



Monthly Member Update



Destination Orkney is attending the upcoming VisitScotland Connect event on 9 -10 April at the P&J in Aberdeen. This is an opportunity for us to promote Orkney and your business to hundreds of international buyers from across the globe. These buyers are looking for new ideas to 'package' and sell to visitors planning a trip to Scotland. It is a B2B opportunity, and you need to be 'trade ready' to take advantage of it.

Being trade ready simply means being willing and able to work with buyers bringing in small groups of visitors. You will also need to be able to:

- Take advance bookings – 2026, 2027 and beyond
- Invoice
- Offer commission/group rates
- Provide clear T&C's, including cancellation and payment policies

If you would like us to promote you as a 'trade ready' business at VisitScotland's flagship event, please fill in this form [2025 VisitScotland Connect - Travel Trade Form](#)

Destination Orkney and VisitScotland can provide help and support on becoming 'trade ready'. If you have any questions, please get in touch by emailing admin@destinationorkney.co.uk or Cheryl.Chapman@visitscotland.com

Working Group - Visitor Levy Scheme

The VLS sub-group have done a fantastic job of surveying members and preparing a report to reflect what you as members are concerned about. We received 269 responses and this will help support and strengthen our industry voice. Thanks to all members who took the time to respond.

This report will be presented at a workshop this Thursday 20 March at the Old Library in Kirkwall from 18.00 - 20.00 (tea and coffee will be available from 17.30)

Zoom is available for those unable to attend in person - <https://us02web.zoom.us/j/85112791000>

Destination Orkney Board Members

Chairperson
Martin Fleet

Secretary
Lukas Princ

Treasurer
Diane Johnston

Jackie Sinclair

Operations
John Berry

Social Media
Kinlay Francis

Marketing
Lauren Miller

Nicky Bichan

Paul Hudd

Stephen Kemp

We'll be telling you a bit more about each board member every month. Let us know if you have any questions you'd like us to ask them!

1st Floor
The Travel Centre
West Castle Street
Kirkwall
Orkney
KW15 1GU



Get in touch

07595 374566

admin@destinationorkney.co.uk

Mon-Thurs 9am-5pm

2024 Orkney Tourism Awards

Following a brilliant night at the Albert Hotel at the start of the month celebrating the best of tourism in Orkney, we are delighted to share the photo gallery with you all.



[VIEW PHOTOS](#)

Email - please enter your own email address

Password - Orkney

Best Eating Experience

[59 Degrees North - Café & Pizzeria](#)

Best B&B or Guest House Experience

[Shorelands Orkney](#)

Best Outdoor-Adventure Experience

[Skara Brae](#)



Best Hands-on Experience of the Year

[Skail House Falconry](#)

Best Hotel Experience

[Merkister Hotel](#)

Best Visitor Attraction

[Skara Brae](#)



Best Self Catering Accommodation Experience

[Buxa Farm Chalets & Croft House](#)

&

Tourism Individual of the Year

Kathy Bichan

Kathy wasn't able to join us on the night but sent along two of her trusted employees to accept the award on her behalf



With thanks to all of our event and award sponsors without whom we couldn't have made this such a great night.



Working Group - Visitor Information Centre

Since the Tourism Forum Event back in April last year, we have been busy exploring options for retaining some form of visitor information. Our sub-group have met online and in person and have recently visited the iCentre to see the space. The options being considered include:

- Taking over the rental agreement from VisitScotland (currently in place until 2028)
- Securing a new rental agreement with Orkney Islands Council
- Purchasing the entire building through a 'community buy-out', with assistance from Scottish Land Fund or Orkney Towns Board

Along with the provision of visitor information, the upper floor (above the iCentre) could be utilised better and could be transformed into a dual-purpose space and used as a town centre venue for live music, performance and storytelling as well as space for exhibitions of local art and demonstrations of local crafts.

To help progress with our investigations, we will shortly be sending out emails/letters to Orkney businesses and organisations to ask for support. We can only progress further if there is desire by the community and local operators to retain this facility and to evolve and adapt it for better use.

If you have any suggestions of other avenues we could look into, please get in touch by emailing admin@destinationorkney.co.uk

ORKNEY.COM

As a member of Destination Orkney, you benefit from a prioritised listing on orkney.com. Your listing may be the first thing a visitor sees about your business so keeping this up to date and getting all the key information added here is really important.

To access your listing, log in using the email address you used when you originally registered for a listings manager account here - <https://www.orkney.com/manager>

If you have forgotten your password, click here - <https://www.orkney.com/manager?forgot=1> and follow the instructions. If you've forgotten the email address your listing is registered under, contact us by emailing admin@destinationorkney.co.uk

Once you're logged in, you should see your listing. Click on 'edit' to begin editing. All changes need to be approved by an orkney.com admin. So don't worry if you don't see these immediately.

Spotlight on a Board Member



Lukas Princ Kirkwall Lets / HITRANS

Originally from the Czech Republic, Lukas has spent the last 20 years in Scotland, with the past four years rooted in Orkney — where his wife's family heritage lies. His career began in the commercial side of a membership software business before pursuing his passion for Scotland's tourism and property sector, building a successful accommodation business.

More recently, Lukas has joined a transport partnership, where he champions sustainable transport, improved connectivity, and enhancing tourism across Scotland. A strong advocate for Orkney's rich natural beauty, unique traditions, and vibrant tourism sector, Lukas is dedicated to ensuring visitors enjoy an unforgettable experience while Orkney residents and businesses benefit from the opportunities tourism brings to the islands.

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