THE YEAR OF COASTS AND WATER 2020
WEST COAST MARINE TOURISM COLLABORATION
TS2020 was published in 2012

- Turning assets into experiences – 5 asset blocks defined
  - Nature and activities
  - Heritage and culture
  - Events and festivals
  - Destinations towns and cities
  - Business tourism
‘Nature and Activities’ includes Marine Tourism

Cross Party Marine Tourism Group set up

Awakening the Giant produced and launched in 2015

Action Plan launched in 2016
2009 and 2016
Sailing Tourism and berthing
Current berthing capacity and potential future economic impact
Four areas of Scotland
Potential growth of 16-20% in the west (20-25% in the Clyde)
Scottish Marine Recreation & Tourism Study 2016

- 23 activities / 2500 individual responses
- 11 areas
- Heat maps
SWEDISH LEARNING JOURNEY

- April 2017
- Ten participants
- Key learnings
  - Collaboration
  - Water centric
  - Hospitality principles
2020 - YEAR OF COASTS AND WATER
AIM

YCW2020 will sustain and build upon the momentum of preceding themed years to spotlight, celebrate and promote opportunities to experience and enjoy Scotland’s unrivalled Coasts and Waters, encouraging responsible engagement and participation from the people of Scotland and our visitors.
FOUR KEY THEMES

1. OUR NATURAL ENVIRONMENT AND WILDLIFE
2. OUR HISTORIC ENVIRONMENT AND CULTURAL HERITAGE
3. ACTIVITIES AND ADVENTURE
4. FOOD AND DRINK
THE WEST COAST OPPORTUNITY

- Build on the National Strategy and research undertaken
- Apply the learnings from the Swedish Learning Journey
- Focus on 2020 as a unique opportunity for the DMOs across the West Coast to work together on product development
WCMTC
18 Destination Organisations

- Outer Hebrides Tourism
- SkyeConnect
- SMMAATA
- Road to the Isles Tourism Association
- Visit Arran
- Wester Ross Biosphere
- Love Loch Lomond

- AITC representing
  - Marketing Mull & Iona
  - Discover Tiree/Development Coll
  - Oban & Lorn Tourism Alliance
  - Heart of Argyll Tourism Alliance
  - Inveraray Marketing Group
  - Explore Kintyre & Gigha
  - Islay & Jura Tourism Marketing Group
  - Colonsay Marketing Group
  - Argyll's Secret Coast
  - Visit Cowal
  - Visit Bute
Overall aims

- To assess and better understand the current offer across the area and in individual destinations
- To promote a stronger sense of collaboration across our waterbodies
- To scope out pan west coast marine tourism product development opportunities for 2020
THE PROCESS

2018 SCOPE

2018 REFINE

2019 DEVELOP

2020 DELIVER
ELEVEN STUDY AREAS

- Harris & Lewis
- Uists and Barra
- Wester Ross
- Skye and Raasay
- North Lochaber and the Small Isles
- South Lochaber and Loch Linnhe
- Inner Hebrides, Oban & Lorn
- Southern Hebrides, Mid Argyll & West Kintyre
- Loch Fyne, East Kintyre and West Cowal
- Lomond, Clyde Sealochs and East Cowal
- Clyde Islands
ASSET MAPPING & SITE BY SITE INVENTORIES

- NAME
- LOCATION
- PRIMARY PURPOSE
- FACILITIES
- SERVICES
- ACTIVITIES AVAILABLE
- ATTRACTIONS CLOSE BY
- EVENTS & FESTIVALS
- BUSINESS INTERESTS
- MARKETING & PROMOTION
- ...

