Delivering for Loch Lomond & The Trossachs, Stirling & Forth Valley

We promote Scotland with Scotland, working with local industry to grow the visitor economy.
Our strong partnerships with public sector organisations and industry are essential to economic success across Loch Lomond & The Trossachs, Stirling & Forth Valley.

We work closely with five major public sector partners on strategic activity, marketing, skills and the visitor experience. Loch Lomond & The Trossachs National Park and Clackmannanshire, Falkirk, Stirling and West Dunbartonshire Councils all work with us to develop the visitor economy and encourage inclusive economic growth.

Much current strategic activity adopts a cross-boundary approach, with our partner organisations recognising the need to collaborate to develop the tourism product and market it most effectively.

The area continues to go from strength to strength with the success of the City Region Deal for Stirling and Clackmannanshire signalling major tourism investment for both areas. We have supported both councils in discussions with the UK and Scottish Governments to secure funding for projects.

Throughout 2017 our public sector and industry partners took advantage of the Year of History, Heritage and Archaeology and our global Spirit of Scotland campaign. We are building on this in the Year of Young People 2018, which puts young people in the spotlight, celebrating their talents and contributions.

Scotland’s reputation as a quality destination relies on continual investment and innovation to ensure that current provision meets future demand. I look forward to working with you to ensure Loch Lomond & The Trossachs, Stirling & Forth Valley maintain their status as must-visit, must-return destinations.

Neil Christison
Regional Director
VisitScotland
Key stats for Loch Lomond & The Trossachs, Stirling & Forth Valley

241 businesses participate in one of our Quality Assurance schemes – 156 of those have achieved four or five stars representing a commitment to quality in the region.

101 businesses in our VisitScotland Information Partner (VIP) programme, actively promoting things to see and do locally.

£28,300 awarded to tourism groups by our Growth Fund in 2016/17.

£13,815 awarded by our Conference Bid Fund to Stirling in 2016/17.

WE INVESTED MORE THAN £164,000 in events in 2016/17 including Bo’ness Speed Hill Climb, Stirling Highland Games and The Great Scottish Swim.

489% increase in referrals from visitScotland.com to businesses in 2016/17 compared to 2015/16.

During 2017 posts across our consumer social media channels led to over 825,000 likes, shares, retweets and comments.

More than 35 million potential consumers reached worldwide by our PR activity between April and October 2017.

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STRATEGIC ACTIVITY

In Stirling we are supporting the development of a new Tourism & Events Strategy, which looks to identify a more cohesive approach to destination marketing and management. We sit on the Stirling City Commission supporting the Council with City Region Deal initiatives such as the River Forth Project.

Our work with the Accessible Callander Steering Group aims to build on the leisure opportunities for visitors with accessibility needs already provided by a number of local businesses in Callander and The Trossachs.

Our involvement with the Kelvin Valley & Falkirk LEADER and Forth Valley & Lomond LEADER allows us to take a coordinated approach, joining up individual projects to improve the tourism product.

We provide strategic input to the National Park Strategy Consultation, West Dunbartonshire Council’s Local Development Plan and Balloch Station improvement plans in partnership with ScotRail, West Dunbartonshire Council and Loch Lomond & The Trossachs National Park. We also contribute to strategic marketing partnerships with Argyll & the Isles Tourism Co-operative and Glasgow Life, and have a Board advisory role with Love Loch Lomond.

Our work with West College Scotland Clydebank Campus is aligned with the Year of Young People 2018, developing course content to meet employer and graduate requirements in tourism, hospitality and growth in marine tourism opportunities.
INDUSTRY SUPPORT
We sell Scotland with Scotland, working together and supporting the tourism industry to showcase our country to the world.

In the region more than 1,140 businesses are currently engaged with our opportunities, with many more benefiting indirectly.

