

Paper 3

VisitScotland update paper on 11 Asks

1. A seat at the table as a stakeholder in Tourism in Scotland.

VisitScotland actively engages with Clan groups through the Ancestral Tourism Steering Group. The steering group helps to lead the development of a sector-led framework for identifying engagement opportunities with Scotland's Diaspora, with the ultimate aim of attracting more visitors to Scotland.

There are also opportunities for Clans and Families to be represented on the Ancestral Tourism Steering Group. Prior to this move the market has been represented by the Standing Council of Scottish Chiefs. Clans may also want to consider membership of the Scottish Tourism Alliance.

2. A full acceptance within VisitScotland of the place of Ancestral and Heritage Tourism.

Ancestral tourism is a growing and important niche market for Scotland. Worldwide, there are 50 million people who lay claim to Scottish ancestry. VisitScotland has long since recognised the importance of the market and has a dedicated marketing programme to target this market.

AncestralScotland is our dedicated ancestral tourism brand <http://www.ancestralscotland.com/>. The ancestral marketing programme targets the US, Canada, Australia and New Zealand. The programme also reaches the UK and other global markets. The ancestral marketing programme highlights the rich genealogy and family history resources Scotland has to offer, as well as the friendly experts available to assist visitors with their search.

VisitScotland's dedicated ancestral tourism website, www.ancestralscotland.com provides the tools to plan an ancestral journey, including inspiring clan-based car touring itineraries, the world's largest clan surname database, showcases packages and offers, and a 'what's on' guide covering events all over Scotland, as well as sign posting the rich array of resources Scotland has to offer an ancestral visitor. VisitScotland is currently undertaking an audit of all ancestral resources. This will cover Clan and Family associations and will be included on [Ancestralscotland.com](http://www.ancestralscotland.com) in the future.

We also produce and send a bi-monthly AncestralScotland e-newsletter, which goes out to 35k people globally. This newsletter highlights a range of topics, including news, events and travel offers.

Ancestral and heritage messages are also included in VisitScotland's suite of social media channels, especially on our 'I am a Scot' facebook page, which targets our key Diaspora markets.

In addition to the dedicated campaign, ancestral tourism messaging is also woven into VisitScotland's main long haul touring campaign, 'Life is Like', and long-haul PR channels also focus on the ancestral tourism proposition Scotland has to offer. On arrival activity includes promotion of our dedicated Ancestral Tourism Welcome Scheme which identifies businesses which have a particular knowledge of ancestral tourism.

3. A calendar of Clan Events, links to Clan Websites, Blogs and Social Media as well as a listing of all Clan Societies and Associations based in Scotland with contact details available through the Visit Scotland Web Portal.

VisitScotland has an events calendar on its main website, visitscotland.com. We invite event providers to submit their event details for inclusion in our event listings, throughout our VisitScotland suite of websites, including AncestralScotland.com.

Submission details can be found on our consumer website:

<http://www.visitscotland.com/submit-event>

4. Displays and associated leaflets dedicated to the Clans in each region should be featured in each TIO.

VisitScotland has a suite of print collateral covering a variety of themes and topics, including ancestral tourism. If Scottish based Clans and Societies have print collateral available, there may be opportunities to include these in VisitScotland's Information Centres. VisitScotland includes clan messages in our What to See and Do Guides. The What to See & Do guide is a comprehensive guide to an area and includes information on the different areas/places to visit in the region as well as the wealth of things to see do.

5. The creation of a national Clan Trail in the same way as the Whisky Trail.

The development of a Clan Trail would sit with Highlands and Islands Enterprise as part of their product development remit. However, Clans and Families will have their own unique history; covering all within one route may be a challenge. Currently, VisitScotland through its AncestralScotland.com website holds 41 clan touring itineraries. However, setting the scene of Clans and Families in Scotland, and the part they have played not only in our history but the way Scotland has been shaped today would be an engaging way to ensure this is a wider offering to anyone interested in Clans.

