



**SOUTH OF
SCOTLAND**

**SCOTLAND
STARTS HERE**



SSDA CONFERENCE

Ross McAuley / CEO

Mar 2022, Dumfries

FLOW

1. **Strategic Outlook - Context**
2. **Industry Engagement**
3. **Industry Leadership and Capacity Building**
4. **Destination Development**
5. **Place Branding and Marketing**

A landscape photograph showing a mountain peak reflected in a stream. The scene is captured from a low angle, looking down at the water. The water is clear, reflecting the sky and the mountain. The foreground is filled with rocks and pebbles of various sizes and colors, including grey, brown, and orange. The sky is a clear, bright blue. The text 'We need to turn Scotland on its head' is overlaid on the image in white and yellow-green colors.

**We need to turn Scotland
on its head**

**OUR CHALLENGE .
FROM THE...**

GO THROUGH PLACE

The hidden gem of Scotland, overlooked in the past as a destination but with a proud history, stunning landscape, great people and enormous potential to engage and inspire.

THE GO TO PLACE

A new year-round destination for a new era of travel. Forward looking and built on the values and needs of the post COVID traveller. Bringing tourism spend to local communities via a self-sustaining model based on a clear strategic framework.

STRATEGIC FRAMEWORK

OUR PROMISE

Delivering go to experiences



Year-round
destination

Sustainability

Customer- focused

Authentic
Community
led tourism



OUR BEHIND THE SCENES

- Our face to the industry and our partners
- Destination management and tourism product development
- Stakeholder and partner working
- Business to business support
- Promoting opportunities for tourism business in the South of Scotland
- Supports capacity building, collaboration between business and sharing expertise.



OUR FACE TO THE WORLD

- Our marketing platform
- Consumer facing campaign
- Promoting tourism members of the South of Scotland audiences across Scotland, the UK and Worldwide
- Creating awareness and solidifying brand image through content (photos, videos, blog posts etc)



SSDA MEMBERSHIP

Membership is open to anyone who loves our region and wants to invest in its future.

We welcome all tourism, hospitality and leisure businesses and organisations across the South of Scotland and beyond.





