

Sailing and Watersports Welcome Workshop

Tourist Board Training

Are you looking for ways to extend the tourist season?

Then this event may be of interest to you. It is aimed at anyone who is a frontline tourism operator, keen to attract visiting sailing and watersports enthusiasts.

UK holidaymakers on sailing and watersports holidays spent £32m on 100,000 trips during 2001-03 and those who took part in watersports whilst on holiday spent £256m on 800,000 trips during the same period.

Key Objectives:

- To gain a better understanding of the range of marine leisure opportunities available
- To increase knowledge of waterborne customers and meeting their specific needs and expectations
- To recognise the volume and value of sailing and watersports to Scottish tourism and how this benefits your business
- To realise business potential
- To help each other by 'selling on' other business opportunities
- To develop new business

This Sailing and Watersports Welcome Workshop has been developed to recognise this growing market and to ensure that tourism operators are maximising the potential benefits to their business. At the same time meeting the needs of sailing and watersports visitors, through the provision of quality service and information. This project is part funded by the European Social Fund.

"I have over 26 years experience with Watersports and I still learned something from the day. An excellent course."

**Ken Kennedy
Sail Hebrides**

**The Workshop complements
VisitScotland's Sailing & Watersports Welcome Scheme.**



Programme Outline

Tourist Board Training

09.45 Coffee & registration

10.00 Welcome, Introductions & Course Objectives

- The Sailing and Watersports Industry in Scotland
- Sailing and Watersports Welcome Scheme
- Introduction to Marketing
- Facilities
- Sailing and Watersports Activities in Scotland
- Meeting the Sailing and Watersports Enthusiasts Expectations
- Making your Business Waterproof Friendly
- Feedback
- Working Together – The Way Forward!

To book a place, please contact Tourist Board Training at the address below. There is a participant fee of £40.00 + VAT per person, including lunch, refreshments, and information pack.

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