



SCOTLAND'S
ADVENTURE COAST

AITC ANNUAL GENERAL MEETING

24 November 2020

WILD ABOUT
ARGYLL



SCOTLAND'S
ADVENTURE COAST

ANNUAL REPORT 2019-2020



WILD ABOUT
ARGYLL

ANNUAL REPORT 2019-20



- Pre- Covid
- Covid-19 and Lockdown
- AITC'S support for the tourism sector in Argyll
- The Extra Mile
- Developing our Sustainable Tourism Offer
- Membership, Directorships and Freelance Team
- Our Finances
- Looking Ahead
- Our commitment to the industry

This map of Argyll and Bute provides a detailed overview of its transport network. It features a legend with the following symbols:

- Main Roads:** Represented by solid blue lines.
- Vehicle Ferry Routes:** Represented by dashed blue lines.
- Passenger Ferry Routes:** Represented by dotted blue lines.
- Canal:** Represented by a solid red line.
- Airports:** Marked with yellow circular icons containing an airplane symbol.
- Train Stations:** Marked with red circular icons containing a train symbol.

The map labels numerous locations across the region, including TIRREE, COLL, IONA, MULL, OBAN, INVERARAY, KILMARTIN, CRINAN, COWAL, LOCH LOMOND, HELENSBURGH, COLONSAY, JURA, KNAPDALE, DUNOON, BUTE, ISLAY, GIGHA, KINTYRE, and MULL OF KINTYRE. It also shows ferry routes to Glasgow and Ballycastle, and a canal route. A stylized logo for 'WILD ABOUT ARGYLL' is located in the top right corner.



THE WILD IS CALLING



3723km
of coastline



24
gin and whisky distilleries



1555km
of hiking, biking & kayaking trails



23
inhabited islands



200
sporting and cultural events & festivals



4
national nature reserves



SCOTLAND'S
ADVENTURE COAST

TOURISM PRE COVID



June 2020 V1



WILD ABOUT TOURISM

Argyll & The Isles Tourism
Co-operative Ltd

Argyll & the Isles Tourism Cooperative Ltd is supported by



Value of Tourism



5,793,000

Visitor Days



2,885,000

Visitor Numbers



£364m

Direct Expenditure



£510m

Economic Impact



9,618

Jobs in the sector

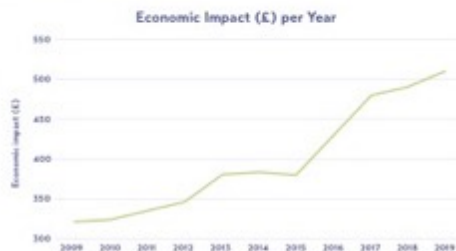
TOURISM PERFORMANCE

Since AITC was set up in 2011 domestic visitor spend in Argyll has grown at a much higher rate than Scotland as a whole achieving a 19% increase compared to national decline of 0.4%.

Visit Scotland Fact Sheet shows;

- During 2017, A&I welcomed 841,000 domestic visitors, hosting over 3 million bed nights and spending £215 million
- This is over 7% in terms of volume and over 7% in terms of value of total domestic tourism in Scotland for 2017
- Argyll and Bute has the highest share of tourism businesses than any other area in Scotland 13% of businesses compared to a national average of 8%

Steam Data Shows;



(source STEAM Final Trend Report for Argyll & Bute, 2009-2019, Global Tourism Solutions Ltd)

Between 2011 and 2019
Argyll and the Isles experienced



23%

Increase in Visitor Days



32.3%

Increase in Visitor Numbers



25.8%

Increase in Direct Expenditure

Over this period the economic impact of tourism in Argyll & The Isles increased by 25.8% split by sector to;



29.1%

Increase for Accommodation



21.9%

Increase for Food & Drink



27.0%

Increase for Recreation



HEART & SOUL OF SCOTLAND

In 2018/19 AITC entered a formal partnership with Glasgow Life and key transport partners, Scotrail, CalMac Ferries, Loganair, West Coast Motors and Enterprise Car Rental. We then secured Argyll & Bute Council funding and a VisitScotland Growth Fund grant with support from Love Loch Lomond to promote Glasgow and Argyll as the Heart & Soul of Scotland. This video led digital campaign presented the area as one amazing destination for short breaks with micro adventures in the city and on the coast easily accessed by public transport and appealing to Adventure Seekers, Food Loving Culturalists and Cultured Explorers.

Campaign Activity

- Reach exceeded **2,830,000** over three phases of campaign
- Reached **1.2m** target consumers with our messages
- TOTAL REACH through influencers **885K**

Early discussions have now taken place with our partners in Glasgow Life and we are exploring a Heart & Soul of Scotland Phase 2 campaign as part of the domestic market and staycation recovery plans.



THE HEART & SOUL OF SCOTLAND



WEST COAST WATERS 2020

AITC is lead partner for the West Coast Waters 2020 campaign, which was launched in 2019 and is funded by all DMO partners plus VisitScotland Growth Fund, Calmac, Scotrail, WildScotland, UHI CAPITEN, Argyll & Bute, Inverclyde and North Ayrshire Councils and Loch Lomond & the Trossachs National Park. The campaign originally focused on 2020 but will now extend into 2021.

The West Coast Waters Baton Relay is also being led by AITC with The Scottish Salmon Company as main sponsor. This has been postponed to 2021 and will take place between May and October.

Five WCW Hopscotch Routes are being developed as itineraries with slow adventure experiences with Calmac and UHI.

A new WCW sunset trail will be created using content provided through the #WCWSunsets fortnightly competitions on the #westcoastwaters campaign during 2020.

A WCW Scavenger Hunt is planned for after lockdown to encourage everyone to tackle marine litter when out and about on our coasts and waters.



WILD ABOUT ARGYLL PLACE BRAND

BRAND REFRESH FEB 2020

02 OUR BRAND IDENTITY

The Wild About Argyll brand identity is inspired by the geology and contour lines of the areas rustic landscape, wealth of water and vast outdoor green areas.