Things to do

Accommodation

Places to go

Plan your visit

More



DOWNLOAD THE APP



SCOTLAND *STARTS HERE*



PLAY VIDEO

Eyemouth, Berwickshire Coast

Experience Finder

Discover the South of Scotland





DO YOU WANT TO

Mennock Pass

Scottish Borders, Dumfries & Galloway
scotlandstartshere.com

Download our free app





OUR FOUR PILLARS

01/

**INDUSTRY
ENGAGEMENT**

02/

**INDUSTRY
LEADERSHIP**

03/

**DESTINATION
DEVELOPMENT**

04/

**PLACE BRANDING
AND MARKETING**

01 /

INDUSTRY ENGAGEMENT

CURRENT MEMBERSHIP PROGRAMME

14 membership categories

Range from £120 to £900

6 types of membership

Group and direct members

COMPLEX

**UNCLEAR
BENEFITS**

EXPENSIVE

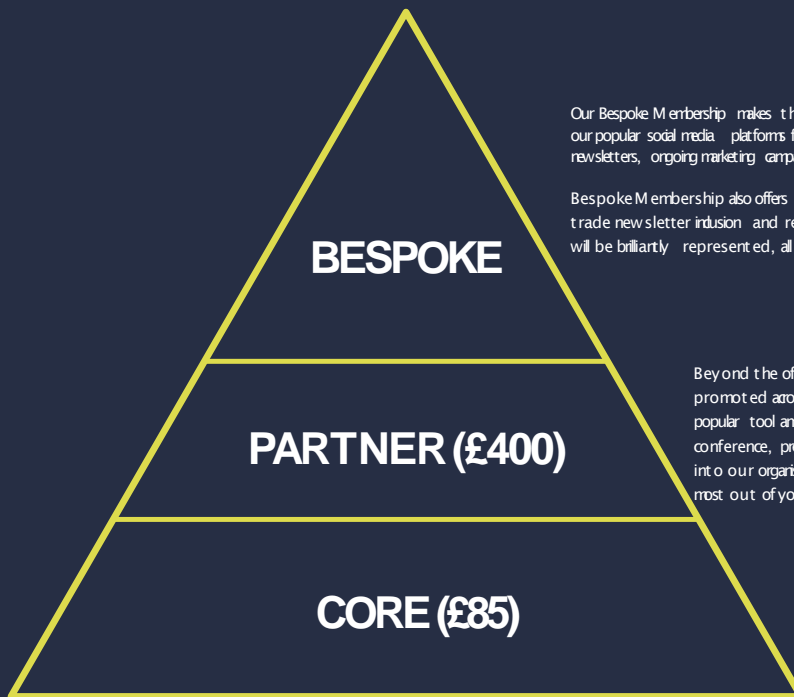
**UNFAIR
COST/
BENEFIT**

WAY FORWARD

Move to a simpler membership model that has clear benefits based on a tiered system of an entry level basic commitment and on top of that there are pay to play opportunities.

Representing the Industry

Please have a chat to Suzanne and Gowan at our membership desk for more information



Our Bespoke Membership makes the most of what SSDA can offer you and your business. You will have exclusive access to our popular social media platforms for a promotion every two months, and priority opportunities to be included in our newsletters, ongoing marketing campaigns and PR activity.

Bespoke Membership also offers an enhanced listing on our Travel Trade Directory, tailored FAM trip planning, travel trade newsletter inclusion and representation at national and international trade events and shows. Your business will be brilliantly represented, all geared to improving your reach across a wide range of audiences.

Beyond the offerings of our Core Membership, this level of membership offers an opportunity to be promoted across our social media channels, a feature on our experience finder (which is a popular tool amongst locals and visitors alike), and complimentary passes to our annual conference, present your business at our product awareness webinars. This membership brings you into our organisation as a key partner, including an annual CEO deck-in to ensure you're getting the most out of your experience.

Membership includes listing on the Scotland Starts Here website and app to reach new visitors in the region, as well as a listing in our Travel Trade Directory. You'll gain access to our incredible image and asset library, critical industry research, as well as getting discounts for a range of services pivotal to the tourism industry in the South.

SUSTAINABILITY

Based on the biosphere learning and experience of 10 yr + in the South of Scotland

- Help to conserve natural resources
- Support the economy to benefit people and nature
- Promote cultural heritage and local products
- Contribute to the health and wellbeing of the community
- Develop knowledge, understanding and promote research
- Raise awareness of the SoSas a sustainable destination

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- Build community
- Tools and case studies
- Webinars
- FAM trip (Oct)
- Marketing Focus