6. Support the creation of local Tourist Guides based on Clan History.

The Scottish Tourist Guides Association offers a range of services and specialise in a number of themes, including ancestry, history and heritage. Details from specialist tour guides can be sought through <http://www.stga.co.uk/> .

In addition to recognising the role of Tourist Guides, VisitScotland recognises that tourism businesses need to be more knowledgeable about ancestral tourism. VisitScotland has therefore also committed to work with Scottish Enterprise to deliver a series of ancestry themed workshops targeted at the tourism industry in May 2013. These workshops will supplement the industry guide on ancestral tourism which will be published later this year by Tourism Intelligence Scotland. In addition to this, Scottish Enterprise will be working with VisitScotland to develop a training programme for VisitScotland Information Centres.

7. A realisation that for many visitors to Scotland there is a desire for access to Genealogy for their family history.

Within our commitment to Ancestral Tourism, VisitScotland recently commissioned TNS to conduct a significant piece of research into the ancestral tourism market.

The timely research will be used by VisitScotland and the wider ancestral tourism sector to help prepare for Homecoming Scotland 2014 and prioritise activities over the coming years. It will also be used to help better inform Scotland's wider tourism industry about the opportunities for tapping into this potentially lucrative market.

8. An acceptance that much Clan History is Highland based and a greater support for Highland Tourism and Culture.

VisitScotland places a significant emphasis on the Highlands as part of its marketing activity. The organisation has a Regional Director and a team dedicated to promoting the region. There are a number of regional guides and additional marketing material that are influenced by the area.

9. A Pilot Study defining the importance of Clan Tourism in the North Highlands.

Following on from the research mentioned above, a mapping exercise of Scotland's rich array of ancestral tourism resources is underway. Clan and Family tourism offerings will be included within this.

10. Financial assistance in the marketing, planning and delivery of Gatherings and other Clan Events in the Highlands and Islands. £400 million in Scotland pa of ancestral tourism with potential growth surely justifies that.

VisitScotland provides marketing funding through its Growth Fund and event funding through the National Events Fund operated by the EventScotland directorate. However, VisitScotland can only provide funding to organisations which are legally constituted bodies. It might also be the case that the funds currently available do not suit the particular needs of these specific Clan events. There are two potential options to explore:

1. It might be worth the Clans considering working in partnership with Destination Organisations or with Highland Games which are legally constituted groups. VisitScotland already has experience of working with at least three Destination Organisations in the Highlands through the provision of Growth Fund funding.
2. VisitScotland with support of the Scottish Government are looking at a framework for possible new funding of Clan events.

For Homecoming Scotland 2014 specifically, the Homecoming Scotland Partner Programme is now live and available via www.eventscotland.org/partner_programme which will enable event organisers to apply to be part of the Homecoming Scotland programme. Whilst there is no funding provided as part of the partner programme, events will be promoted as part of the overall Homecoming programme and as such will benefit from in-kind marketing support.

11. Dedicated staff in Visit Scotland to support marketing and delivery of Clan Tourism.

VisitScotland's commitment to ancestral and clan tourism is the responsibility of all departments to deliver marketing support to clan activities. All departments have a working knowledge of the market.

VisitScotland also employs an Ancestral Marketing Manager who is dedicated to the Ancestral Market.

Scottish Enterprise will be working with VisitScotland to develop a training programme for Visitor Information Centers.

Highland Homecoming Activity

The Highland Council is working with a number of partners to bring together a number of events to create a five week programme called the 'Highland Homecoming' in 2014. The programme will take place in September/October and will be based around Inverness and includes at the Northern Meeting Park in Inverness the 150 Anniversary of the opening of the world's oldest Highland Games stadium in 1864. The Masters

World Championships (Highland Games heavy events for over 40 year olds), Climax of the Blas Festival (traditional music), Highland Strongman event, Camanachd Cup Final, National MOD, Scotland v Ireland Shinty/Hurling International and a showcase Gaelic event called Shore to Shore. As part of these events there are plans for a Clan Exhibition featuring Highland Clans at Eden Court Theatre over the week-end of 13 and 14th September which will be called The Inverness Highland Meeting - Cruinneachadh Gaidhealach Inbhir Nis.

