

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...)
- 3<sup>rd</sup> 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
- Walking, Hiking & Cycling
- Adventure Activities & Events
- Golf
- 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, Lochaber, 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