Delivering for Dumfries & Galloway

We promote Scotland with Scotland, working with local industry to grow the visitor economy.
Dumfries & Galloway is recognised as a quality destination with a growing wealth of tourism product that caters for all demographics enabling them to try cycling or walking, family days out or award winning food.

The tourism industry needs to embrace new technology, innovation and new ways of working if it wants to compete in a competitive global market. And with the launch of GG’s Yard, Visit South West Scotland’s driving routes and the opening of Moat Brae House to come in 2018, the regions tourism offering continues to evolve.

And now with 125 businesses in our VisitScotland Information Partner Programme (VIP) which provides information to visitors where they want it, when they want it and how they want it, we can continue to enhance the quality of the visitors experience to the region.

We couldn’t do it alone and I’d like to thank you for helping make Dumfries & Galloway a must visit destination.

Paula Ward, Regional Leadership Director VisitScotland
Key stats for Dumfries & Galloway

12.6 MILLION
Potential consumers reached as a result of our 2017 spring/summer marketing campaigns

94,800
Business referrals were made in 16/17 an increase of 229%

£136,800
Invested by our events directorate to support events during 2016/17

125 BUSINESSES
In our VisitScotland Information Programme (VIP) with 15 achieving 5* Quality Assurance Awards

113% increase
In traffic from the US to D&G landing pages

9
Our Coovans attended four events and spent 27 days in the region

More than 9 million
Potential reach for our spring/summer 2017 regional golf digital marketing activity
STRATEGIC ACTIVITY
We are a key partner in delivering a range of exciting projects and opportunities that will bring significant economic benefit. Working closely with Visit South West Scotland, which now has over 250 members enables us to be at the forefront of product support and development and to contribute to the local tourism strategy.

Some of our industry activity included VisitScotland support of the first ever European Dark Sky Park Conference in September 2017.

Regional Director, Paula Ward accompanied Culture, Tourism and external affairs secretary on a mini-tour of the region highlighting some key investments in our tourism sector.

More than 200 local tourism businesses attended the annual industry conference held in partnership with Dumfries & Galloway Council celebrating the launch of the 2018 Year of Young People.

We are closely aligned with the South of Scotland Economic Partnership which has been put into place to address the level of investment in economic growth, enterprise, skills and innovation and will be operational by 2020.

Finally, we have a consultative role on the initial development plans for LEADER panel.
INDUSTRY SUPPORT
One of our most powerful assets is our people and our Industry Relationship Manager Caroline Robertson is our main business contact for Dumfries & Galloway providing advice and support. We also provide regional information for businesses through our Tourism Insider e-newsletter, via social media and industry events.

Developed in partnership with the tourism industry, our Quality Assurance scheme is world-leading and we have more than 5,100 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 Caroline by email at caroline.robertson@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.

Dumfries & Galloway was rewarded at the Scottish Thistle Awards 2017 where we had 15 regional finalists and took home seven accolades confirming our place as one of Scotland’s leading destinations.
Working in partnership with Dumfries & Galloway Council, three films were launched to market Dumfries & Galloway across global digital channels.

The 60-second films each focus on one of the chosen themes – history and heritage, food and drink, and outdoor adventures – and aim to lift the lid on what makes the region a unique and memorable destination.

The new series follows on from the success of the ‘Little things, BIG memories’ film produced in partnership in November 2016, which has attracted more than 335,000 views in the last year.

EVENT FUNDING
We make a difference by delivering economic success for Scotland on a global stage as a place to visit and invest in and by supporting a wide ranging programme of events, marketing and partnership projects.

In 2016/17 EventScotland, a team within our Events Directorate awarded the region £136,800 which included Electric Fields Festival receiving £11,500 to support social media and marketing costs.

These awards provide invaluable support for regional events and create an even more attractive proposition to attract spectators - which in turn boosts the area’s reputation.
OUR DIGITAL APPROACH
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 emails.

In October 2016, we arranged for Hilary Mitchell from Buzzfeed, which has a reach of over 18 million, to visit Comlongon Castle and include the region in a Halloween article.

A Press trip for Sean Morrison from Newsquest news was arranged so he could experience the Dumfries & Galloway event Big Burns Supper and promote it to a potential audience of 425,000.

We worked with German online travel publication GEO.de who include listed the region as a Top 10 Destination to visit in 2018.

Also our three day social media takeover dedicated to the region reached more than 1 million Facebook users, and 432,619 Instagram followers.

Mark Beaumont broke the world record for circumnavigating the world in 79 days and we worked with him creating a series of regional films for social media while he was training, showing the wonderful landscapes, history, heritage and tourism assets.

#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.