



**SOUTH OF
SCOTLAND**

**SCOTLAND
STARTS HERE**



WELCOME TO THE HOME OF THE BIKE

PROMOTIONAL PLANS FOR SUMMER 2023

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

GO THROUGH PLACE

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 year-round destination; forward-looking and built on the values and needs of its businesses and communities. Bringing tourism spend to the region through collaborative, strategic development.

SCOTLAND STARTS HERE

- Our face to the world
- Our marketing platform
- Consumer-facing campaigns
- Promoting the South of Scotland to audiences across Scotland, the UK and Worldwide

www.scotlandstartshere.com

@DiscoverSouthScotland

#ScotlandStartsHere





THE STATE OF CYCLING ON SSH

There is a variety of cycling content on Scotland Starts Here BUT can more be done?

- Landing pages:
 - Road cycling, gravel biking, mountain biking, services, routes
- Cyclists Welcome Scheme
- Blog posts
- Events
- Targeted press & PR visits

Did you know about all of these?



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MARKETING PLANS & OPPORTUNITIES

FOR CYCLE-FRIENDLY BUSINESSES AND BEYOND

BIKE FRIENDLY OR BIKE FOCUSED?

BIKE FRIENDLY

Storage:

Bike racks, communal storage, safe storage

Food & drink:

Packed lunches, take away options

Outdoor seating

Guest information & support:

Town maps with bike shops, room folders with information on guides and services

Laundry & cleaning facilities

BIKE FOCUSED

Storage:

In-room storage, CCTV in safe storage

Food & drink:

Post ride meals, snack selections, early breakfast

Guest information & support:

Trail maps, planning services, tailored & guided tours, transfer & recovery services

In-house mechanical services



KIRKPATRICK C2C

THE PLAN:

Launch the Kirkpatrick C2C, South of Scotland's Coast to Coast, as the UK's latest and most exciting long distance cycling route.

- Landing pages to suit all target groups
- Cycle-friendly business map
- Social media launch campaign
- Blog posts
- Targeted press & PR





SUMMER OF CYCLING

THE PLAN:

We're the proud home of the bike and want to encourage visitors to explore on two wheels and join in celebrating the UCI Cycling World Championships.

- UCI landing page
- Social media campaign showcasing cycling for all
- Cycling event highlights
- Cycling itineraries
- Blog posts
- Targeted press & PR

NEXT STEPS

Making more options available to businesses to be cycle-friendly:

- Information page on SSDA
- New facilities functions for businesses
 - Cycle racks, safe storage and more
- New pages on SSH for increased cycling visibility
- Cycle-friendly database

We want your input!





LET'S GET ON TRACK

We want you to get involved!

**Help us test new features and web pages
for Scotland Starts Here**



▪ **THANK YOU**