As 'Scotland's Adventure's Coast' our brand reflects the land and sea. With our many peninsulas, inland lochs, bold mountains, array of trails and vast mainland area on the west coast, reaching out to the islands of the Inner Hebrides - our brand connects and celebrates these traits.

The lines are rustic and showcase small, subtle off shoots, rather than rigid solid lines - conveying the roads less travelled. The vertical arrangement conveys the connection of water, to land and mountains and also depicts standing stones to offer a sense of pride and place.

The diagonal lines and geometric formation create movement and energy - all ready to be experienced through adventures, at slow pace or adrenaline speed.

Lead Brand



Landscape Brand - For limited use only where portrait format is not an option



June 2020 V1



MEMBERSHIP PACK

Argyll & The Isles Tourism
Co-operative Ltd

JOIN NOW
FOR ONLY
£25

[CLICK HERE](#)

Argyll & the Isles Tourism Cooperative Ltd is supported by





SCOTLAND'S
ADVENTURE COAST

COVID-19 & LOCKDOWN

23 March 2020



WILD ABOUT
ARGYLL

LOCKDOWN MARCH TO JULY 2020



BACK TO BUSINESS SURVEY – JULY 2020

- Issued 29 June and closed 2 July 2020 at midnight
- 539 individual business responded

ANSWER CHOICES	RESPONSES	
ACCOMMODATION	57.99%	312
ATTRACTIONS	5.02%	27
ACTIVITIES	9.11%	49
FOOD AND DRINK	12.08%	65
RETAIL AND GALLERIES	7.81%	42
Other (please specify)	7.99%	43
TOTAL		538

EXPECTED BUSINESS?

- 65% expect summer turnover to be less than 50% compared to last year

ANSWER CHOICES	RESPONSES	
0 - I wont be reopening this summer	10.81%	51
<25%	26.69%	126
26-50%	27.12%	128
51-75%	18.43%	87
76-95%	8.05%	38
96-100%	6.14%	29
TOTAL		472

GOOD TO GO



ANSWER CHOICES	RESPONSES	
yes - completed and publicised on my channels	13.76%	63
yes - completed but yet to publicise	15.94%	73
yes - I have the link but not yet progressed it	21.62%	99
no - I wasn't aware of it until now and will action it	29.91%	137
no - I don't intend to do it for my business	9.83%	45
Other (please specify)	8.95%	41
TOTAL		458

GOOD TO GO – ARGYLL & THE ISLES

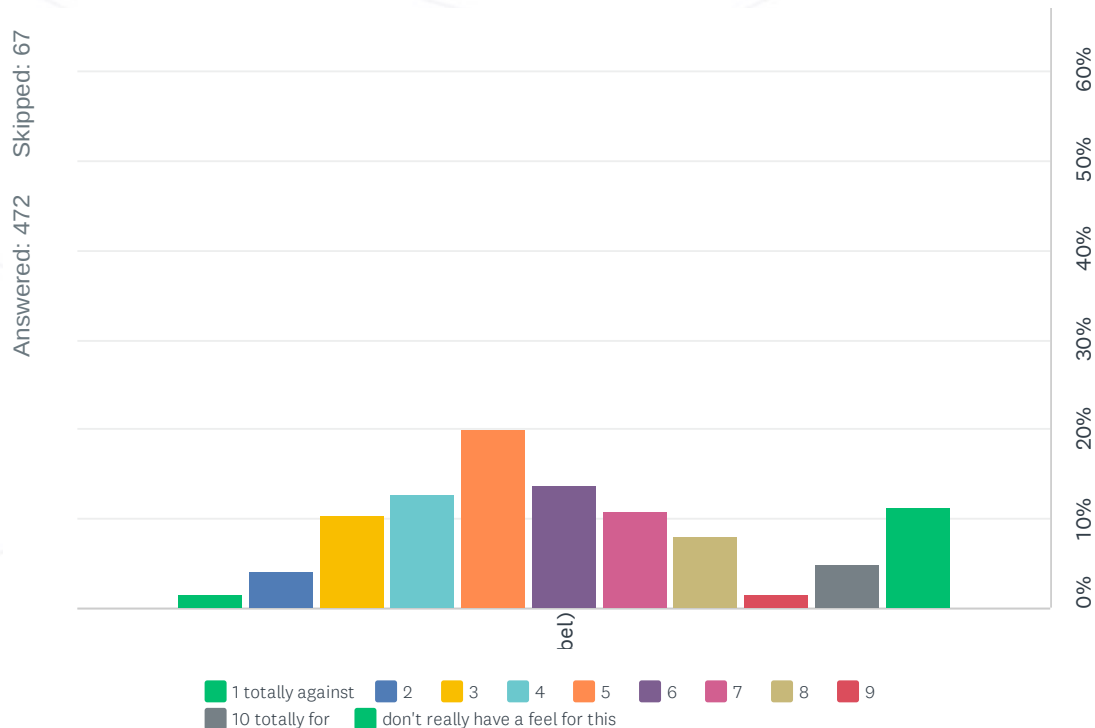
- 28 JULY 575 of 5773 nationally
- 2 NOV 676