[Map Image]
INVENTORY SITES: 282

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<th>REF</th>
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<tr>
<td>3</td>
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<td>4</td>
<td>Skye &amp; Raasay</td>
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<td>South Lochaber</td>
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<td>7</td>
<td>North Argyll &amp; Inner Hebrides</td>
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<td>8</td>
<td>South Argyll &amp; Inner Hebrides</td>
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<td>9</td>
<td>Loch Fyne and East Kintyre</td>
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<tr>
<td>10</td>
<td>Lomond &amp; Clyde Sea Lochs</td>
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<td>11</td>
<td>Clyde Islands</td>
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<td></td>
<td>TOTAL</td>
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## ACTIVITIES

Activities that are readily accessible from the Hub

<table>
<thead>
<tr>
<th>Activity</th>
<th>Good location for DIY</th>
<th>Providers/instructor/clubs</th>
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<tbody>
<tr>
<td>Coastal sightseeing and viewpoints</td>
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<td>Formal coastal paths</td>
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<td>Beach walks</td>
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<td>Wild swimming</td>
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<tr>
<td>Land-based birdwatching</td>
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<tr>
<td>Land-based wildlife spotting</td>
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<tr>
<td>Wildlife boat trips</td>
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<td>Scenic Boat Trips</td>
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<tr>
<td>Coasteering</td>
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<tr>
<td>Land yachting</td>
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<tr>
<td>Scuba diving</td>
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<td>12</td>
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<td>Snorkelling</td>
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<td>Surfing</td>
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<td>Surf kayaking</td>
<td>14</td>
<td>6</td>
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<tr>
<td>Wind surfing</td>
<td>26</td>
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<tr>
<td>SUP</td>
<td>85</td>
<td>12</td>
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<tr>
<td>Kite Surfing</td>
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<tr>
<td>Sea kayaking</td>
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<td>Rowing and skilling</td>
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<td>Ski jumping/ racing</td>
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<td>Water skiing/wakeboarding</td>
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<tr>
<td>Dinghy sailing/racing</td>
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<tr>
<td>Yacht racing</td>
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<td>5</td>
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<tr>
<td>Yacht cruising</td>
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<td>Motorcruising</td>
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<td>Power boating</td>
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<td>RIB rides</td>
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<td>Boat Yacht chartering</td>
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<td>Ice Skating</td>
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<td>Sea angling from shore</td>
<td>114</td>
<td>6</td>
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<tr>
<td>Sea angling from boat</td>
<td>74</td>
<td>32</td>
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<tr>
<td>Exotic wildlife fishing - bush and river</td>
<td>61</td>
<td>16</td>
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<tr>
<td>Wild fowling</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>Slow adventure packages</td>
<td>-</td>
<td>11</td>
</tr>
</tbody>
</table>

Wild swimming                    | 72                    | 4                          |
Land-based birdwatching           | 168                   | 10                         |
Land-based wildlife spotting      | 167                   | 13                         |
Wildlife boat trips               | -                     | 70                         |
Scenic Boat Trips                 | -                     | 76                         |
Coasteering                      | 41                    | 9                          |
Land yachting                     | 5                     | 0                          |
Scuba diving                      | 75                    | 12                         |
Snorkelling                       | 74                    | 5                          |
Surfing                           | 10                    | 3                          |
Surf kayaking                     | 14                    | 6                          |
Wind surfing                      | 26                    | 6                          |
SUP                               | 85                    | 12                         |
Kite Surfing                      | 15                    | 1                          |
Sea Kayaking                      | 147                   | 48                         |
FEATURES ACCESSIBLE FROM HUB

- SEAFOOD RESTAURANTS
- DISTILLERIES
- CASTLE/HERITAGE ATTRACTION
- GALLERY/CRAFTS LOCAL PRODUCE OUTLET
- NATURAL PHENOMENON
- EXCELLENT MARINE WILDLIFE SPOTTING
- ...

