM

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**Euan Rodger**  
Executive Vice Chair



**Amanda Bond**  
Head of Marketing



**Victoria Bond**  
PR Manager



**Will Lethbridge**  
Business Support Manager



**Rachel Williams**  
Finance & Cruise Ship  
Ambassador Manager



**Maggie Wagstaff**  
TIC Manager



**Kirsty Graham**  
Events & Operations  
Co-ordinator



**Rachel Hughes**  
Digital Marketing  
Executive

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## VISIT ISLES OF SCILLY BOARD OF DIRECTORS

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**Andrew Sells**  
Chairman



**Euan Rodger**  
Tanglewood Kitchen



**Zoe Julian**  
Scilly Flowers &  
Churchtown Farm  
Cottage & Apartment



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



**Nick Halliday**  
Tresco Estate



**Stuart Reid**  
Isles of Scilly  
Steamship Group



**David Page**  
Penzance Helicopters



**James Francis**  
Star Castle Hotel & Mermaid Inn



**John Peacock**  
St Agnes Boating



**Julian Branscombe**  
Isles of Scilly Wildlife Trust

## OUR STRATEGIC PARTNERS



## WORKING IN PARTNERSHIP WITH & SUPPORTED BY



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



Funded by  
**UK Government**



This project is part-funded by the UK Government through the UK Shared Prosperity Fund. Cornwall Council has been chosen by Government as a Lead Authority for the fund and is responsible for monitoring the progress of projects funded through the UK Shared Prosperity Fund in Cornwall and the Isles of Scilly.



**Local Visitor  
Economy  
Partnership**



# 2024/2025 Highlights

## DIGITAL MARKETING



- The new [visitislesofscilly.com](https://www.visitislesofscilly.com) has become the go-to portal for visitors, attracting 400k users, 715k sessions (up 7%), 8M user actions, with a total of 2 million page views. The accommodation landing page is now the second most-visited page after the homepage.
- Interest in our content remains high, with a solid subscriber base of just shy of a 100K with average open rates between 25% & 35% (highest 50%).
- We delivered an impressive 2.3M emails featuring your content alongside broader destination inspiration.
- Our printed collateral sits on a site called [issuu.com](https://www.issuu.com) which allows us to publish to other places. In the last financial year, our print has received 67K impressions and 18k reads.
- We've launched our TikTok account in August 2025.

## VISITOR SERVICES

- 35,300 people visited the Tourist Information Centre (TIC) in 2024 – down slightly on 2023, when there were, 36,200 visits. Spend remained high - total TIC income was £185,780 for 2024.



## PUBLIC RELATIONS AND 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.
- PR activity includes a Press Release schedule to over 800 journalists, bespoke pitches tailored to specific publications, press office function (reactive media requests) and press trips. Press trips take the format of 4 days / 3 nights, allowing guests to experience at least three or four of the five inhabited islands, incorporating as many Visit Isles of Scilly (VIOS) Members as is possible.
- Print coverage in the last 12 months include: Sainsbury's magazine, Waitrose FOOD Magazine, the Telegraph, the Guardian, Country Living, Coast, Cornwall Life.
- In 2025 so far, the page space taken through purely editorial coverage (pitching, not paid for) has an advertising value of over £250,000.
- In 2024 there were 81 pieces of coverage.
- VIOS also have the regular 'Scilly Life' column in Cornwall Life magazine, a 'free' opportunity for members.



# 2024/2025 Highlights

## PRESS TRIPS IN 2025

- Traditional media trips: including... National Geographic Traveller, Waitrose FOOD, BBC Countryfile, Escapism.
- Influencer trips including... @blundstone\_uk, @cornishwalkingviews, @giosdiving @foraged.by.fern @seth.hughes (a combined follower number of 1.1million).

## BROADCAST MEDIA

2024/2025 was a great year for 'Scilly on TV'. In 2024 Boom TV came over to film on the islands for an extended period of several months over summer.

Alongside the initial research stage of meetings, calls, email introductions, member suggestions, the crew also used the VIOS office as a base for the project. This culminated in the April airing of 'Summer on Scilly' — the four-part, Channel 5 series on a primetime Sunday night 7pm slot.