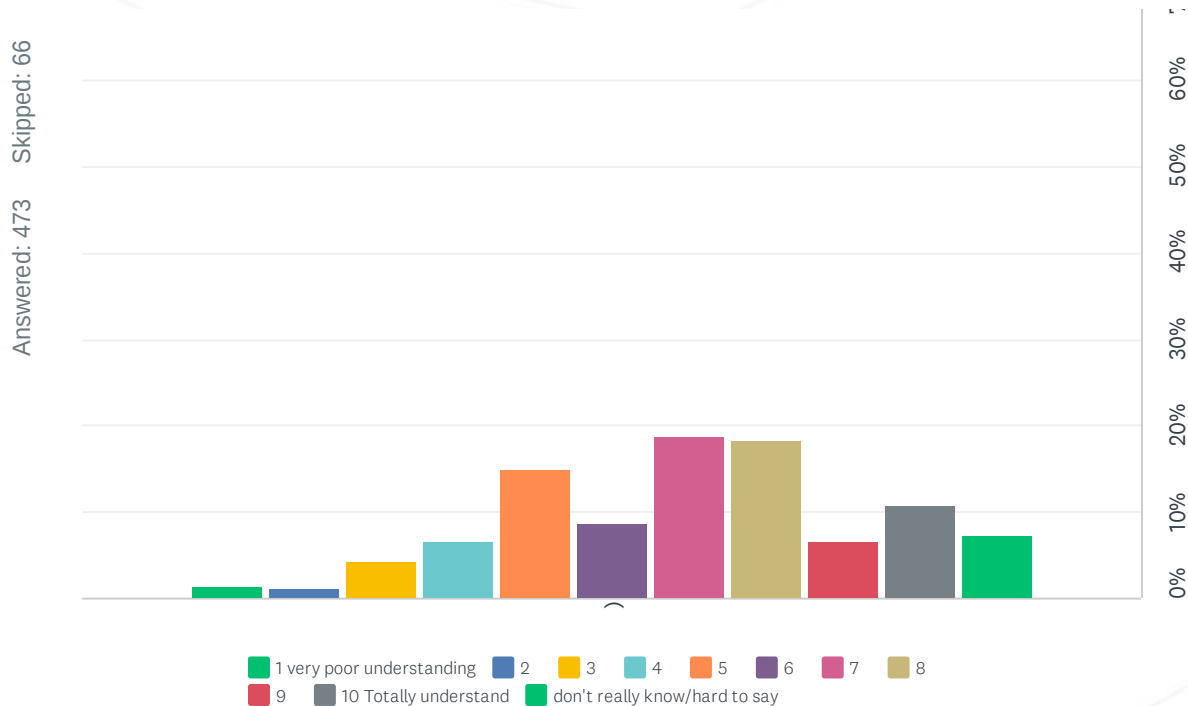
APPROX INVESTMENT TO RE-OPEN?

- Of the 432 that answered over £1.2m is being spent on PPE, signage etc
- This averages £2775 per business

ON A RATING SCALE OF 1-10 HOW READY DO YOU FEEL YOUR COMMUNITY ARE TO WELCOME BACK VISITORS



ON A RATING SCALE OF 1-10 HOW WELL DO YOU THINK YOUR COMMUNITY RATE TOURISM AND RECOGNISE IMPORTANCE OF RE-OPENING?



AN EVER-CHANGING & VERY MIXED PICTURE



- Self-catering was able to bounce back
- Outdoor activities late in getting guidance and struggling to be viable
- Cafes, pubs and restaurants lumped together
- Tiered structure cut off Argyll's main market for late autumn/winter
- Many businesses opting to close or really restrict their offer
- Most struggling to interpret the guidance and detail for their individual circumstances
- Extended furlough welcomed
- Xmas bounce-back in the balance

PLANNING FOR RECOVERY

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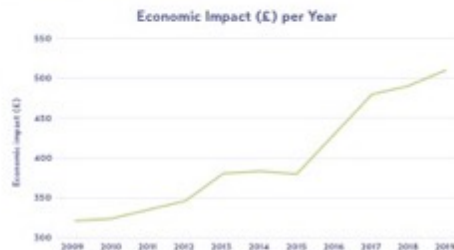
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Increase for Recreation

The background of the entire slide is a night landscape. The sky is dark blue and black, filled with numerous stars and some wispy clouds. In the foreground, there are dark, silhouetted hills or mountains. A large, semi-transparent purple triangle is overlaid on the left side of the image, containing the text.

SCOTLAND'S
ADVENTURE COAST

RESPONDING TO COVID-19 & GOING THE EXTRA MILE

Our commitment
to the industry



STRATEGIC REPRESENTATION

- STA
- STERG
- FERGUS EWING TASK FORCE
- STA DESTINATIONS FORUM
- A83 TASK FORCE
- A&BC ECONOMIC RESILIENCE FORUM



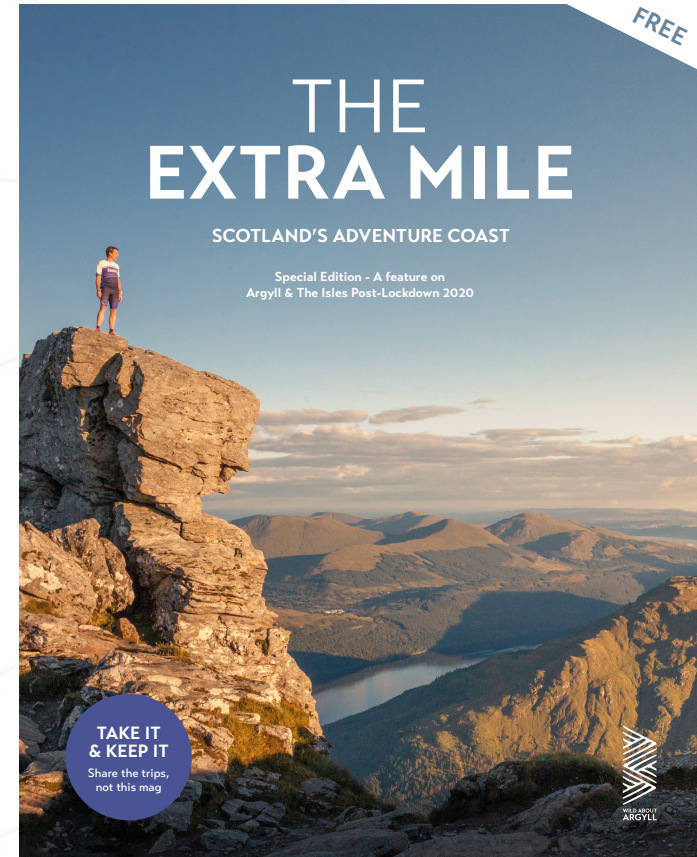
Whats App Group

- 120-150 members
- Daily discussion throughout summer
- Weekly as new regimes introduced
- Key themes
 - Islands
 - Community
 - VAT
 - Tiers
 - Clarification of what businesses can do



