

Isle of Skye Tourist Board

Promoting Skye. With a straight face.

Distinctive Highland humour, an unusually engaged audience and partnership ideas designed to be read rather than endured.

RECENT FACEBOOK PERFORMANCE

3,055,938

VIEWS

Last 28 days

243,644

ENGAGEMENTS

Last 28 days

6,076

FOLLOWS

Last 28 days

10 September - 7 October 2026

For local operators, Scottish organisations and national brands with something useful, interesting or faintly defensible to say.

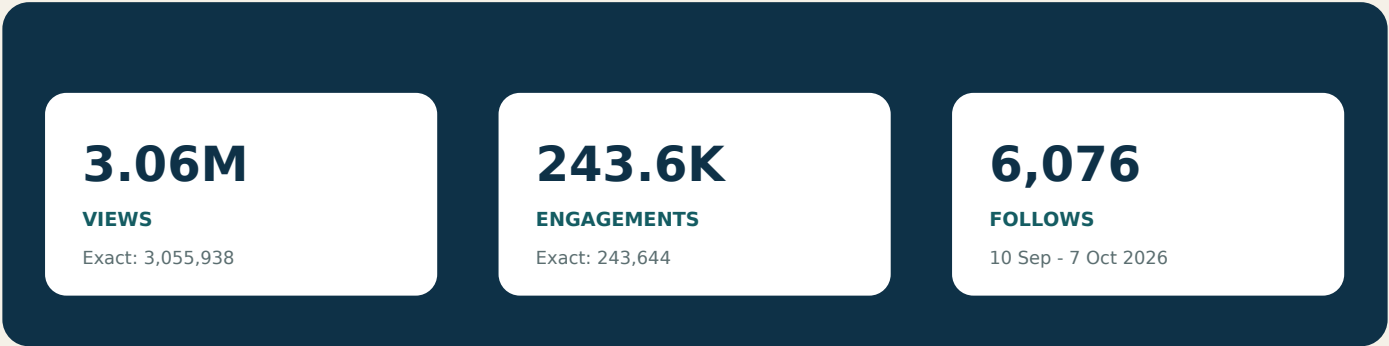
Advertising that still feels like IOSTB.

Creative first. Commercially useful. No beige corporate filler.

