

LEVERAGE OUR DESIGNATIONS AND ACCOLADES

SOUTH OF SCOTLAND
TOURISM CONFERENCE 2024

Melanie Allen



NITHBANK

COUNTRY ESTATE



GALLOWAY AND
SOUTHERN AYRSHIRE
BIOSPHERE

SCOTO

Scottish Community Tourism



ADVOCACY & PARTNERSHIPS

AMBASSADORS & CHAMPIONS



NITHBANK

COUNTRY ESTATE





NITHBANK

COUNTRY ESTATE

CREATING A BRAND

DEVELOPING A DESTINATION



LOCATION

“SECLUDED LUXURY”

ENVIRONMENT

OUR GREEN STORY





Environment



Communities



Sustainability

What does it all mean?

It's all in the balance...



Economy



WE CARE
for the Environment



WE ENCOURAGE
Wildlife & Habitats



WE SUPPORT & PROMOTE
Local Talent



WE ARE RESPONSIBLE
Promoting Local, Ethical and Organic



WE PROMOTE
Sustainability



WE REDUCE
Energy & Water Consumption

NITHBANK COUNTRY ESTATE

GREEN STORY

INSPIRING OUR VISITORS

RESPONSIBLE VISITOR CHARTER

- Shop local & support local businesses
& community enterprise
- Give the car a rest
- Reduce, reuse and recycle
- Conserve energy
- Conserve water
- Nurture your environment
- Encourage wildlife conservation
- Take nothing but photos
Leave nothing but footprints



Welcome to Nithbank

Congratulations
&
Happy Anniversary

Thank you for entering the
Nithbank Celebration Hamper

We hope you enjoy the contents of this hamper
selected just for you
from local producers & suppliers in Dumfries and Galloway

- Dumfries Cake made at Nithbank
- Handmade Chocolates from Miniature Chocolatiers
- Pure Alba Honey and Body Butter — Pure Alba, Drumblair
- Hot Chocolate sticks from Inverewe Design, Castle Douglas
- Mull Bread shortbread from Thomas York, Threavold
- Arrol Cheese from Knapford Farm Shop, Dumfries
- Peas and Broad beans from Gateway Lodge
- Delicious Oats, Thurston



NITHBANK COUNTRY ESTATE
EXPERIENCE



TRAVEL TRENDS



In 2024, travellers will be putting what's important to them front and centre of their plans:

- value deeper experiences
- leave a positive impact
- slowing down
- indulging love of food
- new interesting places
- time spent with loved ones
- immersive wellness
- lasting memories