THE EXTRA MILE

- Web 'Open for Business' — go.wildaboutargyll.co.uk
- Staycation Film with Stewart MacCheyne
- Business Assets
- 72-page Magloid with Oban Times
- 20,000 copies distributed across Argyll





KINTYRE & GIGHA

Unhurried, unspoiled and unforgettable. Explore Kintyre and Gigha to experience a place like no other. The beautiful Kintyre peninsula is swept by the warm Gulf Stream and is one of the sunniest and driest areas on the west coast of mainland Britain, especially in May and June. So why not make here part of your plans for next year, or any time of year?

Studded with small villages, pre-historic and Celtic archaeology, abundant wildlife and remarkable beaches, Kintyre and Gigha retains natural beauty, character and peace, with an impressive variety of Highland, Lowland and Hebridean scenery. This beautiful peninsula is packed with world-class golf courses. Walk the Kintyre Way, visit ruined castles, catch some waves on the surfing beach at Westport and feast on fresh seafood. You can enjoy all of Kintyre's highlights on the new Kintyre 60 route.

Kintyre is also a great base from which to explore some of Argyll's islands. Sitting three miles west of Kintyre, Gigha is an enchanting small island. It's the most southerly of the Hebridean islands, famed for its white sandy bays and offers walking, cycling, kayaking and golf. You can also visit the Isles of Arran andIslay from Kintyre.

CAMPBELTOWN

Once proclaimed the whisky capital of the world with 34 distilleries, Campbeltown is the main town on the peninsula. Built around Campbeltown Loch there are a number of distinctive buildings and the waterfront is lined by palm trees and floral displays. There are now three distilleries for the whisky enthusiast to savour, many independent shops, a museum,

heritage centre, swimming pool and cinema, so there's something for all the family.

MULL OF KINTYRE, SOUTHEAST AND DUNAVEITY

Brought to life in song by Sir Paul McCartney, the southern tip of Kintyre is a wild and genuinely remote place with the Antrim coast of Ireland visible on a clear day. Enjoy the tranquillity of the stunning beach at Southend and nearby Dunaveity – a haven of calm. Make your own memories by going the extra mile to discover this remote yet beautiful place.

MACHRIRAHISH AND WEST KINTYRE

Are you a fan of amazing coastlines? The west coast of Kintyre is rugged and exciting with rising beaches, glorious sands, crashing surf, the blue Atlantic ocean and stunning sunsets over the islands of Gigha,Islay and Jura. Machrihanish is synonymous with links golf and is home to one of the best opening holes in the world. Nearby Westport beach is one of the top mainland beaches in Scotland for surfing, and simply blowing away the cobwebs to reconnect for the mind, body and soul.

THE ISLE OF GIGHA

If you're seeking out a true sense of tranquillity, Gigha is the place for you. The community-owned

Hebridean island of Gigha is just a short three mile ferry from Tayinloan. It basks in higher than average sunshine hours with exotic gardens, bleached white beaches and vast clear skies. When you visit you'll understand why it was named 'God's Isle' by the Vikings.

CARRADALE, SADDLELL AND EAST KINTYRE

Going the extra mile to travel along the single track B842 is well-rewarded by stunning scenery and so much more. The charming villages of Skipness, Griggort, Carradale and Peninver will spark your interest with many important archaeological sites, medieval castles, great walks, seafood and gin experiences, ample opportunities to spot wildlife and constant panoramic views over the Kilbrannan Sound and the peaks of Arran.

TARBERT AND WEST LOCH TARBERT

Scotland's greatest natural harbour overlooked by Robert the Bruce's Castle is the gateway to Kintyre and Gigha. The narrow stretch across to West Loch Tarbert is where Magnus Barfoot, King of Norway dragged his Viking longboat in his successful bid to claim Kintyre. Fresh catches are landed daily in the harbour and served in local eateries and there is a great choice of galleries, gift and coffee shops to while away an afternoon.



Read interviews in full at wildaboutargyll.co.uk

60 SECONDS WITH...

NIALL, KINTYRE GIN

How have you gone the extra mile during lockdown?

We started to manufacture hand sanitiser and provided these to the local markets and charities. We're still continuing to produce these and have been able to reopen for tours again – we're finding it's been busier than ever before. We are also cracking on with building our bespoke gin school and looking to launch in September.

Your favourite hidden secret spot or activity?

My wife loves going wild swimming with her friends and family in Torrissdale Bay.

Three words to sum up how you're feeling now?

Relieved, excited and confident

LINDA,

KINTYRE LARDER

How have you gone the extra mile during lockdown?

We started serving products from our door then moved onto home deliveries, we also started changing our stock lines to products perhaps people couldn't get at the supermarkets.

Any special stories from your area during lockdown that makes you smile?

The Campbeltown Resilience Group were great at setting up very quickly and providing

deliveries and help for those in need.

Three words to sum up how you're feeling now?

Anxious, relieved and cautious

KIRSTEN, STARFISH RESTAURANT

What have you missed most about not being open over the last three months?

The customers, we have a really loyal base. We love what we do and the busy lifestyle. Being stuck at home has been a real shock to the system.

What have you learned about your community?

How amazing Tarbert is. We're a thriving village and this has just placed an emphasis on how important the sense of community really is. We've even been hearing from customers further afield to show their support and best wishes.

Any special stories from your area during lockdown that makes you smile?

The Tarbert Team has been amazing, they had 80 willing volunteers and Fiona McTaggart headed it up. It is such a great initiative.

