



Delivering for Ayrshire & Arran

We promote Scotland with Scotland, working with local industry to grow the visitor economy.

 Visit Scotland | Alba™

Introduction

Partnership and collaboration is at the heart of all that we do, supporting the industry to make Ayrshire & Arran a fantastic place to visit, work, live and invest in.

In the last year we have seen Ayrshire & Arran tourism events at their best with the likes of the Scottish Open, the Scottish International Airshow and Irvine waterfronts Illumination: Harbour Festival of Light. And with our EventScotland team investing £646,900 into the region in 2016/17, Ayrshire & Arran has welcomed over 120,000 visitors to these world class events.



We work with our partners to support this wide ranging programme of events, as well as delivering marketing and partnership projects that showcase the region on a global stage.

In 2017, we saw our industry partners make the most of the Year of History, Heritage and Archaeology and we look forward to seeing our regions rising stars taking part in 2018 Year of Young People.

I look forward to working alongside all tourism businesses across Ayrshire & Arran to support our vision to be a premier destination of choice, where visitors will receive a fantastic welcome and enjoy world-class experiences.

Gordon Smith
Regional Director
VisitScotland

Key stats for Ayrshire & Arran

 **£646,900**

INVESTED INTO AYRSHIRE &
ARRAN BY EVENTSCOTLAND IN
2016/2017



**160%
INCREASE**

IN US TRAFFIC TO AYRSHIRE &
ARRAN DESTINATION PAGES ON
[VISITSCOTLAND.COM](https://visitscotland.com)

222

BUSINESSES IN
OUR QUALITY
ASSURANCE SCHEME



82 BUSINESSES

IN OUR VISITSCOTLAND
INFORMATION
PROGRAMME (VIP)



OUR AYRSHIRE & ARRAN SOCIAL
MEDIA TAKEOVER REACHED

**MORE THAN
3.2 MILLION**



OUR EVENTSCOTLAND TEAM
ALSO INVESTED MORE THAN



£2.3 MILLION

IN THE STAGING OF ABERDEEN
ASSET MANAGEMENT SCOTTISH
AND LADIES OPEN, RESULTING IN A
NET IMPACT OF £6.4 MILLION

Developing tourism across Ayrshire & Arran

STRATEGIC ACTIVITY

We are key partners in delivering a range of exciting projects and opportunities that will bring significant economic benefit whilst contributing to the local tourism strategy and meeting the needs of our regions tourism businesses.

Industry activity in Ayrshire & Arran included supporting our Chief Executive, Malcolm Roughead, on a visit to the Ayrshire Chamber of Commerce, where he presented 'Tourism:Seize the opportunity'.

We supported Lord Thurso, as part of his trip to speak at the European Dark Skies Conference, on a visit to the Dark Sky Observatory.

We sit on the East Ayrshire Tourism advisory group and the North Ayrshire tourism industry group to help shape the local strategy and action plans.

We are a partner within Digital Tourism Scotland, which provides business advice and support to help maximise the opportunities presented via our visitors digital journey. We will continue to

develop the website and support events in the region to ensure digital success for businesses.

More than 80 local tourism businesses attended the industry conference held at Ayr Racecourse to explore how we can best work together to drive tourism growth in Ayrshire & Arran.

As part of Scottish Golf Tourism Week, which was awarded £50,000 by our EventScotland team, Ayrshire collected three awards at the Scottish Golf Tourism Awards ceremony at Trump Turnberry, attended by 350 guests from across the golf tourism sector.



DELIVERING FOR AYRSHIRE & ARRAN

INDUSTRY SUPPORT

One of our most powerful assets is our people and our Industry Relationship Manager Ceilidh Egan is our main business contact for Ayrshire & Arran providing advice and support. We also provide regional information for businesses through our Tourism Insiders e-newsletter, via social media and industry events.

Developed in partnership with the tourism industry, our Quality Assurance (QA) scheme is world-leading and we have 217 Ayrshire & Arran businesses working with highly experienced advisors to give visitors an experience they won't forget.

Our research shows us that visitors are switching to wanting their information at the breakfast table, in the local pub and at the local visitor attraction and our

VisitScotland Information Partner (VIP) programme is designed specifically for this purpose.

You can contact Ceilidh at ceilidh.egan@visitscotland.com

THISTLES

Now in its 25th year, the Scottish Thistle Awards celebrates success, innovation, excellence and best practice in Scotland's tourism and hospitality industry.

Ayrshire & Arran businesses were rewarded at regional finals where Heads of Ayr Farm Park, The Open - Royal Troon 2016 and VisitArran took home a prize confirming our place as one of Scotland's leading destinations.



Marketing Ayrshire & Arran

HIGHLIGHTS OF OUR MARKETING ACTIVITY 2016/17

P&O

Our marketing team delivered a 2017 summer campaign promoting P&O ferries to an Irish audience using Ayrshire & Arran as the driver for travel. The campaign inspired potential visitors, raising the awareness of the region and encouraging them to travel by ferry.

More than 1.7 million Facebook users viewed our ads which told the story of how to get to the region with P&O and video ads were created which achieved more than 1.1 million views.

EAST AYRSHIRE EBOOK

We launched a dynamic new film and eBook showcasing some of East Ayrshire's 'Undiscovered Gems', developed as part of a marketing campaign with East Ayrshire Council.

The region is celebrated for its variety of tourism offerings and whether it's stargazing at the Scottish Dark Sky Observatory, learning about traditional

cheese making methods at Dunlop Dairy or enjoying the scenery on the Chris Hoy Cycle Path, these assets bring to life many of the experiences available in East Ayrshire to locals and visitors alike.

These are excellent tools for you to promote all the region has to offer to your visitors and the film is available on our YouTube channel.

SOCIAL MEDIA TAKEOVER

We embarked on an Ayrshire & Arran three day social media takeover across all our four core consumer social media channels – Facebook, Twitter, Instagram & Google+. This activity had a reach of more than 3.2 million.

Our aim was to raise awareness of the region at peak season; highlighting key themes and events unique to the area directing visitors to the Ayrshire & Arran business pages on visitscotland.com.

CREATING CONTENT

In this digital revolution we need to adapt to reach more people with targeted inspirational content. We do this in a variety of ways whether it is working with bloggers, vloggers, organising press trips, or through video creation, press releases and travel trade missions.

Activity has included Kelburn Castle, featured in a school half term 2017 press article in the Express online which has a reach of more than 40 million.

We challenged six influencers with an audience of more than 100,000 followers across eight platforms to visit 30 filming locations on our Outlander map, all in just 34 hours. The ‘Scotlanders’ included coverage of Troon and Dean Castle.

We arranged a trip for blogger Nichola West and her family from Globalmouse Travels to experience Ayrshire & Arran’s family market. The blog has more than 28,500 followers on Instagram.

#SCOTLANDISNOW

Building on the success of Spirit of Scotland, now is the time for a collaborative approach to grow and build a strong brand for Scotland. #ScotlandisNow is an opportunity to extend an invitation to live, work, study and invest in Scotland.

At the heart of this campaign is the message that Scotland is a country with the warmest of welcomes, which challenges new thinking, creates new opportunities for study and jobs, supports new industry and drives technology.





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CONTACT US

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