Astro Tourism

Eco Diving

Home Swapping

Train Stations - new food destinations

Regenerative Dining

Traveling as a Digital Nomad

Resorts to biohack your health span

Frontier Tourism

Sports Tourism

Coolcationing

Gig Tripping

Restaurateur-Owned Hotels

Set Jetting

Peak Season gets the cold shoulder

AI to be your sidekick

Plan-Free Travel

Private Group Travel

Skip-Gen Travel

Train Travel gets glam

Multi-Generational Travel

Wild Feasting

Back-of-House Tours

Urban Gardens

Silent Travel

DOMESTIC SENTIMENT TRACKER

Intender profiles

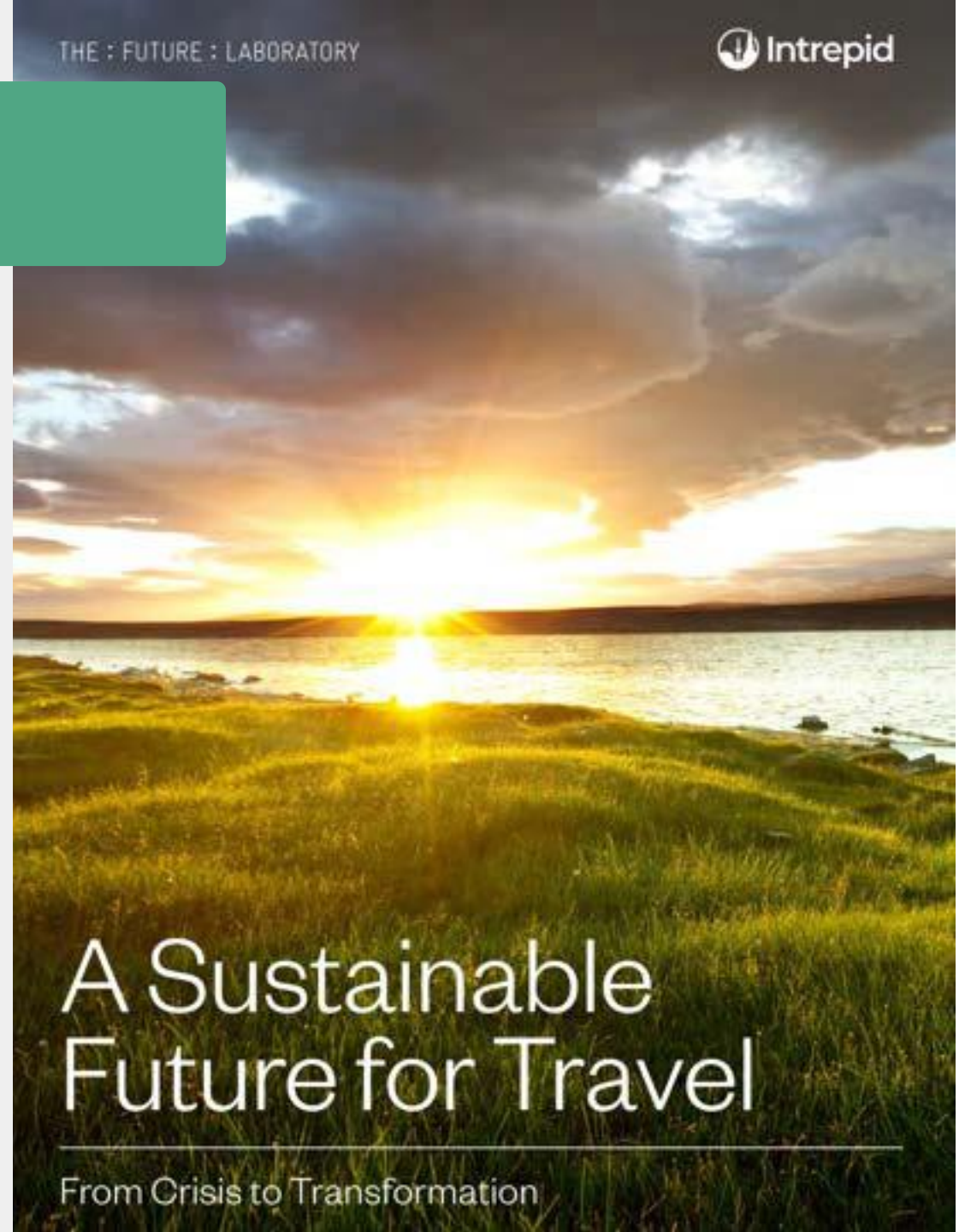
- More likely to come from London & SE
- ‘Countryside’ or ‘Village’ leading destination types
- ‘Quality time’ ‘Get away from it all’ ‘have a rest’
- Desire to travel ‘somewhere new’. ‘learn something new’
- Biggest Rise: Visiting Cultural Attractions

TRAVEL TRENDS

‘People-Positive’ travel is pegged as the successor to sustainable travel.

Going forward, regenerative travel will focus on travel being social-led instead of product-led, with people-positive travel focusing on forging deeper human connections, as well as considering the environmental and social impact.

Focusing on local communities will also be key, helping prevent ‘tourism leakage’, when money flows out of the destinations.



A Sustainable Future for Travel

From Crisis to Transformation

The Galloway and Southern Ayrshire UNESCO Biosphere



unesco

Galloway and Southern
Ayrshire
Biosphere Reserve
since 2012
Man and the Biosphere
Programme