How have you gone the extra mile during lockdown?

Offering flexibility to make sure we can accommodate everyone.

Any special stories from your area during lockdown that makes you smile?

Our neighbour was volunteering in the area and would be picking up prescriptions and doing deliveries, but each time he'd take round a bar of chocolate or sweets – it was really lovely.

Three words to sum up how you're feeling now?

Relieved, excited and opportunities

DON, WEE ISLE DAIRY

How have you gone the extra mile during lockdown?

Though we deliver to trade customers only, in the lockdown we began delivering our milk to folk on our routes that we knew were sheltering but wanted out milk. We express their delight at being able to get such wonderful milk on the islands. A bit of a miracle of logistics, but it works.

What have you missed most about not being open over the last three months?

We've not really been out of lockdown, in fact we've been far busier than usual due to the extra demand. I was doing all the same things as before, making ice cream and our dessert sauces, driving delivery vans and taking milk orders. I've realised that much of what we do is by its very nature pretty much done in isolation.



PLANNING YOUR JOURNEY

The main way to travel to and from Kintyre is by car or by bus via the A82 and then the A83 - with a short ferry trip to Gigha from Tayinloan on the Kintyre peninsula.

Or if you are travelling from Southern Scotland, why not sail from Ayrshire to Campbeltown using the CalMac ferry link? This connects with the Glasgow train service. Or cross by ferry via Arran or Cowal to Kintyre – allowing you to explore much more of the west coast.

This ferry link is unfortunately not running this season. But make your return trip plans for next year.

- Distilleries
- Beaches & Surfing
- Walking & Cycling
- Golf
- Seafood

WHERE TO NEXT?

Browse our map on page 5 and read on for inspiration on other areas to travel some extra miles on your staycation.

From Left to right:
Jonny Gummy Station at Saddell
Whisky operations at Glen Scotia Distillery
West Port Beach

- Achamore Gardens, Gigha
- Ballochroy Standing Stones
- Davaar Island
- Killeen Church & Grave Yard and A'Chleit Beach
- Saddell Bay, Castle and Abbey
- Skipness Castle and Woodland Walks
- Southend Beach and Dunaveity Rock
- St Columba's Footprints and Keil Caves
- The Twin Beaches, Gigha
- Westport Beach, Machrihanish

OFF THE BEATEN TRACK

Go the extra mile and visit some less well-known hidden gems and places. They are well-worth exploring to make the most of your post-lockdown trip.

STAY CONNECTED Visit wildaboutargyll.co.uk/destinations/kintyre-and-gigha

**GOING
THE
EXTRA
MILE**



**GOING
THE
EXTRA
MILE**



**Please wear face
coverings at all
times on these
premises**

For all you need to know and to stay connected visit go.wildaboutargyll.co.uk

**GOING
THE
EXTRA
MILE**



**Please respect
social
distancing**

For all you need to know and to stay connected visit go.wildaboutargyll.co.uk

**GOING
THE
EXTRA
MILE**



**Please use
hand sanitiser
available**

For all you need to know and to stay connected visit go.wildaboutargyll.co.uk



TO PROTECT YOU, US & OUR COMMUNITY



Please wear face coverings at
all times on these premises



Please respect social distancing



Please use hand sanitiser available

All creative downloads available at
<https://www.wildaboutargyll.co.uk/creative-downloads>

For all you need to know and to stay connected visit [go.wildaboutargyll.co.uk](https://www.wildaboutargyll.co.uk)

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TRAVEL & BE THANKFUL... THERE'S MORE THAN ONE WAY TO ARGYLL & THE ISLES

When the Rest and Be Thankful is impacted by landslides there are alternative routes to and from Argyll and by planning ahead you can reduce your diversion time. Please always check Travel Scotland for latest updates.

Go wild and plan your adventure
at wildaboutargyll.co.uk

    #wildaboutargyll

- Main Roads
- - Vehicle Ferry Routes
- ! Rest and Be Thankful





SCOTLAND'S
ADVENTURE COAST

RECOVERY AND DELIVERING OUR SUSTAINABLE TOURISM OFFER


WILD ABOUT
ARGYLL

1. SUPPORTING RECOVERY

- Argyll & The Isles Outlook 2030
- Campaigns
- Product Development
- Member Benefits
- Projects



WEST COAST WATERS 2020

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A WCW Scavenger Hunt is planned for after lockdown to encourage everyone to tackle marine litter when out and about on our coasts and waters.



STRATEGIC MARKETING

West Coast Waters 2020-21

- Currently extended to March 2021 – seeking to extend to Autumn 2021
- Roadshows March 2020
- Paid for promotion available
- Toolkit for DMOs and businesses to engage
- Bank of imagery and film available
- Sunset competition fortnightly – new prizes?
- Bloggers/Influencers early Spring 2021
- www.westcoastwaters.co.uk @wcwscotland



TASTE OF PLACE TRAILS

- Partnership with Food from Argyll, Calmac and VS Growth Fund
- 5 themed trails
- “Thank you Gulf Stream” video
- Imagery – Photo Argyll (Product and Place) & Bill Baillie (People & Place)
- Interactive Map
- Itineraries
- Bloggers
- Paid social activity



TASTE OF PLACE TRAILS

AITC had planned a food and drink campaign for the 2020 season focusing on our incredible products and producers and the many experiences visitors can enjoy. This campaign will be rolled out over the remainder of 2020 as part of our recovery plan with a strong focus on visits in 2021 and ordering online.

Five themes are being included with online maps, itineraries and blogs.

- Seafood
- Spirit & Beer
- Farm Produce
- Coffee & Cake
- Vegan

This campaign is funded by VisitScotland Growth Fund, CalMac, Argyll & Bute Council and Food from Argyll.



