

Argyll & the Isles will be one of Scotland's first-choice destinations for discerning travellers of all ages. Seven thousand years of history and culture, world-famous food and drink, accessible and vibrant maritime communities - tranquil, dramatic, creative, authentic, welcoming.

To significantly raise the profile of Argyll & The Isles as a must-visit destination which is relatively easy to access yet remains largely unspoilt offering exceptional scenic, wildlife, marine and coastal, wilderness, adventure and cultural experiences complimented by an exceptional food and drink offer and a dynamic range of quality accommodation matching visitor's broad ranging needs.

To grow tourism in Argyll & The Isles from £270m in 2014 to £300m in 2020 by developing new products, extending the season, promoting much greater collaboration and seeking step-change within the industry through progressive partnership.

EXISTING MARKETS & MARKET INTELLIGENCE (vs Survey 2011)

SCOTLAND 43%

REST OF UK 41%

EUROPE 8%

REST OF WORLD 8%

CURRENT INHIBITORS & THREATS

Variable service standards, Poor digital connectivity, Inconsistent data capture & management, Variable mobile phone signal, Slow digital uptake by businesses, Lack of A&I Brand Awareness, Ferry reliance, Transport integration, Lack of direct Air Routes, Poor internal air network, EU Instability, Fuel costs, Seasonality/ Business viability, Quality, quantity and availability of suitable accommodation.

KEY OPPORTUNITIES

Journeys & bespoke itineraries, Wildlife & Adventure Tourism, Marine & Coastal Tourism, Heritage Tourism, Cultural Tourism, The Arts, Short breaks, Day Trips, Special Occasions, Accessible Tourism, Pet Friendly, Family Friendly, Bucket list Experiences, Spontaneity, Food & Drink, Whisky, Seafood, Agri-tourism.

STRATEGIC CONTEXT & FOUNDATIONS

POLICY CONTEXT

- Scotland's Economic Strategy
- TS2020
- Nat Tourism Dev Framework
- Nat Planning Framework 3
- ABC SOA/CPP
- ABC EDAP

EVIDENCE BASE

- AITC Barometer
- VS Surveys (Nat & Reg)
- VS Key Facts 2013
- Transport stats
- STEAM/DREAM
- AITC Roadshow & Surveys

INVESTMENTS

- Public (eg CHORD/TIF/CARS, Rothesay Pavilion, Lorn Arc...)
- Private (eg Mount Stuart, Machrie, Ben Arthur, Portavadie...)
- 3rd Sector (NVA, Dev Trusts ...)

FOCUS YEARS

- Previous legacy
- 2015 Food & Drink
- 2016 Innovation & ..
- 2017 Heritage & ...
- 2018 Young People
- Regional Specialities

MEDIA COVERAGE

- Film & TV
- Visual Arts & Photography
- Books & Literature
- Music and Performance
- Digital Media
- Press & Advertorials

TURNING OUR ASSETS INTO EXPERIENCES – PLACE DRIVEN AND EXPERIENCE DRIVEN

CULTURE & HERITAGE

- 7000 years of history
- Archaeology, Castles...
- Church/Faith/Pilgrimage
- Genealogy
- Music, Song & Dance
- Arts & Crafts
- Digital Arts & Media
- Gaelic Culture
- Birthplace of the nation and Dalriada Connections

NATURE & ACTIVITIES

- Wildlife Spotting
- Scenic Drives
- Walking, Hiking & Cycling
- Adventure Activities & Events
- Long Distance Trails
- Glorious Gardens
- Forests and Woodlands

MARINE & COASTAL

- Cruising and Cruise ships
- Sailing & Boating
- Sea Kayaking
- Coaststeering
- Angling
- Diving
- Crinan Canal
- Harbours & Anchorages

EVENTS & FESTIVALS

- AIT events calendar
- Pan-Argyll Festivals
- Focus Year Partnerships
- Event activity outwith A&I
- Incentivising future/ repeat visits
- ES, ABC support
- Bespoke Weddings & Family Events

DEST'N DEVELOPMENT: 'MORE THAN THE SUM OF THE PARTS'

- 8 areas:1 Destination
- Uniting themes - Islands and seascapes, seaside towns & villages, seafood trail/capital, whisky coast, 'Nature's Paradise',
- Itinerary /Route Planning
- Customer journey
- Package development
- Aftercare

IMPROVING THE CUSTOMER JOURNEY – PUTTING THE CUSTOMER AT THE HEART

INFORMATION

- Exploreargyll.co.uk
- Signage
- Travel updates
- Smart links
- Responsive info@

TRANSPORT

- Ferry Capacity & Reliability
- Public Transport Timetabling & Integration
- Service Adaptability
- Direct air routes

ACCOMMODATION

- Meeting expectations
- Property Investment
- On-line booking
- Year round viability/ diversification

FOOD & DRINK

- Local provenance
- TOB & accreditations
- Trails & Events (Whisky Coast, Seafood Trail...)
- FFA joint working

CONNECTIVITY

- Broadband
- Mobile signal
- 3G/4G
- Free Wifi availability
- Business investment

BUILDING OUR CAPABILITIES – TOURISM IS EVERYONE'S BUSINESS

COLLABORATION

- 'Do things differently' Co-op Model
- AIT Collaboration Toolkit
- AIT Host Community Toolkit
- Cross Sectoral Collaborations (FFA, GGAB, ABMHF, Artmap ...)
- External Collaborations (LL&TTNP, Arran, Ardnamurchan, Outer Hebs)

QUALITY

- AIT Customer Care & Product knowledge/ awareness (Argyll Ambassadors)
- QA and online reviews
- AIT customer charter
- Sharing Best Practice

MARKETING

- Branding & Shared Key Messages
- Market intelligence/data
- Customer Feedback
- AIT Marketing Strategy
- VS/HIE/TIS Resources
- Local/regional/national/ international marketing

LABOUR & SKILLS

- Labour availability
- Career paths
- SDS Tourism SIP
- Higher/Further Education liaison
- Living Wage
- Local/international seasonal employment partnerships

LEADERSHIP & COLLABORATION : TAI2020 Leadership (AITC / AITPSG)

VISION

MISSION

AIM

MARKETS

FOUNDATIONS

STRATEGIC ACTION FRAMEWORK

CAPABILITY