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A GLOBAL BRAND

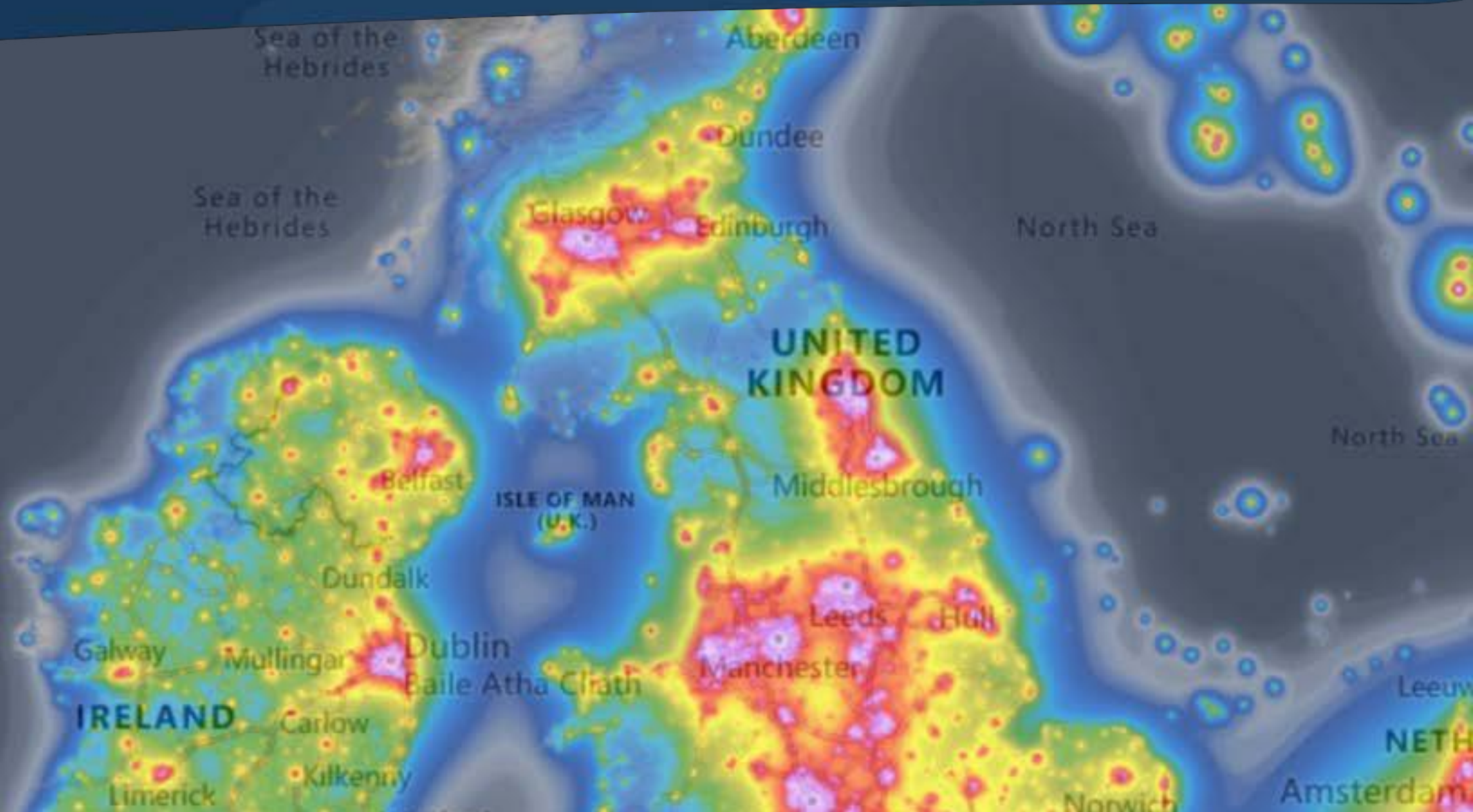
BIOSPHERE ENTERPRISES



MERRICK
SCOTTISH BLACKFACE KNITWEAR

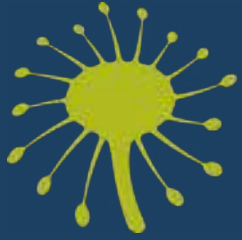
VISIT
ISLE OF MAN 

The Galloway and Southern Ayrshire UNESCO Biosphere – DARK SKY NETWORK



GSAB Proud Supporter





GALLOWAY AND
SOUTHERN AYRSHIRE
BIOSPHERE

Biosphere Itineraries



THE SKY ABOVE



THE EARTH BENEATH



THE SPIRIT WITHIN



THE AMBASSADOR'S TOUR



Tourism
Cares

Scotland's Meaningful Travel Map

Visit
Scotland | Alba™



Sustainable Event Charter



International Learning Journey



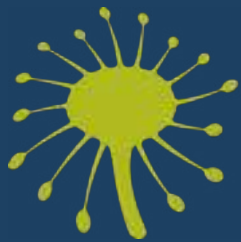
United Nations
Educational, Scientific and
Cultural Organization



Community Tourism

A SENSE OF PLACE

MAKING THE MOST OF DESIGNATIONS



GALLOWAY AND
SOUTHERN AYRSHIRE
BIOSPHERE

+

SCOTO

Scottish
Community
Tourism





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THANK YOU

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