TASTE OF PLACE TRAILS

1. Seafood (significant proportion of menu and sourced locally)
 2. Spirits and Beers (distilled/brewed locally)
 3. Coffee, Tea and Cake (roasted/ground/grown locally and predominantly home baking)
 4. Farm Produce (grown, processed, packaged locally)
 5. Vegan (explicitly cater for vegans and dedicated menu choice)
- Core criteria to meet
 - Member of AITC and/or FFA
 - Inventory prepared - needs local sense check and open to any eligible businesses by end of January 2021

TASTE OF PLACE TRAILS

- Launch in November 2020
- Integrate local food and drink experience in visits
- Connect visitors with producers and local products
- Encourage more food and drink experiences, online sales and purchasing
- Tell the story



TRAVEL TRADE AND CONSUMER ACTIVITY

- EXPO 2012 to 2019
- Scotland Re-connect 2020
- SCROPS 2020



Exhibition Display, Leaflet & Postcard



3. DIGITAL PRESENCE

Our digital activity

- Relaunched website in 2018
www.wildaboutargyll.co.uk
- Website brand refresh February 2020
- Social media presence on Twitter, FaceBook, Instagram, YouTube and Linked In with daily posts on each channel
- Over 30,200 followers on social media

Our Digital Presence



5.5m

Impressions



170,000

Unique Visitors



60,000

Outbound Links



28,000

Social Media Followers

Performance due to grow significantly with various pipeline projects bringing Islay/Jura, Inveraray, Seafood Trail and Taste of Place Trails onto the wildaboutargyll.co.uk platform plus accommodation booking widget.

[#wildaboutargyll](https://twitter.com/wildaboutargyll)



3. www.wildaboutargyll.co.uk

- 2270 pages
- Website traffic
 - 17% increase YOY
 - 38% decrease YOY during lockdown
 - 42% increase from lockdown to date
- Trends
 - Organic search up 34%
 - Mobile use up from 49% and 56%
 - Desktop static at 34%
- Top pages – Kintyre Way, Kintyre and Gigha destination, Food from Argyll

3. DIGITAL PRESENCE

- 'Microsites' now on www.wildaboutargyll.c.uk for
 - Cowal
 - Argyll's Secret Coast
 - Kintyre & Gigha
 - Islay & Jura
 - Food from Argyll
 - Wander Argyll
- AITC have taken over 'The Seafood Trail'
- Oban.org.uk moving to WAA platform

DIGITAL TIPS

- 1-2-1 mentoring with adventure businesses
- Top tips to get more bookings
- Tips for working with the OTAs
- Digital audit for all new members

TOP TIPS

TO GET MORE BOOKINGS!

- 1 BE VISIBLE - your website is your shop-front**
Have a great, modern website that's mobile friendly and easy to navigate. Write blogs, use great imagery and all the right key-words to tell people about your business.
- 2 BE BOOKABLE - make it simple**
Make your on-site booking as easy as possible. Avoid complicated booking forms.
- 3 SECURE YOUR WEBSITE - get a security certificate**
That's the 's' in HTTPS://www.yoursite.co.uk
Google's search algorithm favours secure sites (Google places secure sites closer to page 1).
- 4 USE OTA's - but don't sell your soul to them!**
Put last-minute / off-peak availability on an Online Travel Agent. Have a different, better offer on your own site. TripAdvisor alone has 405+ million unique monthly visitors to their site. See our Tips for Working with OTA's document.
- 5 GET FOUND - get listed**
Make it easy for people to find you online and to book with you. Get FREE business listings with Google & Bing and directory listings with sites like Yell & Yelp. Claim your Visit Scotland and Visit Britain listings.
- 6 BE SOCIAL - hang-out where your customers are**
45% of the total world population are using social networks. Travel is one of the most shared topics on Facebook, Twitter and Instagram.
- 7 BE MOBILE-FRIENDLY - over 5 billion people have a mobile phone**
40% of tour & activity bookings are made on mobile devices (39% through an OTA).¹ Up to 90% of last minute travel-related bookings are made on mobile devices.² Check here to see if your website is mobile-friendly.
- 8 READ REVIEWS - don't bury your head**
Claim your TripAdvisor listing. Respond to all reviews (Google, Facebook & TripAdvisor etc) - good, bad & indifferent. Resolve differences - preferably offline through a call or email.
- 9 IN A FLAP?! Don't worry, help is available!**
Contact Business Gateway here for advice, online resources & workshops. Digital Tourism Scotland has a wealth of resources to help with your digital presence.

WILD ABOUT ARGYLL

1-4 Critter Summer Travel Report 2018 September 2018

TIPS FOR WORKING WITH OTA's

Now you've decided to work with an Online Travel Agent...

- 1 KNOW YOUR NUMBERS**
An OTA will take up to 30% in commission (do negotiate this!). Carefully calculate ALL of your costs and be sure of your absolute **minimum acceptable net revenue**.
- 2 KNOW YOUR CUSTOMERS**
Be selective, work with 2 - 3 OTA's that reflect your customer base (eg VELTRA serves 85% of its website visits from customers in Asia).
- 3 CAST YOUR NET**
Never rely on only one source for bookings. Consider channels like tour operators, email marketing, hotel concierges and, crucially, your own channels such as Facebook and your website.
- 4 BE STRATEGIC**
Only offer off-peak or last-minute availability on an OTA. Take a 'suck it and see' approach - some offers on an OTA might work really well while others may not.
- 5 CONSIDER CANCELLATION POLICIES**
Some OTA's require a 24-hour cancellation or a full refund policy so negotiate with the OTA if this is going to cause you problems.
- 6 RESEARCH**
Do research on your direct competitors' OTA listings as well as comparable activities in other regions and countries.
- 7 PREPARE**
Before listing your tour or activity, figure out the activity's logistics, compose your spiel and select the best imagery to demonstrate your product. But beware! Some OTA's will alter your text to suit their own style. The product and customer, in effect, become theirs'. Some OTA's require proof of insurance in the sign-up process so have digital copies ready.
- 8 PRICING**
Although OTA's insist on rate/price parity you can lower your rates to a limited audience (check the OTA's T's & C's). So, while you can't publicly advertise lower rates, you are allowed to do so to a limited audience but not on your website. Eg you can drive direct bookings at different rates via Facebook, Twitter, your contact database & direct phone enquiries.
- 9 MITIGATING PRICE PARITY**
Make your own website attractive, modern & easy to find and ensure your own booking system is as simple as possible. Use enticing offers and prominent 'Book Now' buttons. You only get one chance to make a first impression!
- 10 MANAGING BOOKINGS**
Consider how you are going to manage bookings coming from different sources (phone, OTA, Facebook etc) - how will you track this? There are many booking management systems so find one that fits your business.