Partnership Starts here

National



Traveltech
for Scotland

YEAR OF
STORIES
— 2022 —

SCOTLAND
FOOD & DRINK



Regional



Southern Uplands
Partnership

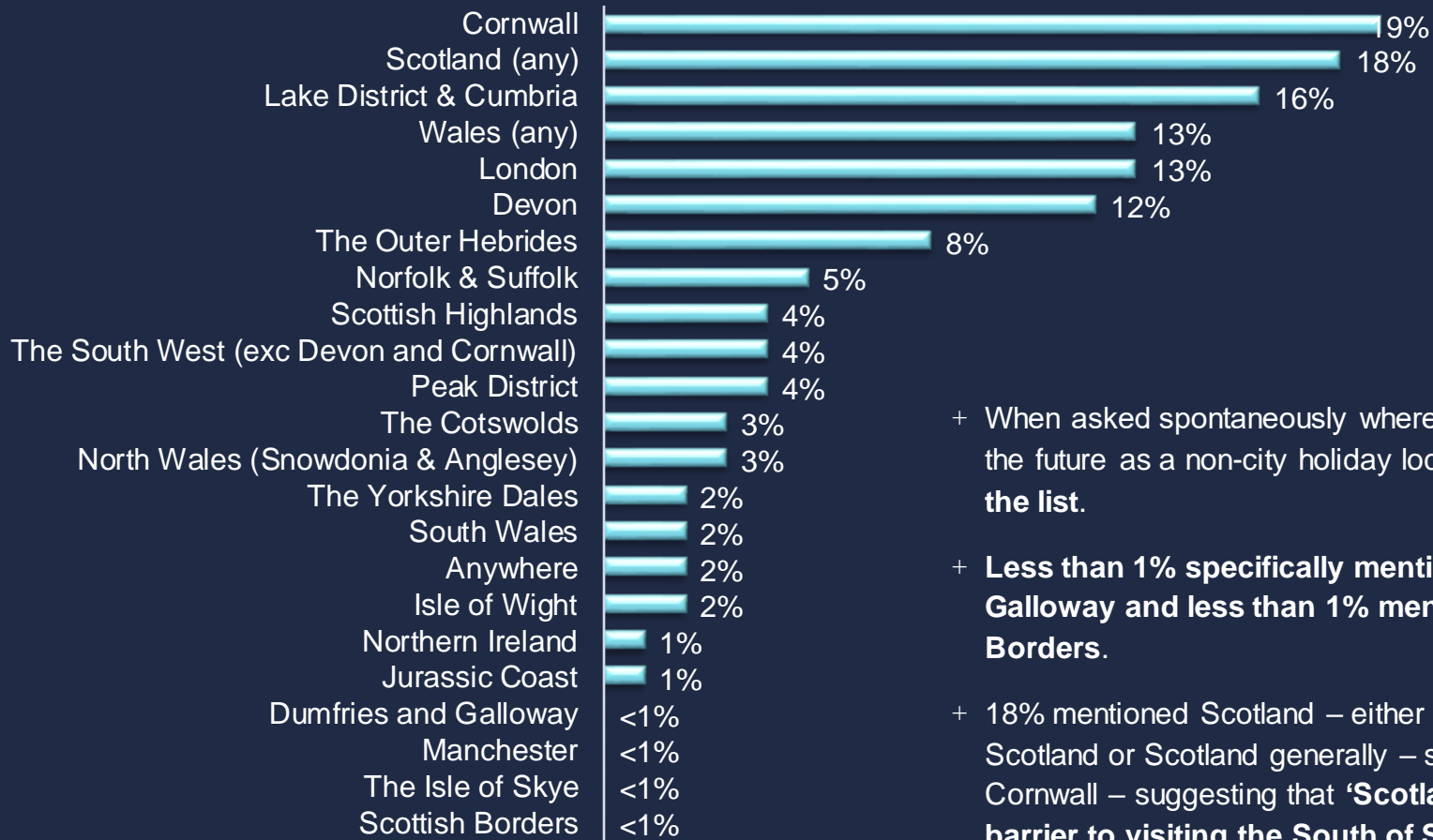
Travel Trade engagement

Event	Date & location	Market Segment
Networking Trade Shows		
Visit Scotland Discover Scotland 2022	Scotland April 2022 (virtual - FOC)	International/ DMCs/ TO/TA
BIM (ETOA)	London / Jan	UK wholesalers/ DMCs
Explore GB	UK - March	International/ TO/ DMCs
ITB - trade & consumer days full table upgrade	Berlin / March	German & International TO/CONS
WTM	London - Nov	International/ DMCs/ TO
Memberships & Membership events		
UK Inbound	annual	UK based DMCs/ International
UK Inbound Annual Convention & Networking Event	Aberdeen 28/29 Sept 22	UK wholesalers/ DMCs
CTA - Coach Tourism Association	annual	UK Coach Operators
Business Development Missions		
VS Business Development Mission Europe	Europe - winter 22/23	Pan Europe Tos
VS Business Development Mission North America	USA/CAN - winter 22/23	North American TO/ TA
CMT Stuttgart (in collaboration with Travelling Britain)	Stuttgart (D) - 15 - 23 Jan 23	German CONS
London Operators sales & planning visits	Summer 22	UK wholesalers/ DMCs
F.r.e.e Munich (in collaboration with www.Travelling-Britain.com)	Munich (D) - Feb 23	German CONS
Other		
Visit Britain VIBE	UK - Oct 22	Visit Britain/ Markets/PR
Trade Show Event Sponsorship	Annual	UK Inbound Convention/ Explore GB
Event Sponsorship Activity (anticipated 5k)	Discover Scotland Fam Trips 2022	International/ DMCs/ TO



