



VISIT ISLES OF *Scilly*

INVESTING IN SCILLY'S FUTURE



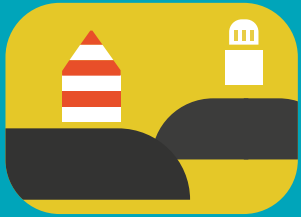
→ [visitislesofscilly.com](https://www.visitislesofscilly.com)

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WHO WE ARE

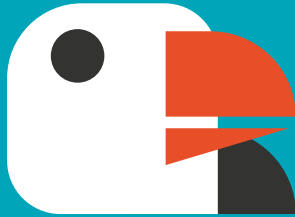
As the official Destination Management Organisation for the Isles of Scilly, we're here to promote, develop, and manage tourism in a way that keeps our Islands special. We aim to attract visitors through carefully curated experiences that showcase the very best of Scilly, while working hard to protect our unique natural beauty, rich history, and vibrant culture for generations to come.

STRATEGIC PRIORITIES FOR THE ISLES OF SCILLY



1. ENHANCE DESTINATION AWARENESS

- ✓ Inspire visitors and expand the season.
- ✓ Raise the Islands' profile through smart partnerships.
- ✓ Drive impact with marketing and powerful storytelling.



2. PROMOTE SUSTAINABLE TOURISM

- ✓ Inspire responsible travel.
- ✓ Champion green practices & local causes.
- ✓ Weave sustainability through all we do.



3. PROVIDE GREAT VALUE

- ✓ Listen, learn, and grow through visitor feedback.
- ✓ Share insights to strengthen partnerships.
- ✓ Use data to enhance campaigns, events, and every visitor's experience.

HOW WE'RE FUNDED

We're grateful for support from our members and partners, though some funding is uncertain or unavailable. Knowing this helps us plan wisely and keep promoting and protecting the Isles of Scilly for all.

"The World Pilot Gig Championships depend on Visit Isles of Scilly (VIOS) for guidance and legal support. By establishing a Community Interest Company, VIOS provides a strong foundation for the event's growth, ensuring the survival of a key part of Scilly's tourism."

Tristan Hick, World Pilot Gig Championships Chair

SUSTAINABILITY SNAPSHOT

VISIT ISLES OF Scilly

COMMITTED BUT FRAGILE



Membership

Supported by 300+ private sector members.

Strategic Partners

Reduced funding expected.

NON-GUARANTEED FUNDING



External Funding

Government funding pots – competitive and uncertain.

Campaign Support

Not guaranteed; varies by year.

NO FUNDING



LVEP Status

No current financial support.

Local Authority

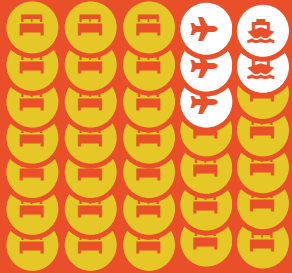
No allocated funding.

TOURISM BY NUMBERS

Tourism is the backbone of the Isles of Scilly, driving spend, trips, jobs, and business turnover. Every visitor counts, and even small increases in overnight or international visitors create a big impact.

£35M

TOTAL TOURISM SPEND



£30M

Staying visitors
The heart of our tourism economy.

£2M

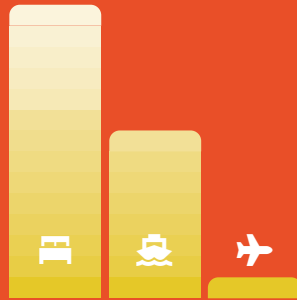
Day visitors
Short trips, big impact.

£3M

Overseas visitors
Growing global reach.

115,000

TOTAL TRIPS



70,000

Staying visitors
Enjoying our Islands overnight.

40,000

Day visitors
Quick escape to paradise.

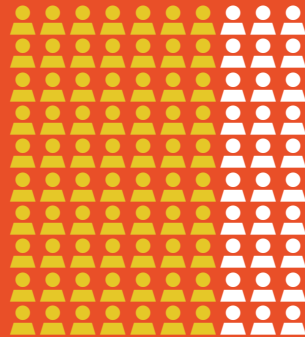
5,000

Overseas visitors
Connecting globally.

£41M

BUSINESS IMPACT

Total turnover supported by tourism, powering local businesses.



70%

TOURISM JOBS

70% of local jobs rely on tourism – our lifeblood.

MEMBER SUPPORT

We support our 300+ members with helpful tools, insights, and guidance, making it easier to grow bookings and thrive on the Isles of Scilly.

36,000

FACE-TO-FACE ENQUIRIES VIA OUR TOURIST INFORMATION TEAM

Our Tourist Information team is here to make every visit to the Isles of Scilly seamless and memorable, enhancing the visitor experience with enquiries and accommodation requests across phone, email, in person, and on social media.