WILD ABOUT
ARGYLL

October 2019



DIGITAL INVESTMENT

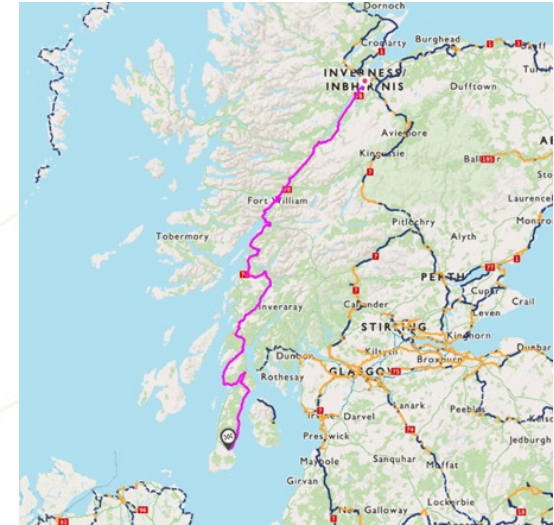
- £3.5k content development programme underway – product based
- Interactive map being reimagined
- £20k programme of investment in www.wildaboutargyll.co.uk (funding bid submitted to HIE)
 - API integration for events and booking
 - Online merchandising



4. PARTNERSHIPS & PROJECTS

Current activity

- NatureScot and Active Travel linked to the Scotrail active travel carriages (£4k)
- Sustrans & the Caledonia Way (£10k)
- Sustrans Webinars and 'Highland, Lowland and Coastal' Cycling Promotion (£24k +)
- Sustainable Tourism Around Loch Awe (£12k)
- CHArts Wander Argyll roll out on WAA
- CHArts 'EVOLVE' cross sector collaboration between arts, tourism and hospitality (£100k)
- Calmac and destination PR (£17.5k)



LOCAL PRODUCT DEVELOPMENT

PRODUCT DEVELOPMENT 2019/20

In 2019 we worked on new area by area products in each of our member destinations focusing on key strengths identified during the 2018 roadshows and collaboration. These were ready to launch in 2020 and will now be a core part of our Covid-19 recovery programme with some products extended into adjacent areas and new ideas scoped to appeal to the new norm which has yet to be defined.

AREA	PRODUCT	ACTIVITY
Kintyre & Gigha	Kintyre 66	Tourist Trail
Islay & Jura	Taste Islay & Jura	Food & Drink Festival
Mull & Iona	Wild Isles	Digital Wildlife Guide
Cowal	Cowal Gravel Trail Dunoon Dirt Dash	Bike Packing Trail Bike Packing Event
Argyll's Secret Coast	Write by the Sea	Book & Art Festival
Oban & Lorn	Oban Experiences Oban & Argyll Guides	Tour Group Experiences Tour Guide Network
Helensburgh	Helensburgh Town Trails	Themed Walking Trails
Colonsay	Fill Up	Visitor Water Refill Points
Heart of Argyll	Wildlife Trails	Walks and Trails Guide
Bute	Bute Breakfast	Local produce Event and Menu Inspiration
Coll	Coll Guide	Online Island map & brochure



Caledonian MacBrayne
Hebridean & Clyde Ferries

SCOTLAND'S
ADVENTURE COAST

MEMBERS, DIRECTORS AND DELIVERY TEAM



WILD ABOUT
ARGYLL



DIRECT MEMBERSHIP

JOINING AITC

- Scheme is live on www.wildaboutargyll.co.uk
- £25 joining fee and no subscriptions until March 2021
- Monthly direct debits
- Various categories for organisations, individual businesses and groups



DIRECT MEMBERSHIP

VOLUNTEER FATIGUE & FUTURE PROOFING TOURISM GROWTH

- Evidence of volunteer fatigue at AITC DMO Summit in 2018
- Request for central services – fees, admin, web presence
- Limited investment capability in digital and technological advances

DEMAND FOR DIRECT MEMBERSHIP

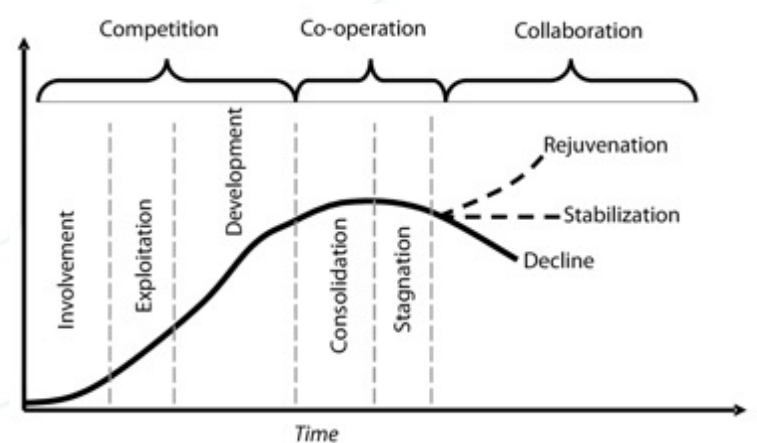
- Pan Argyll businesses
- Businesses falling through DMO cracks
- Businesses seeking direct benefits linked to campaigns