02 /

INDUSTRY LEADERSHIP AND CAPACITY BUILDING



+ When asked spontaneously where in the UK they'd visit in the future as a non-city holiday location, **Cornwall topped the list.**

+ **Less than 1% specifically mentioned Dumfries and Galloway and less than 1% mentioned the Scottish Borders.**

+ 18% mentioned Scotland – either specific places within Scotland or Scotland generally – similar to most popular Cornwall – suggesting that **'Scotland' itself may not be a barrier to visiting the South of Scotland.**

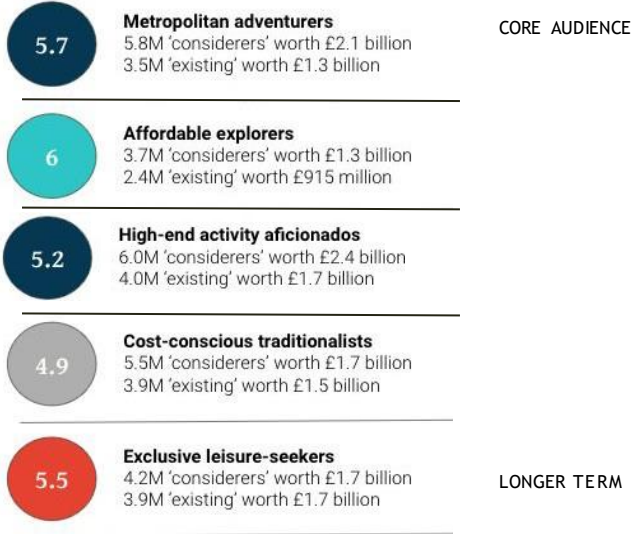
With the domestic market likely to stay strong into 2022...

We have a HUGE potential captive audience. Segmentation research points to a strong-potential audience in England/Wales, as well as in the rest of Scotland.



(Radius is an approximation based on car journey time)

Max hours willing to travel (approx hrs)



Source: SSDA Segmentation research - Oct, 2021
 'Considerers' likely to go on non-city UK hol and favour able to SoS
 'Existing' those who have previously visited SoS



Metropolitan **adventurers**

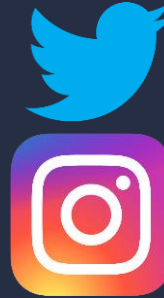
High security & High diversity – highly educated professionals living in cosmopolitan areas

Who are they?

- Liberal metropolitan elite
- Urban professionals; university educated
- Engage heavily with social media and news
- Likely to have voted 'remain' in the EU referendum. Green Party voters tend to be in this quadrant
- Strongest support for globalisation, immigration, feminism and the green movement
- Motivated by travel, learning about new cultures and job satisfaction



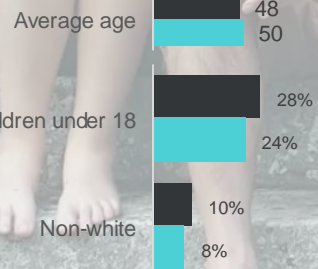
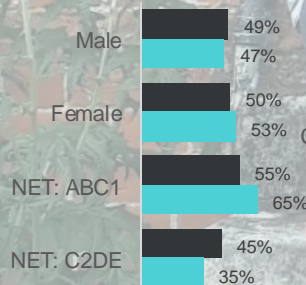
theguardian