Our Industry Relationship Managers, Lynsey Eckford lynsey.eckford@visitscotland.com and Donald Hoy donald.hoy@visitscotland.com, offer business surgeries providing tailored digital support. In 2017 they conducted 117 business surgeries locally.

The visitor journey is increasingly dependent on digital information. Alongside our partners, we launched a new Digital Tourism Scotland website, a useful resource for businesses looking to use digital marketing and technology to grow their business. Find out more at digitaltourismscotland.com.

Industry events we supported in 2017 included three Falkirk Area Tourism Events, an ERDF Growth event in partnership with STEP and Stirling Council, and two events held by our Business Events team as part of the INNOVATETHENATION free talk series – InnovateEducation at Stirling Court Hotel, and InnovateDigital at Codebase Stirling.

We held an event in partnership with Discover Clackmannanshire providing practical tips on using social media, which aimed to support the social media element of Discover Clackmannanshire's Growth Fund campaign.

Discover Clackmannanshire was awarded £10,000 through our Growth Fund to develop new videos, photography, visitor itineraries and social media activity. Visit Falkirk also received Growth Fund support, with £18,300 awarded to develop video itineraries of the Falkirk experience.

The future of Scottish tourism lies beyond our shores. Expo is Scotland’s annual business-to-business travel trade event, supporting businesses to internationalise by presenting their products to potential buyers from around the globe. Taking advantage of this opportunity, 15 local businesses attended Expo 2018.
GLOBAL CAMPAIGNS
Our global campaign - the Spirit of Scotland - showcased our country, and encouraged the industry and visitors to share their #ScotSpirit to grow the visitor economy.

Building on this, now is the time for a collaborative approach, to accelerate international growth and build a strong Brand Scotland. Our new global campaign, Scotland is Now, represents a confident and consistent approach to brand marketing.

Working in partnership with Scottish Government, Scottish Enterprise, Scottish Development International and Universities Scotland we will position Scotland as a bold and positive country, rich in history and heritage but forging forward in a more progressive and pioneering way, across four pillars of activity – Visit, Live & Work, Study and Invest.

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.

REGIONAL CAMPAIGNS
Stirling and Falkirk invested in our autumn 2017 regional marketing campaigns, with both campaigns exceeding targets.

Activity for Stirling was delivered via Facebook and Avid (a channel which enables us to share relevant content, to the relevant audience at the relevant time) to increase visitors to stirlingwinterfestival.com, raising awareness of the region for potential visitors during the Stirling Winter Festival. As a result there were 12,806 website visits and 14,506 social media engagements (likes, shares and comments).

Through Facebook activity, the Falkirk campaign aimed to increase visitors to visitfalkirk.com, encourage engagement through video views and raise awareness of the region to potential visitors. This resulted in 5,364 website visits, 7,193 video views and 255,379 engagements.

Additional in-kind coverage included our regular ‘It’s Friday!’ feature in the Scottish Daily Mail and activity on our consumer social media channels.
SOCIAL MEDIA AND DIGITAL CONTENT
We provide inspiration and information to millions of potential visitors across Facebook, Twitter, Instagram and YouTube.

During 2017 Loch Lomond & The Trossachs, Stirling & Forth Valley posts across our social media channels led to over 825,000 likes, shares, retweets and comments. This created organic reach (people shown posts through unpaid distribution) of 8.5 million on Facebook alone.

In 2017, we launched ground-breaking travel app ScotlandVR, developed through collaboration between Scottish academic, technology and tourism sectors.

The app enables users to virtually visit 26 attractions including The Falkirk Wheel, The Kelpies and The National Wallace Monument, to inspire them to experience the region first-hand. Between February and September, 43,000 users installed ScotlandVR.

It won ‘App Design’ at the Scottish Design Awards and ‘Best Mobile Application’ at The Herald Scottish Digital Business Awards. Virtual reality is revolutionising the way people choose destinations to visit and ScotlandVR allows users to discover Scotland in a unique and interactive way.
CONTACT US

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