Delivering for Moray Speyside

We promote Scotland with Scotland, working with local industry to grow the visitor economy.
The spotlight truly shone on Moray Speyside this year, commencing with an outstanding demonstration of collaboration at VisitScotland’s expo in April, and rounding off with a 3-day familiarisation trip for the international travel trade at the end of the year.

Businesses have pushed boundaries and developed into new markets, while two new touring routes have launched showcasing Moray Speyside. The Snow Roads and the North East 250 have every potential to be as successful as other major touring routes, attracting a lucrative overnight market to the region.

Our board challenged us to build the organisation from ‘Good to Great to World Class.’ Working with regional, national and global partners we will interpret data available to us with industry partners to collaboratively grow Scotland’s reputation on the world stage.

I look forward to continuing to work with industry and stakeholders in Moray Speyside to maximise the region’s potential to benefit from partnership opportunities over the coming year.

Jo Robinson,
Regional Director
VisitScotland
Key stats for Moray Speyside

£12,500 investment committed for Moray Speyside Growth Fund
Travel trade focused activity taking place throughout 2018

The E4 campaign featuring Moray Speyside content reached
11.5 million users on Twitter, 365,569 users on Facebook and 480,206 users on Instagram

£60,000 invested by VisitScotland’s events directorate to support events in Moray Speyside during 2016/17

VisitScotland.com has facilitated a 507% increase in business referrals for Highlands and Moray Speyside. This is a growth to 624,013 in 2017 from 102,738 from 2016

979 million potential visitors reached worldwide through engaging and creative consumer PR activity featuring Moray Speyside and the Highlands in 2015/16

65,000 Facebook live views from Gordon Castle Estate Country Fair & Highland Games in May 2017
Developing tourism across Moray Speyside

**STRATEGIC ACTIVITY**

Moray Speyside has everything the travel trade is looking for in abundance; luxury accommodation, fantastic natural resources, a rich heritage and authentic Scottish experiences. VisitScotland has sought to promote the region’s strength in this area through our trade exhibitions, marketing and funding opportunities.

Our support of future Growth Fund projects which focus on travel trade activity is an investment to develop the region as a world-class destination, working to stimulate curiosity and interest in the area, and ultimately convert to customer bookings.

In collaboration with Moray Speyside Tourism, Developing the Young Workforce Moray and Moray high schools, we helped to deliver the ‘Tourism Ambassadors Project,’ focusing on encouraging high school students to consider tourism as a valuable future career and support teachers too.

Investing in the digital capacity of Scotland’s tourism, our partnership with Digital Tourism Scotland aims to ensure that as visitors continue to explore new online platforms and opportunities when planning their journey to Scotland, businesses are equipped to meet demand with highly developed digital knowledge, capabilities and infrastructures. Our Industry Relationship Managers also provide a direct line of support for businesses, offering one-to-one surgeries on topics such as online book-ability and online reputation management.
INDUSTRY SUPPORT
At VisitScotland, one of our top priorities is to work alongside and support local businesses throughout Scotland’s tourism industry to embrace the opportunities we have to offer your business.

Our Quality Assurance (QA) scheme is a useful promotional tool for highlighting the quality of your business to help attract customers to your business. QA goes beyond the stars on your door, as enrolled businesses benefit from expert advice and support on a range of aspects of quality, including sustainability, accessibility and food and drink.

There is also an opportunity to engage with the VisitScotland Information Partner (VIP) programme. Businesses who sign up to this scheme commit to becoming a provider of key local and regional information and enhance the visitor’s experience while in Moray Speyside.

Across Moray Speyside, there are more than 40 businesses actively engaged and benefitting from their partnership with VisitScotland through this scheme.

Our Industry Relationship Manager for the Moray Speyside region, Cassie McEwan, works closely with local businesses and can provide tailored advice and support. To receive VisitScotland support for your business, Cassie can be contacted on cassie.mcewan@visitscotland.com or 01463 244171.
TRAVEL TRADE
‘DISCOVER MORAY SPEYSIDE’
Working in collaboration with Moray Speyside Tourism, we supported the region’s debut ‘Discover Moray Speyside’ travel trade event in partnership with UKinbound and Highland & Island Enterprise.

The two-day familiarisation trip brought together travel trade operators from around the world to see first-hand the high quality of visitor experience available in Moray Speyside. Together with our partners we have helped businesses in the region to internationalise, introducing their product or service to an international market.

DIGITAL ACTIVITY
‘SCOTLAND VR’
Our award-winning app, ScotlandVR, presents a new way for visitors to visualise and experience Scotland. The immersive nature of virtual reality has revolutionised tourism - allowing visitors a preview of Moray Speyside’s iconic sights from the comfort of their own home, using their smartphone.

The app is a result of a collaborative effort between Scottish academic, technology and tourism sectors. In the first nine months, 43,000 unique users downloaded the application.

Moray Speyside’s Strathisla Distillery was chosen to be part of the initial app launch, giving visitors a chance to virtually escape into the #ScotSpirit of the distillery and inspire them to come and experience the beauty of one of the region’s top attractions in person.
NATIONAL CAMPAIGN – LEGENDS
Growing from the successes of our first global campaign, Spirit of Scotland, 2018 invites the launch of our latest national campaign, ‘Ideas Become Legend.’

For the first time, Ideas Become Legend presents an opportunity to have a fully collaborative engagement campaign for business events in Scotland. Working in collaboration with Scottish Government, we are building business relationships with international buyers, industry ambassadors and academics to showcase Scotland’s business events credentials.

The campaign kicked off in November 2017 and will continue into 2019, covering 12 sectors; from culture to technology, and engineering to marine science. Scotland’s creative, technological and innovative assets will be front and centre of the campaign, and businesses in Moray Speyside can join in on social channels using #ideasbecomelegend.

GLOBAL CAMPAIGN - SCOTLAND IS NOW
With the growing popularity of our social media channels, including Facebook, YouTube and Instagram, we have identified that now is the time for a collaborative approach, to accelerate international growth and build a strong Brand Scotland. Our new global campaign (launch Spring 2018) represents a confident, consistent and bold approach to brand marketing.

Working in partnership with Scottish Government, Scottish Enterprise/Scottish Development International and Universities Scotland we will showcase a strong, dynamic, creative positioning Scotland as a bold, positive and brave country, rich in history and heritage but forging forward in a way that is seen to be more progressive, more pioneering and more inclusive across all four pillars of partnership 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, one that is challenging new thinking, creating new opportunities for study and jobs, supporting new industry and driving technology that embraces humanity across the world.
Sign up to our monthly industry newsletter at visitscotland.org/eUpdate

Follow our corporate Twitter feed @VisitScotNews

Connect with us on LinkedIn at linkedin.com/company/visitscotland

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