...
### FEATURES ACCESSIBLE FROM HUB

<table>
<thead>
<tr>
<th>Features that are readily accessible from the Hub</th>
<th>Total</th>
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<tbody>
<tr>
<td>Seafood Restaurants</td>
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<td>Distillery open to the public</td>
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<tr>
<td>Castle or heritage attraction</td>
<td>120</td>
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<tr>
<td>Gallery/local crafts/local produce outlet</td>
<td>96</td>
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<tr>
<td>Long-distance walking or cycling route</td>
<td>92</td>
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<tr>
<td>Renowned Munro/hill walk</td>
<td>52</td>
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<tr>
<td>Natural phenomenon</td>
<td>43</td>
</tr>
<tr>
<td>Excellent marine wildlife spotting</td>
<td>106</td>
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<tr>
<td>Established marine trail (eg snorkel, kayak)</td>
<td>24</td>
</tr>
<tr>
<td>Important cultural association, romantic story or link to a contemporary or historic personality</td>
<td>82</td>
</tr>
</tbody>
</table>
BUSINESS SURVEY

- 142 Responses from all areas
- 35% have 75-100% of their business in marine tourism
- 12.5% not engaged in marine tourism at all
- 27% providing less than 5% of their services to marine tourists
- 50% want to significantly grow this element of their business and 32% wanting to moderately grow this element
- Less than 1% wanted to reduce it
THE INTERACTIVE MAP
THE INTERACTIVE MAP
<table>
<thead>
<tr>
<th>AREA</th>
<th>DMOS</th>
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<tr>
<td>ATLANTIC EDGE</td>
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</tr>
<tr>
<td>THE MINCH</td>
<td>OHT AND SKYECONNECT</td>
</tr>
<tr>
<td>SOUND OF RAASAY &amp; INNER SOUND</td>
<td>WRB/VWR, SKYECONNECT</td>
</tr>
<tr>
<td>SMALL ISLES &amp; SOUND OF SLEAT</td>
<td>SKYE CONNŒC, RTTI, SMMAATA</td>
</tr>
<tr>
<td>SOUND OF MULL, LOCH LINNHE, FIRTH OF LORN</td>
<td>SMMAATA, MMI, OLA, DT, DC</td>
</tr>
<tr>
<td>SOUND OF JURA, SOUND OF ISLAY, SOUND OF GIGHA</td>
<td>HOATA, EKG, IJTMG, CMG</td>
</tr>
<tr>
<td>LOCH FYNE, SOUND OIF KILBRANNAN,</td>
<td>HOATA, EKG, KMG, VA</td>
</tr>
<tr>
<td>FIRTH OF CLYDE AND CLUDE SEA LOCHS</td>
<td>VB, VA, CMG, VC, LLL</td>
</tr>
<tr>
<td>LOCH LOMOND</td>
<td>LLL</td>
</tr>
</tbody>
</table>
THE SCOPING OUTPUT

- Asset mapping and site by site inventories
- Area by area and pan west coast analysis of the inventories
- Area by area and pan west coast SWOT analysis
- Business and operator survey and analysis
- Identification of our key marine 'water body' destinations
- Identification of potential products for development
- SCOPING OVERVIEW REPORT
REALISING THE OPPORTUNITY

Optimising the opportunity offered by 2020 and creating conditions for a lasting legacy
WEST COAST MARINE TOURISM COLLABORATION
# REALISING THE OPPORTUNITY