VisitScotland Activity in the Highlands

In 2011 UK visitors took 1.86m trips to the Highlands, spending £485m. Overseas visitors took 0.39m trips to the Highlands, spending £129m.

Partnership Working

- VisitScotland work with a number of Destination Management Organisations and tourism groups throughout the Highlands.
- VisitScotland are members of the Highland Tourism Partnership along with industry representatives from across the region, HIE, The Highland Council, Moray Council, Scottish Natural Heritage, Scottish Tourism Forum, Federation of Small Businesses, Cairngorm National Park Authority and Forestry Commission Scotland.

VisitScotland Activity

- The latest Highlands activity includes media and sales promotions as part of our new *'Explore Scotland, we'll point you in the right direction'* campaign.
- Both the Highlands and Moray Speyside were included in a door drop to over 1 million households in spring 2012. The area also had a presence in over 400,000 press inserts in the Sunday Times, The Observer, Scotland on Sunday, Scotsman, Sunday Sun and Newcastle Evening Chronicle.
- The Highlands featured in the national direct mail campaign in spring 2012. The insert, promoting a variety of surprising things to see and do in the Highlands was sent to 130,000 potential visitors. A direct mailer featuring the Highlands was also sent to 89,000 households in autumn 2012, while press adverts for the region were seen by 1.5 million.
- The *Explore Scotland* campaign included on air activity. In spring 2012 adverts featured on Real Radio Scotland, Total Clyde and Real XS over a five week period with an opportunity for 1,153,000 people to hear the adverts on average

seven times. In autumn 2012 the adverts featured on Smooth Glasgow for two weeks with an opportunity for 283,000 people to hear them on average six times.

- VisitScotland held a high-profile Highland screening of the new Disney-Pixar film *Brave*, attended by some of the stars and team from Disney-Pixar in Eden Court the day after the European premiere.
- *Brave* was released on DVD and blu-ray on 26th November and amongst the extras the blu-ray features a documentary entitled 'Brave New World' which shows Disney-Pixar staff on a series of research trips in Glen Affric and Loch Ness, the West Highlands and the Isle of Skye.
- The annual Highlands and Islands Tourism Awards (HITA) has joined in a new partnership with VisitScotland's Scottish Thistle Awards (STA). All HITA 2012 winners automatically were put forward as finalists in the national STA final in Edinburgh in November.
- VisitScotland awarded the following Highland businesses funding through the VisitScotland Growth Fund in 2012:
 - Cairngorms Attractions Group - £15,000
 - Highland Golf Links (year two activity) - £41,000
 - Destination Loch Ness - Natural Growth Fund - £27,240
- VisitScotland worked closely with partners to secure and market the Flybe Amsterdam - Inverness route. The flight began 7 day / week operations in March, and has to date carried over 10k passengers.
- Internationally, the organisation's main European campaign - 'Meet the Scots' - sees the Highlands well-represented, with no less than five 'Scots' hailing from the area.
- Germany's most prominent TV channel ARD visited the Highlands to film the travel documentary 'Weltresien' and aired on 10 November 2012. The first show typically generates 800,000 viewers, and this episode showcased the Cairngorms natural landscape and activities.
- Coverage was also achieved in two highly circulated newspapers in India - The Times of India (3.1 million) and The Hindu (1.5 million), with both articles featuring the Highlands.
- A press trip was organized for the Washington Post (719,301c) who wrote a feature entitled 'Scotland. Awesome!' The Jacobite Warrior, Urquhart Castle, Rocpool Reserve, and Inverlochy castle were mentioned.

