



OBAN + LESBIAN WEEKEND

5th - 8th September 2025



**Inclusive, Castles, Ceilidhs, Cruises
DJ & compere Karen Dunbar, BAD GIRLS'
Nicole Faraday, Comedy from Jane
Postlethwaite, Live music, dinners,**



**workshops,
paddleboarding,
wild swimming
& more**



There is nothing quite like it for
LGBTQ+ women &
non-binary people.

Insta 98,000

Website 24,000

Facebook 9,000

TikTok 24,000

Contact for Partnership Opportunities

☎ +44 7555 720343

📍 Oban, Scotland

✉ obanlesbianweekend@gmail.com



ABOUT OBAN LESBIAN+ WEEKEND

- OLW festival & events have put Oban on the queer map, bringing women to Scotland to visit Oban all year round.
- Away from the usual city pubs, clubs & drinking that often dominates queer culture, women flock to OLW from across the world to meet others.
- Our sober social helps us foster a culture that means while some come to enjoy our whiskey or non-alcoholic whiskey tasting sessions, women others for our cruises to see our wildlife, dolphins, seals, paddleboarding, wild swimming, castles & workshops, not to mention our ceilidh & fantastic performers, cabaret, live music & Dj's.

AUDIENCE STATISTICS

- We are proud that we attract over 350 guests, aged 18 – 80 yo.

- 67% are aged 35 – 65 and work full time or are self employed

- 69% Own own house

- 45% are married or have a live in partner, with both partners earning £40k +

- 48% are from Scotland, 45% England and 7% from abroad

ABOUT OUR GUESTS & ONLINE AUDIENCE

- Guests stay 3-10 nights

- 76% of our 2024 survey stayed 4-10 nights, enjoying Oban's hotels, kayaking, snorkelling, distillery & exploring our nearby islands.

- We have a Website & social media reach to over 300,000 LGBTQ & women

- Website 24,000 with 59% of our web traffic directed through our social media & the rest through search engines.

- Queer women visit Oban all year now!



Star of Chewin' the Fat,
National treasure & lesbian
entertainer
**Karen Dunbar, our
Headliner, Host & Dj for
2025**

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LESBIAN+
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@karendunbarofficial



- 85% said that LGBTQ+ media influences their decision to purchase & they like to support LGBTQ+ run businesses.

- 97% read LGBTQ+ fiction. Our audience loves to read LGBTQ+ literature & watch queer film, hence our book & film workshops have been so successful

- 97% dine out at least once a week

- 65% dine out at least 3 times per week. 90% of guests at OLW join our fine dining hosted meals.

- 30% go to at least one monthly weekend away.

- Average spend is £500 on clothing per year

- Spend an average of £2,800 per year on travel

Headline Partnership - £995

- * For one business only.
- * Monthly social media promotion.
- * Premier listing on our website to promote your business.
 - * Premier stall at OLW Friday & Sunday.
- * Promotional material at OLW's mini events and pride stalls.
- * Promotional material on the Oban Lesbian+ Weekend check in desk
- * Karen Dunbar, our compere to promote your business at the event.
- * 2 complementary tickets for your team to attend and promote your business

Gold Partnership - £595

- * Monthly social media promotion.
- * Listing on our website to promote your business.
 - * Stall at OLW Friday & Sunday.
- * Promotional material at OLW's mini events and pride stalls & events.
- * 2 complementary tickets for your team to attend and promote your business

Charity Partnership - £495

- * All the benefits of a gold partnership but at a charity discounted rate.

Small 1-2 Person Business - £340

- * Stall at OLW Friday & Sunday
- * Website promotion & listing on our website
 - * Social media promotion
- * 2 complementary tickets for your team to attend and promote your business.
 - * All this for just the cost of 2 tickets & £60! = £340