<table>
<thead>
<tr>
<th>REF</th>
<th>WORKING TITLE</th>
<th>CONCEPT</th>
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<tbody>
<tr>
<td>A</td>
<td>Uisge 2020</td>
<td>Year-long pan west coast promotional Campaign</td>
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<tr>
<td>B</td>
<td>Beneath the Waves</td>
<td>Maritime Heritage</td>
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<tr>
<td>C</td>
<td>The Coast that Shaped Us</td>
<td>Cultural Heritage</td>
</tr>
<tr>
<td>D</td>
<td>Wild &amp; Wet</td>
<td>Natural Heritage</td>
</tr>
<tr>
<td>E</td>
<td>West Coast Island’s Passport</td>
<td>Travel Incentive</td>
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<tr>
<td>F</td>
<td>West Coast in the Palm of my Hand</td>
<td>Visitor Information App</td>
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<tr>
<td>G</td>
<td>West Coast // Best Coast</td>
<td>Marine Litter and Plastics</td>
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<tr>
<td>H</td>
<td>WC2020 - West Coast 500 on the water</td>
<td>Tourist Route development</td>
</tr>
<tr>
<td>I</td>
<td>Uisge Fest 2020 &amp; The West Coast Baton Relay</td>
<td>Celebratory and Awareness Raising Event</td>
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<tr>
<td>J</td>
<td>TT2020 Tarbert to Tarbert Cruise</td>
<td>Signature Event</td>
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<tr>
<td>K</td>
<td>West Coast Trail Blazing</td>
<td>Trail Development</td>
</tr>
<tr>
<td>L</td>
<td>A Celebration of West Coast Art and Artists</td>
<td>Exhibitions (local and national)</td>
</tr>
<tr>
<td>M</td>
<td>2020 West Coast Nautical Flags and Pennants</td>
<td>Place making</td>
</tr>
</tbody>
</table>
REALISING THE OPPORTUNITY

Making it Happen...
Awareness Campaign

Uisge 2020
AIMS & OBJECTIVES

• To encourage people from across Scotland to make 2020 the year they visit and start a relationship with the West Coast
  • To encourage visitors to travel to and through the west coast and the islands and directly experience the coasts and waters
  • To encourage every visitor to the west coast in 2020 to get on – if not in - the water.
  • To give all visitors a platform to engage and share their own experiences and user generated content - to inspire others
KEY PRODUCTS & EXPERIENCES

‘ON THE WATER’
• Daytrips exploring the wildlife, natural wonders, uninhabited islands, remote attractions and stunning scenery of the west coast (pan West Coast)
• Trails and island hopping with Calmac and other ferry services

‘IN THE WATER’
• Paddlesports
• Snorkelling, Coasteering and Wild Swimming
**Influencers**

**Journeys & Trails**
- North West Highlands, North Skye & Outer Hebrides
- South Skye, Road to the Isles, Ardnamurchan, N Lochaber
- Inner Hebrides, S Lochaber and Lorne
- Southern Hebrides and Argyll Atlantic Coast
- Firth of Clyde and Clyde Islands

**ACTIVITIES**
- Snorkelling
- Sea Kayaking
- Boat Trips
Cultural Heritage

The Coast that Shaped Us … & The World
Cultural Heritage
FUNDING MECHANISMS
SNH NCHF

Natural & Cultural Heritage Fund
Tourist Route Development

West Coast 500

on the water
Tourist Route Development

- Gourock to Dunoon
- Cowal to Bute
- Bute to Wemyss Bay
- Ardrossan to Arran
- Arran to Kintyre
- Kintyre to Islay
- Islay to Oban
- Oban to Barra
- Barra to Uists
- Uists to Harris/Lewis
- Lewis to Ullapool
- Kyle of Lochalsh to Skye
- Skye to Mallaig
- Ardnamurchan to Mull
- Mull to Oban
Celebration & Awareness

UISGE FEST 2020

& THE WEST COAST BATON RELAY
I – Celebration & Awareness

- Harris & Lewis
- Uists and Barra
- Wester Ross
- Skye and Raasay
- North Lochaber and the Small Isles
- South Lochaber and Loch Linnhe
- Inner Hebrides, Oban & Lorn
- Southern Hebrides, Mid Argyll & West Kintyre
- Loch Fyne, East Kintyre and West Cowal
- Lomond, Clyde Sealochs and East Cowal
- Clyde Islands
Visitor Info App

West Coast

In the Palm of my Hand
Visitor Info App
2020 - YEAR OF COASTS AND WATER
WEST COAST MARINE TOURISM COLLABORATION