- Op Pad (35,000c), a Dutch travel magazine, visited Scotland and produced a 10 page winter walking feature. It showcased walking in Glencoe and the Lost Valley
- VisitScotland also worked with BBC's Autumnwatch which was broadcast live for four days from 30 October -2 November from Aigas Field Centre, near Beaully.
- A joint golf promotion with Svensk Golf (315,000c) in Sweden launched mid-October. They have included a 13-page editorial on Scotland featuring the Highlands.
- VisitScotland are working with The Scotsman to maximize awareness in central Scotland of surprising short break and holiday opportunities across the country, including the Highlands.
- The themed guides have been produced around Scotland's Islands, Gardens and Arts and Culture and were distributed with The Scotsman newspaper Saturday editions. The campaign has generated over 1.2million opportunities for readers to see our messages.
- The UK & Ireland PR team generated approximately 250 items of coverage mentioning the Highlands while the International PR team generated approximately 36 items of coverage mentioning the Highlands from 1 April - 31 October 2012. The combined circulation of all coverage generated is approximately 12 million.
- EventScotland, is the events directorate of VisitScotland with the aim of strengthening and promoting Scotland's events industry. The following events are a few of those in The Highland area that benefited greatly from our investment in 2012.
 - Curtis Cup - £50,000
 - Mountain Bike World cup - £85,000
 - Celebration of the Centuries - £13,000
 - Scottish 6 day trial - £21,000

Business Tourism

- 2 members of VisitScotland's Business Tourism Unit are based locally in Inverness
- These staff members advise 160 venues and 63 suppliers based across the Highlands and Islands area.
- Enquiries to Highlands last year valued at £16.8 million.

- BTU Events signed up for by Northern partners include:
 - Portrait of Scotland Edinburgh dinner May 2012 (Attended by Eden Court, ICMI, Kingsmills Hotel & Achnagairn)
 - Scotland in Tour London (Wilderness Scotland)
 - Scotland on Tour to North England (Highland Golf Links)
- The local team is proactive in bringing MICE organisers to the area on familiarisation trips on a regular basis.
- In September 2012 the BTU showcased the Inverness and Aviemore area to 11 event organisers from London and the South East.
- A group of 12 Scottish event organisers will be hosted as we showcase a selection of venue improvements and new investments spanning Cairngorms to the Moray Coast in March 2013.
- VisitScotland's flagship business tourism event, Scotland Means Business, will be held in Inverness on 23-24 April 2013 - using Drumossie, Achnagairn, Kingsmills Hotel, Jacobite Cruises and Cairngorms area.
- VisitScotland's Business Tourism Unit works closely with both ScotRail and Flybe in the promotion of the area.
- The BTU also attends local meetings of interest, including the Airport Consultative Committee Meeting, monthly meetings of the Inverness Hotels Association and the Inverness City Marketing Group Meeting
- BTU currently works with 145 Highland Ambassadors, with the following specialist areas:
 - Health, (Digital Health, Diabetes Research)
 - Renewables (Marine Renewables)
 - Environment
 - Culture and Heritage.
- Current Conference Bid Work
 - Coloproctology - 700 delegates 2015. Bid submitted and still awaiting decision.
 - World Canal Congress - no bid yet - 200 people.
 - Aquaculture Congress - 2016 - 800 delegates (need to confirm if DMO can channel money to enable Aviemore to tap into bid fund - this is an important issue for the Highlands)

- Talked with George Gunn from SAC regarding bid fund and he indicated he could bring back the European Veterinary Epidemiology Conference which was held here in 2005 and attracted 200 delegates.
- International Appalachian Trail - 75 delegate worldwide- Sept 2013.Lost to Balloch, Loch Lomond.
- The BTU works with a range of key partners, including HIE and UHI.
- The BTU recently sponsored the dinner at UHI's researchers conference which attracted 160 academics from all over the Highlands and Islands.
- Work alongside Highland Council to promote City Subvention from Common Good Fund.

19 March 2013