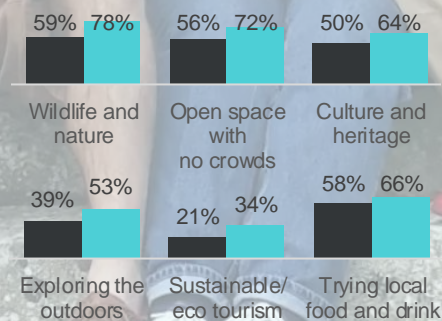
Source: Yonder analysis of UK Census data, UK General Election data and Yonder polling data



Demographics



Types of holiday that appeal



■ All ■ Metropolitan adventurers

Customer decision journey

Scottish Borders

Favourable:
60%

Preference:
2%

Dumfries and Galloway

Favourable:
42%

Preference:
3%

03 /



**DESTINATION
DEVELOPMENT**

Metropolitan adventurers



KEY STRATEGIC OVERVIEW



FOOD and DRINK

Context

An increasingly important aspect of many people's lives. Food tourism is about regionally relevant food and drink offerings which provide something appealing for every occasion, every budget and every taste. When people are away from home, authenticity and diversity are key.

Objective

Develop Authentic Food and drink offering in the South.

Scope overview

Supply chain
Partnership with SF+D
Content and Itineraries
Positioning and promotional plan



CULTURAL HEARTLANDS

Context

Scotland's year of stories is happening in 2022 and the South has excellent literary based product

Objective

Deploy a robust product development framework to highlight the unique itineraries and experiences on offer. Ensure that products are online bookable and accessible

Scope overview

Audit of literary POI in the South
Creation of product experience development framework
Interactive tool kit
Minecraft flagship (with interface)
Content creation including VR



COAST TO COAST

Context

Key to destination success is coastal and beach experiences. This is what many potential tourists equate to a place they want to go.

Objective

Position the SoS as having a great coastline with beaches, walks, marine reserves.

Scope overview

Audit Facilities
Development of product and itinerary
Web Content provision
Indusion in destination communication



HUB GATEWAYS

Context

In developing tourism for the region the role of towns as gateways and strategic hubs, with specific consideration of visitor information services, and what products connect the south

Objective

Ensure we elevate the visitor experience in key gateway towns as well as connecting spokes.

Scope overview

Audit of facilities and amenities
Coordinate local groups
Visitor Charter
Positioning and promotional plan

05 /



**PLACE BRANDING
AND MARKETING**



GROWTH TRIPLE PLAY – 10X

Brand will be a driver of platform growth which will lead to increased awareness

South of Scotland Destination Awareness

Website + App

Owned Platform growth.
From 15K per month to
150K per month

Social – Facebook, Insta, Twitter

Most Socially Engaged
destination in Scotland.
5K to 50K followers

PR

Highest SOV of rural
destination in Scotland.
From 15 hits to 150 hits

Content Initiative

BRAND POSITIONING

Discover South Scotland - Scotland Starts Here

Galloway Forest Dark Skies Park is the most beautiful and spellbinding way to see the magic of the cosmos. Find out more.



A TRIP TO THE STARS
STARTS HERE

Scotland starts here scotlandstartshere.com

👍❤️ 10 5 Comments 2 Shares

👍 Like 🗨 Comment ➦ Share 🌐

Discover South Scotland - Scotland Starts Here

From forest tracks and mountain trails to quiet roads and gravel paths, the South is made for two wheels. Follow us for more.



I HOPE MY BRAKES WORK
STARTS HERE


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👍❤️ 10 5 Comments 2 Shares

👍 Like 🗨 Comment ➦ Share 🌐

Discover South Scotland - Scotland Starts Here

The Great Tapestry Museum is open. It weaves together (literally) the stories that make Scotland special. Book your tickets.



A DARN GOOD YARN
STARTS HERE

Scotland starts here scotlandstartshere.com

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Portpatrick

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