1,600

PHONE CALLS

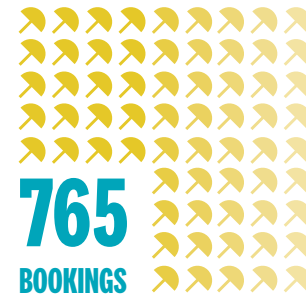
1,200

EMAIL CONVERSATIONS

300

MEMBERS KEPT UP TO DATE

With 13,000+ emails opened (59% open rate) and 4,815 total click throughs.



765

BOOKINGS

Via the Visit Isles of Scilly eviivo website portal.

£753,375

TOTAL VALUE OF BOOKINGS

WHAT ELSE HAVE WE BEEN WORKING ON



Efficient booking system
Launched a new Property Management System with eviivo.



Intelligence
Smarter Market Insights with T-Stats Solutions.



Weekly newsletters
Regular industry news updates, marketing opportunities and collaborations.



Training & support
Workshops and ongoing guidance to help grow your business.

DESTINATION MARKETING

Digital marketing puts the Isles of Scilly on the map - reaching more visitors, sharing island stories with wider audiences, showcasing unique experiences, and ultimately inspiring more online engagement and bookings.

WEBSITE

- ✓ Enhanced digital design & functionality, prioritising members.
- ✓ +34% engaged sessions.
- ✓ 8 million user interactions.

CAMPAIGNS

- ✓ New alliance with GWR.
- ✓ 2.5 million impressions from paid social campaigns.
- ✓ A reel that hit 1 million views.
- ✓ +256% increase in web traffic from organic social.

EMAIL MARKETING

- ✓ 1.5 million emails sent.
- ✓ 32% average open rate.
- ✓ Unsubscribes down 10%.

BRAND MANAGEMENT & PRINTED COLLATERAL

Brand management and printed materials showcase Scilly's identity through its stories, local makers, and growers.

- ✓ A cohesive brand presence across every channel.
- ✓ Build recognition with storytelling, merch, events.
- ✓ Highlights local producers & makers.

SOCIAL MEDIA

1.3M

@ views

9,200

f link clicks

7,700

@ new followers

3M

f views

44.6K

🎵 views

2,800

f new followers

474

🎵 followers

PRINTED COLLATERAL



Visitor Map
Highlights key attractions and experiences.



Cruise Leaflet
Designed for cruise passengers and day visitors.



WPGC Souvenir Guide
Celebrates our Island's heritage and local businesses.



Visitor Signage
Consistently branded, designed for easy navigation.



Merchandise
Driving continual brand awareness.

EVENTS & FESTIVALS

Celebrating the Isles of Scilly and its vibrant local businesses, these flagship events boost visibility, bring the Islands to life, and create unforgettable experiences for visitors.

OUR 4 HERO FESTIVALS DELIVER

112

individual events

60

members involved

600

travel codes used

HIGH-PROFILE ENGAGEMENT

- ✓ Featured **Steve Backshall** and **Helen Glover** at Ocean Scilly and Scilly 60.
- ✓ Taste of Scilly – Street Traders event created strong buzz and increased local footfall.

WORLD PILOT GIG CHAMPIONSHIPS



Lead partner & organiser
Ensuring long-term event sustainability.



Coordinated compliance
Including health and safety documentation.



Supported committee
Building a strong volunteer network.



Ongoing development
Exploring future growth opportunities.

CONSUMER RESEARCH

Good intelligence guides our decisions and shapes future marketing. It highlights opportunities and challenges, helping members plan ahead. We're the leading data source for the Islands.



Cruise Ships
Collecting insights on cruise tourism visiting the Isles.



Ferry Passenger Arrival
Gathering passenger numbers and travel characteristics.



Tourism Information Centre
Analysing visitor behaviour and enquiries.



Accommodation Occupancy
Data on accommodation types and seasonal occupancy levels.



Events
Evaluating core events and collecting feedback on experiences.



Digital Marketing KPIs
Tracking channel performance and setting YOY goals.



Ongoing Visitor Survey
Delivering consumer insights to support tourism development.

PUBLIC RELATIONS (PR)

Effective PR helps showcase the Isles of Scilly to the world, attract more visitors, strengthen the destination's reputation, and highlight the unique stories and experiences the Islands offer.

KEY CAMPAIGNS

2M+

viewers tuned into **C5 Summer in the Isles of Scilly.**

581,000

followers reached our **Steve Backshall Collaboration** with Ocean Scilly Festival.

4.2M

viewers of **ITV Weather National News.**

TRADITIONAL MEDIA COVERAGE



65
pieces of coverage



132M
online reach



11.7M
print reach



351,000
radio reach



6.2M
TV reach



£244,123
estimated
print AVE

INFLUENCER & SOCIAL REACH

1.9M

Instagram followers targeted.

203,800

TikTok followers targeted.

600,000

views in total.

60,000

likes in total.