DIRECT MEMBERSHIP

OLTA - A CASE STUDY

- OLTA opting to step back from being a membership organisation
- Encouraging their members to join AITC direct to help fund local marketing activity via AITC
- Transferring oban.org.uk to WAA web platform
- Reverting to being an advisory group and retain director on AITC

<https://www.obantimes.co.uk/2020/11/07/tourism-body-announces-major-changes/>



MEMBER BENEFITS

DMOs


- Use of the logo
- Destination features and map aggregation
- Reach wider audiences and access to data
- Opportunity to migrate web presence onto wildaboutargyll.co.uk

Individual businesses:

- Place brand marketing
- Digital improvement
- Business and product development
- Networking



MEMBER BENEFITS



A. INDIVIDUAL BUSINESSES & OPERATORS

The specific benefits for businesses opting to join AITC directly are:

Place Brand Marketing

- 1 Use of the unique Wild About Argyll (WAA) logo
- 2 Reach audiences outside the scope of your regular marketing activity
- 3 Opportunity to be involved in regional PR, press trips and editorial referrals, media and travel trade FAM trips and bloggers
- 4 Visibility at regional and national trade events such as VS EXPO and SCROPs through Wild About Argyll
- 5 Opportunity to utilise partner consumer databases (subject to GDPR)

Digital Improvement

- 6 Business landing page entry on WAA website including map pointer, outline description, image link and contact details
- 7 Opportunity to feature in Wild About Argyll themed landing pages, blogs and social media
- 8 Opportunity to have direct business booking on Wild About Argyll website where systems are compatible eg 'freetobook'
- 9 Opportunity to feature in Wild About Argyll curated content marketing and social media activity
- 10 Access to region specific data, trends and insights
- 11 Involvement in ongoing digital developments (security, optimisation, conversions, apps)
- 12 Members only digital training (1-2-1 / group sessions)

Business & Product Development

- 13 Exclusive access to product development/FAM trips and networking events (non-members pay)
- 14 Access to 1-2-1 product development advice within WAA priority sectors and opportunity to engage in design-led product development workshops for your sector
- 15 Access to discounts from professional industry service providers
- 16 Access to free/discounted business support and training and relevant WAA how to guides with 1-2-1 advice

Networking with Fellow Businesses

- 17 Participation in WAA member chat forums and helplines
- 18 Discounted tickets for the annual Argyll & The Isles Tourism Summit
- 19 Members only content / using Umbraco members area

"By paying the joining fee of £25 you will get a basic business listing on wildaboutargyll.co.uk within 7 days and a digital audit giving you top tips to enhance your digital presence within a month of joining."

MEMBERSHIP

Current Members

1. DMOs x 10
2. Sectoral x 2
3. Direct Members – 38 signed up and significant numbers in the pipeline
4. Formal launch being planned

Funding in place to appoint a marketing exec and SEO/paid for activity for 2021/22



MEET THE TEAM

AITC has a board of six area directors and scope to co-opt two more directors annually. Meet the current board as of the 2019 AGM.

Elected

Cowal & Bute - Iain Jurgensen
Chairperson

Heart of Argyll & Kintyre -
Gavin Dick, Finance Director

Oban & Lorn - Neil MacKay

Islay, Jura and Colonsay - Emma Clark

Loch Lomond and Clyde Sea Lochs -
Andy Roger

Mull, Iona, Coll & Tiree - vacant

Co-opted

Marine/YCW2020 - Fiona McPhail

Strategic Networks - Calum Ross
Exec Team

AITC Chair



Iain Jurgensen
Managing Director
Portavadie since 2009

AITC Directors



Gavin Dick
Prison Governor
Inveraray Jail since 2006



Neil MacKay
Event Director since 2010
- Tiree Music Festival,
OBANLIVE and Best of
the West



Emma Clark
Joint Owner Glenegedale House
Islay since 2013



Andy Roger
Resort Director
Cameron House
since 2015



Fiona McPhail
Owner Carry Farm and
Tighnabruach Sailing School
since 1998



Calum Ross
Joint Owner Loch Melfort
Hotel since 2007

AITC Freelance Development Team



Carron Tobin
Development Manager
since 2012



Daniel MacIntyre
Digital Development
Manager since 2018



Karen MacCorquodale
Social Media Manager
since 2019



Helen Dick
Product Development
Agent since 2018



Lynne Dow
Product Development
Agent since 2018

Area Agent Team

AITC has operated an area agent team since 2014 with local contacts in each area of Argyll. This is under review as part of our Covid-19 recovery plans. Please contact admin@wildaboutargyll.co.uk for any local inquiries.



Eleanor Argyll
AITC's Honorary Chair

PARTNERSHIPS

VS – Biannual webinars

Calmac – DMO forum & PR

Sustrans – Transregional

Cycling and Caledonia Way

NatureScot – Loch Awe

UHI and COAST

FFA – Taste Trails

CHArts – Art & Hospitality





SCOTLAND'S
ADVENTURE COAST

AITC FINANCES

2019-2020 ACCOUNTS



ACCOUNTS

Accountant
Ainsley Smith & Co

Turnover
£281,682 in 2019-20
(£288,508 in 2018-19)

£251k on campaigns,
projects, product dev and
dev team
£30k on operational costs



SCOTLAND'S
ADVENTURE COAST

LOOKING AHEAD

=



WILD ABOUT
ARGYLL



LOOKING AHEAD

- Argyll & The Isles Outlook 2030
- West Coast Waters
- WCW Baton Relay
- Taste of Place Trails
- Sustainable Tourism around Loch Awe
- Argyll & The Isles Cycling (coastal, Gravel, active travel carriage, Caledonia Way, route cards)
- Area by area product development
- UHI's Coast that Shaped the World
- The A&BC Rural Deal
- PR opportunities with Calmac





WILDABOUTARGYLL.CO.UK

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SCOTLAND'S
ADVENTURE COAST

Q&A AND DISCUSSION