In addition, ITV weather presenter Alex Beresford came to Scilly and filmed the national weather forecast from Tresco and onboard Jekamanzi, just off St. Martin's — all suggested by and managed by VIOS.



“ Now that the last episode of Summer on the Isles of Scilly has transmitted, I wanted to say a big thank you on behalf of Boom and the team behind the series. Each episode has performed really well with audiences and the feedback from all the contributors involved has been overwhelmingly positive.

Visit Isles of Scilly has been instrumental in making the series what it is — from putting us in touch with great people/stories to helping James and Joseph and other crew members on the ground, we couldn't have made the series without your generous time and help. Boom are really proud of the series and we hope that it's been well received your end too. The Isles of Scilly is such a unique place and we feel privileged to have told the stories of the amazing characters that call it home.

**Daniel Jones – Producer for Boom**

“ Just wanted to say a MASSIVE thank you to Visit Isles of Scilly. Thanks for guiding us through an excellent trip! It was a complete logistical challenge for us and it wouldn't have happened as smoothly without your guidance and hospitality. We were a team of 3 and none of us had ever visited Scilly (as you can imagine it was all a bit daunting for a producer who likes to remain in control). Therefore, a huge thank you for answering all my questions over the last few months and helping us when we got feet on the ground.

I hope to return in the future for leisure with my family!”

**Amie Stone - Senior Producer for ITV Weather**

# 2024/2025 Highlights

## STRATEGIC LEADERSHIP AND INFLUENCE

- The Destination Management Plan (DMP) will be reviewed this year but continues to define the strategic context for our work with strategic partners toward the sustainable future of the islands' visitor economy.
- VIOS continues to champion the islands' tourism industry, providing leadership and representation at local, regional, and national levels.
- The Cornwall and Isles of Scilly Local Visitor Economy Partnerships (LVEP) continues to bear fruit for VIOS and Visit Cornwall (VC). We will

continue to work in collaboration with VC at the national level. We still retain all rights to all print and digital assets and will remain an autonomous organisation.

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



## EVENTS

- VIOS continues to invest in events by supporting existing ones and developing its own programme to help fill quieter periods.
- We will continue to support the delivery of the World Pilot Gig Championships (WPGC) 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.

## CULTURAL DEVELOPMENT

- VIOS continues to work with the Council of the Isles of Scilly to secure another round of Arts Council England investment in our common interests in the cultural development agenda.
- Key priorities include engagement with the creative industries sector on Scilly, creating bespoke cultural events including the Creative Scilly programme and event, raising awareness of local artists, and developing relationships with mainland partners in ongoing investment in cultural development in Scilly.

# 2024/2025 Highlights

## INDUSTRY SUPPORT

- VIOS 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.
- Membership comms have been improved with freshly designed newsletters, including a weekly industry and partner update.
- Dedicated monthly drop-in sessions continue.
- 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 take place in February 2026.

## SOCIAL MEDIA

From 1st September 2024 – 31st August 2025, our social media channels have seen strong growth this year. Instagram gained 71K new followers, with content reaching 1.1M views. On Facebook, we welcomed 2.7K new followers and generated 8.5K website link clicks — a 240% increase compared to the same period last year. Our year-on-year stats are impressive too. Instagram followers are up 52% for the period and our followers on Facebook have increased by 110%. On top of this, we launched a new TikTok account targeting a younger demographic which has seen steady growth since inception.



We are delighted and extremely proud to have continued our partnership with Visit Isles of Scilly to build and launch the new [www.visitislesofscilly.com](http://www.visitislesofscilly.com) website. When the previous website was launched in 2017, we received some fantastic feedback from the destination marketing industry about the site and how it had raised the bar for digital Destination Management Organisation (DMO) platforms. Liking a challenge, we were determined to have a similar impact this time and believe we have delivered. The new Visit Isles of Scilly website truly reflects the incredible beauty of the islands. It has some great functionality for the user to scroll and plan their ideal holiday, but with the feeling of space and room to breathe as they do so. The website also has many familiar features like user-generated content from Crowdriff, online booking for accommodation all complimented by stunning imagery and videos. We believe this is another website where Visit Isles of Scilly and Simpleview Granicus have raised the bar and we are excited to continue our great partnership promoting the islands, together.