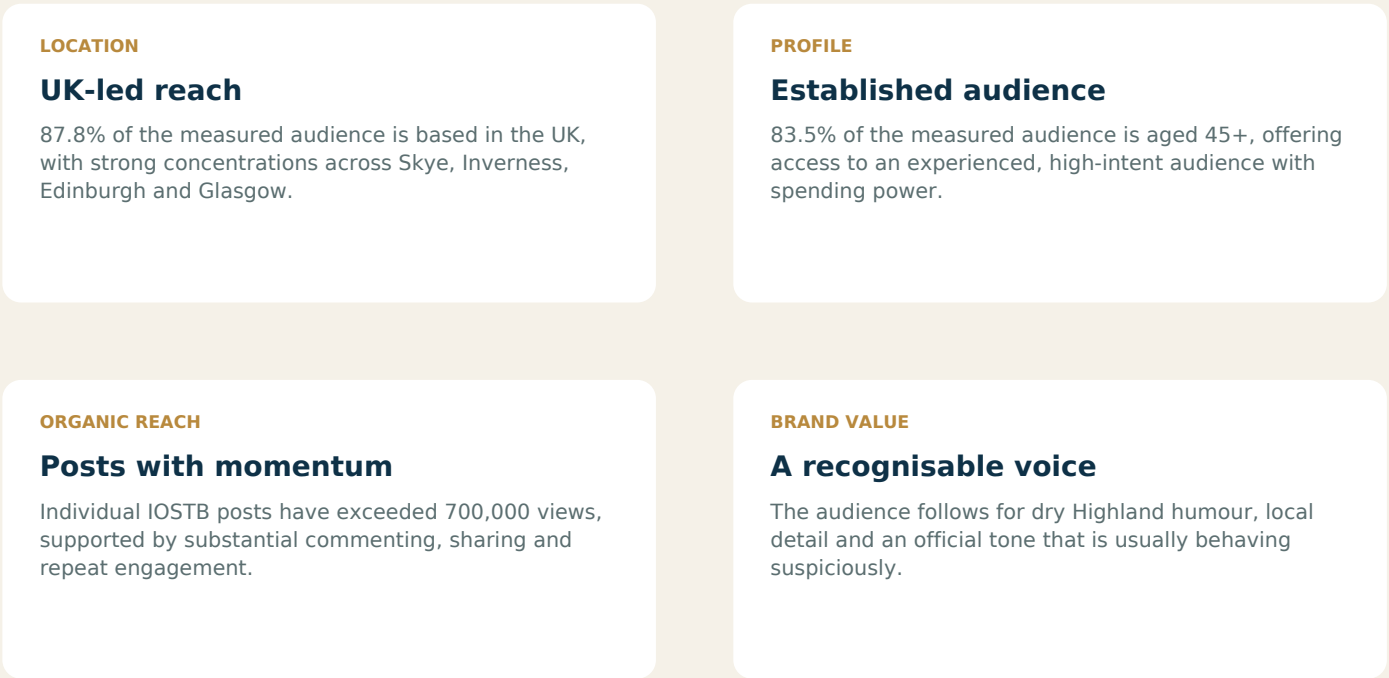
AUDIENCE & REACH

An audience that actually joins in.

IOSTB content is designed to be read, shared, commented on and remembered. The strongest partnerships feel like part of the page rather than an interruption to it.



AUDIENCE PROFILE



A note on the numbers

Performance data is evidence of previous reach, not a guarantee of future distribution. Facebook remains under no contractual obligation to behave itself.

From a village-hall poster to a national launch.

Campaigns are shaped around the objective, the audience and how much dignity everyone is prepared to retain.

LOCAL & TIMELY

Local Event Spotlight

A focused promotion for an event, workshop, opening or limited-date offer, using supplied information and IOSTB-written copy.

SIGNATURE FORMAT

Sponsored Guidance

A bespoke Tourist Board-style announcement, advisory or public information notice built around the partner.

SOCIAL + WEB

Integrated Brand Feature

Original social creative combined with a permanent website feature, useful links, imagery and Story support.

REPEAT EXPOSURE

Featured Partner Campaign

Two or more coordinated pieces of content across several weeks, supported by website and social placement.

LONGER-TERM

Category or Seasonal Partner

A relevant association with an IOSTB theme, category or season, with exclusivity available by agreement.

MADE TO BRIEF

Bespoke National Campaign

A custom concept for larger brands, including launches, product integration, competitions or special projects.

The rule is simple.

If the audience would skip it as an advert, we have not made it interesting enough.

One idea, properly adapted for each channel.

A partnership can be a single appearance or a joined-up campaign across IOSTB platforms. The mix is agreed around the brief rather than imposed by a mysterious package name.

1

FACEBOOK

Long-form posts, native imagery, community discussion and high-share formats.

2

INSTAGRAM

Feed posts, carousels, Reels and concise creative adapted for the platform.

3

STORIES

Time-sensitive reminders, launch-day visibility, links and supporting campaign touches.

4

WEBSITE

Permanent features, partner listings, category visibility and trackable destination links.

5

EMAIL

Dedicated or supporting placement where the audience and campaign are a sensible match.

Possible campaign elements

Original concepts | IOSTB-written copy | Supplied or commissioned imagery | Website features | Story support | Competition integration | Seasonal campaigns | Category exclusivity | Extended usage by agreement

The business becomes part of the joke.

The partner should never be the punchline. We start with a genuine message, then find the recognisably IOSTB way to make people stop, read and respond.

OFFICIAL GUIDANCE

01

Turn practical information into an entertaining, shareable advisory.

Useful for visitor services, travel, launches and public-facing information.

LOCAL CHARACTER

02

Build attention through recognisable island detail and community humour.

Useful for events, hospitality, retail and businesses with a genuine Skye connection.

PRODUCT INTEGRATION

03

Place a product naturally inside an idea rather than beside an ordinary advert.

Useful for Scottish brands, seasonal campaigns, launches and larger partnerships.

What we protect

The IOSTB voice remains recognisable. The partner message remains accurate. Dates, prices, links and essential facts remain as supplied. Paid content is clearly identified.

Suitable for

Events and experiences | Food and drink | Accommodation | Retail and products | Travel and mobility | Outdoor brands | Visitor services | Scottish organisations | Regional and national campaigns

Tell us what you are trying to make less ordinary.

No fixed price list, no obligation and no requirement to arrive with a fully formed campaign. Tell us the objective, audience, timing and available budget. We will suggest an approach that suits the brief.

1

ENQUIRE

Send the brief through the advertising page.

2

DISCUSS

We agree the idea, channels, timing and scope.

3

CREATE

IOSTB develops the copy and creative direction.

4

APPROVE

You confirm the factual details before publication.

5

PUBLISH

The campaign appears in the agreed places.



SCAN TO ENQUIRE

isleofskyetouristboard.co.uk/advertise

Facebook: Isle of Skye Tourist Board