



Oban Business Improvement District

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PRESS RELEASE

OLTA Members & BID4Oban Members Encouraged to be Flexible as Coronavirus Measures Bring Uncertainty to Scottish Tourism

13th March 2020

Oban's economy is inextricably linked to tourism and hospitality and this year both the local DMO – Oban and Lorn Tourism Alliance (OLTA) and the regional organisation – Argyll and the Isles Tourism Cooperative – have invested heavily in marketing, participating in the collaborative West Coast Waters campaign and planning events and promotion themed around the VisitScotland Year of Coasts and Waters national campaign. The effect of the Coronavirus pandemic on Scottish tourism is hard to predict, but OLTA's director of marketing, Linda Battison is urging members to be flexible and responsive in the light of the current situation. She said:

“The safety of those in the industry and our valued guests is paramount. We ask all our members to follow current government advice. The cancellation of large gatherings and the potential impact of any further travel restrictions will undoubtedly affect future bookings. I would encourage operators to be flexible and to consider amending their booking terms, length of stay and cancellation policies during this time to encourage guests to re-book for a future date.”

Andrew Spence, CEO of Oban's Business Improvement District (BID4Oban) commented: “Along with the Port of Oban Cruise Group we have been advised to suspend our planned ‘meet and greet’ programme for cruise ship visitors until the situation has been resolved. We are working closely with OLTA and Oban is open for business. We have several fantastic events planned for later this summer when we expect the town to be busy, perhaps even busier than normal. Both OLTA and BID4Oban are looking to work with members and are open to any ideas from all sectors of the tourism and business organisations as to how we can alleviate the current situation. In the meantime, we ask all our levy payers to follow current guidance to minimise the spread of the virus.”

Andrew Spence – Chief Executive – Oban Business Improvement District

Lind Battison – Director of Marketing – Oban and Lorn Tourism Alliance

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