**Matt Bassett,**  
**Senior Account Manager at Simpleview Granicus**



“ We have been with Visit Isles of Scilly from the beginning and are always impressed by the variety of events and marketing that are undertaken each year. The new Visit Isles of Scilly website is a credit to the team and enables our customers to have a seamless booking experience from the website to our own online booking platform. We are pleased to be involved with a partnership that benefits all our island’s communities. A partnership organisation that coordinates, represents all businesses and unites us is essential to a prosperous future for all and we look forward to working together for many more years to come. ”

**Zenna May - Peninnis Farm Lodges & Sandpiper Apartments**



“ As a new event provider on Scilly, building a new customer base is tricky. Visit Isles of Scilly have provided support both promoting the events, through social media and mainstream media as well as finding influential people to take part in the events. This has helped grow the Scilly60 Events from 75 people in 2023 to 732 people actively participating in a variety of events in 2025. With a couple of new events next year and the continued support of Visit Isles of Scilly, I expect 2026 to be a year with around 1000 people participating in 15 events throughout the year. ”

**Wez Swain – Scilly60 Events**



“ We are grateful to Visit Isles of Scilly’s commitment to raising the profile of the islands. They have included us in numerous media itineraries and we always appreciate the opportunity to promote Scilly and what we offer. The support of the Tourist Information Centre is great, especially as an off island-based business. Having an outlet for our leaflets on St. Mary’s and the knowledge of the staff to direct visitors to find us is invaluable. ”

**Robyn Bennett – Hut 62**



“ Visit Isles of Scilly has been a fantastic support for us at The Gig Shed Café. As a vegetarian beach café, restaurant and events space, it’s really important that we can reach both visitors and locals who are looking for something a little different. They have helped us raise our profile through their publicity and promotion, and we’ve noticed a real increase in awareness since becoming members. We especially value their help with events, which has allowed us to showcase not only our food but also the unique atmosphere we’ve created here. We’re delighted to be part of the Visit Isles of Scilly community and look forward to continuing this partnership. ”

**Hayden Simpson & Jennie Trevithick – The Gig Shed Café**

# Membership



## 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.

## MEMBERSHIP BENEFITS

### PROVEN MARKETING CHANNELS

This year, we launched a dynamic new website to improve the user experience, spark greater interest in the destination, and introduce stronger calls to action to connect visitors with your business more quickly.

- 400k users (since launch of new website in March 2025).
- 2M page views.
- 715k sessions, up by 7% on the previous 12 months.
- Organic search traffic is up 11 % with 551K sessions which leads to higher quality leads and better engagement with our content.
- Scroll time has jumped by 325% to 1.6M.
- Average engagement time has increased by 10.5% users spending longer on the site.
- Nearly 5 pages viewed per user, up 21%.
- Event count (a user interaction with the website) 8M, up 62%.
- Accommodation sessions up 9% to 173K sessions – a quarter of all sessions on the website.
- The accommodation landing page is also #2 after homepage.
- Nearly 100,000 people subscribe to our email marketing and receive our newsletters. Members of VIOS find the opportunity of sharing their message on this channel valuable especially with high average open rates.
- Social media – Instagram has seen a 52% increase in followers compared to last year, Facebook has received a 110% increase in followers compared to last year and website link clicks are up 284% from Facebook.
- 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.
- Our members have access to photography, branding and marketing assets which complement members' own brands with a recognisable Scilly destination identity.

### ACCESS TO DATA AND THE LATEST RESEARCH

VIOS continues 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. This initiative includes a brand new ongoing visitor survey which has been updated, refreshed and simplified to encourage greater participation and yield a larger data sample. This insight, together with figures for the number of visitors coming to Scilly and how much they spend etc. is available to members to help inform your own plans.

### ACCESS TO TRAINING, BUSINESS ADVICE AND INDUSTRY NEWS

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



# BENEFITS FOR THE ISLANDS

## EVENTS

VIOS supports, organises and hosts events on and for the islands that help drive new visitors – particularly in the shoulder seasons. The Walk Scilly, Creative 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.

## PROMOTION

However big or small your business, when signing up to be a member of VIOS, you buy into the benefits of collaborative investment in marketing Scilly as a visitor destination. Working together on a partnership approach to communicating the benefits of the destination is crucial to the visitor economy and it can only take place with all our members' support and contribution.

## TOURIST INFORMATION CENTRE

With no public funding of the core operational costs of the TIC, support from our members is vital to ensure the continued operation of the TIC for the benefit of visitors and businesses. And this includes its proven role in helping house stranded passengers.

## FLYING THE FLAG FOR TOURISM

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.



# Looking Ahead...

Our strategic priorities and work programme for the 2025/26 year ahead reflect a business as usual approach to retention and growth, with a focus on domestic and international competition in the continued high inflation economic conditions:

**OUR VISION:** To ensure that the Isles of Scilly continue to be the premier UK destination for island experiences, providing sustainable access to unparalleled natural beauty and rich heritage; and thus, helping to deliver a thriving environment, economy and community for the islands.

**OUR OBJECTIVE:** To attract visitors to the Isles of Scilly, enhancing the visitor offer whilst protecting our precious environment and historical and cultural heritage.

## STRATEGIC OBJECTIVES

- **Enhance Destination Awareness:** increase visibility of the Isles of Scilly as a must-visit destination through effective branding and storytelling.
- **Website:** deliver and maintain a first-class destination website; our window to the world. This includes a dedicated booking platform for accommodation providers.
- **Events:** deliver, manage, and promote a defined series of consumer events that showcase the islands and promote the rich culture of the destination.
- **Improve Digital Presence:** leverage online platforms to attract, inform and engage potential visitors.
- **Marketing & PR:** deliver annual targeted marketing and PR activity that aligns with the analysis and data messaging.
- **Promote Sustainable Tourism:** highlight eco-friendly practices and encourage responsible tourism through a visitor pledge.
- **Cruise Ships:** target visiting cruise ships and increase the % of passengers that return to stay per year.
- **Boost Off-Season Travel:** develop partnerships and campaigns to attract visitors in the identified shoulder periods.
- **Support Local Businesses:** integrate local artisans, producers etc. into marketing and PR initiatives.
- **Membership:** maintain a strong membership base.

# Marketing Opportunities

We want to help you market your business. Our marketing and advertising opportunities provide businesses with proven reach and return.

We've introduced a new suite of digital opportunities for members through a dedicated advertising sales deck. You can now purchase banner ads or sponsored content across our website, positioning your offer alongside the content most relevant to your business and audience. Get in touch!



## VISITISLESOFSCILLY.COM

Our website is exactly where it needs to be in Google search results (non-sponsored):

- 1st for – Isles of Scilly
- 1st for – Isles of Scilly B&B
- 1st for – Isles of Scilly cottages
- 1st for – Isles of Scilly attractions
- 1st for – Isles of Scilly things to do
- 1st for – Isles of Scilly places to eat
- 1st for – Isles of Scilly accommodation



## POCKET MAP

We continue to make improvements to the popular on-island Pocket Map with more information about things to do and places to eat and drink. Your support makes it comprehensive, financially viable and valuable for guests.

Our new-look visitor map is distributed by the TIC and many other outlets the map is incredibly popular with visitors planning their days out.



## TOURIST INFORMATION CENTRE

The TIC has been operating as usual in 2025 and 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'!



## PUBLIC RELATIONS AND THE MEDIA

Press trips and PR activities arranged by VIOS lead to extremely valuable print, digital and broadcast.

## EVENTS

Visit Isles of Scilly has bolstered its events programme which is run by our Events & Operations Co-ordinator. Plenty of events are scheduled for 2026 and the majority of dates have been confirmed and communicated to market.

We will continue to collaborate with other existing events including the World Pilot Gig Championships, The Scilly Folk Festival and Scilly60 Events.



## CONTENT MARKETING

VIOS delivers marketing content planned around the calendar - raising awareness of seasonal and product benefits and responding to consumer buying behaviour. This year we have partnered with a host of mainland partners, promoting their visit to drive further interest and reach. We also work with partners to undertake tactical promotions. This approach means we need to work closely with members to create story content and highlight product benefits which resonate with our market.

# 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](mailto:enquiries@visitislesofscilly.com)**

**01720 620601 | [visitislesofscilly.com](http://visitislesofscilly.com)**

**Visit Isles of Scilly**, Steamship House, Hugh Town, Isles of Scilly, TR21 0LS

VISIT  
ISLES  
OF  
*Scilly*

