



**SOUTH OF
SCOTLAND
DESTINATION
ALLIANCE**



GETTING READY TO REOPEN

Tourism Leadership in The South of Scotland

Creating a year-round, world class destination

21st April 2021
www.ssdaalliance.com

WELCOME

Jemma Reid

Project Manager - South of Scotland Destination Alliance

21st April 2021
www.ssdaalliance.com

AGENDA



Welcome from the SSDA – ReGRoup, ReEnergise, ReOpen

- Welcome and housekeeping
- Update from SSDA
- 56 Degree Insight – Jim & Duncan
- VisitScotland – Paula Ward
- Q&A
- Thank you and close

HOUSEKEEPING



RECORDING



Q&A



MUTE



TECHNOLOGY



The South of Scotland Destination Alliance (SSDA) is the Management and Marketing Organisation for the South of Scotland – your DMMO

By bringing Dumfries & Galloway and the Scottish Borders together we've created a new destination – the magical, hidden gem of Scotland

Despite all the past year has thrown at us, our opportunity is great

OUR AMBITION

Transform the South of Scotland into a year-round, world class destination, growing tourism spend in the region to £1bn by 2030 and creating an additional 6,500 jobs.





We will put the South of Scotland on a global stage – raising awareness and demand amongst visitors from near and far.



We are here to help you in the long and short term – firstly through the Covid-19 recovery period and then as we grow and prosper as one region.



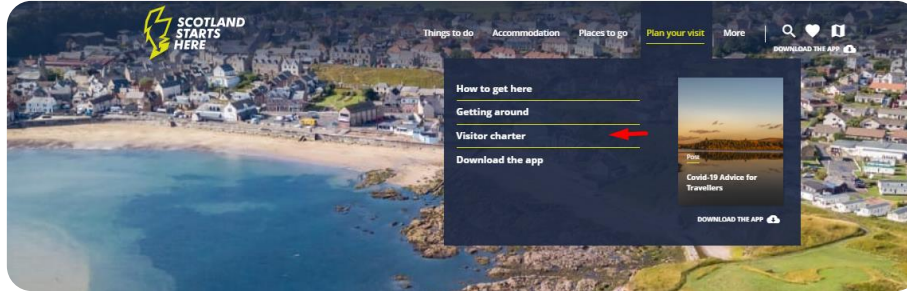
As your industry voice we are working in partnership with SOSE, VisitScotland and our local Councils to deliver national, regional and local tourism strategies.

RE-OPENING THE SOUTH



- Visitor Charter
- Business Toolkit
- Campervanning
- New Guides
- Visitor Management
- Survey Results
- Marketing

VISITOR CHARTER



- On Scotland Starts Here - Visitors
- Downloadable PDF
- SSDA – Businesses to Use
- Editable format for changes



Visitor Charter

[Home](#) | [Visitor Charter](#)

We have very much missed you and we want to ensure a warm welcome to new and returning visitors. Things are a bit different just now. By working together, we can enjoy the best the South of Scotland has to offer and also help our tourism industry and local communities, in a safe way. Scotland starts here, and you are all very welcome.

You can also view a [PDF version](#) of our visitor charter.

Plan Ahead

If crossing the border into Scotland, make sure you have checked to see if there are any specific travel restrictions for Scotland that may vary from those in England, Wales or Northern Ireland. Latest updates can be found [here](#).

© 2020 South of Scotland Destination Alliance. All rights reserved. This website is for informational purposes only. It does not constitute an offer of any product or service. The information on this website is subject to change without notice. For more information, please contact us at [info@southofscotland.co.uk](#)

plan ahead

VISITOR CHARTER



ENJOYING THE SOUTH OF SCOTLAND RESPONSIBLY STARTS HERE

📍 EYEMOUTH FORT | EYEMOUTH

WELCOME

We have very much missed you and we want to ensure a warm welcome to new and returning visitors.

Things are a bit different just now. By working together, we can enjoy the best the South of Scotland has to offer and also help our tourism industry and local communities, in a safe way.

Scotland starts here, and you are all very welcome.

PLAN AHEAD

If crossing the border into Scotland make sure you have checked to see if there are any specific travel restrictions for Scotland that may vary from those in England, Wales or Northern Ireland. Latest updates can be found [here](#).

Check businesses are open and, if you need to, please pre-book.

Look out for businesses supporting the 'Good to Go' and 'Safe Travels' schemes – our businesses are working hard to ensure your safety and welcome.

We would recommend that you follow Scotland Starts Here on Facebook, Twitter and Instagram, tourism businesses or communities on social media for latest 'open' updates, or phone ahead to check.

Remember that many businesses may prefer card payments, but others may still prefer cash – so come prepared.



LOVE IT LIKE A LOCAL

Please treat the area as you would wish your own community to be treated.

Please try to avoid overcrowded places and use the **Scotland Starts Here** website and **app** for inspiration of other scenic places in the area you could visit.

If wild camping or touring in a campervan, then please be responsible and considerate to where you stop – keep things clean and safe. Please check **Scotland Starts Here** for more information.

Please help to keep The South of Scotland beautiful by ensuring no litter is left behind.

Some public toilets may remain closed, so please go before you venture out. Toilet facilities are listed on **Scotland Starts Here**.

Park considerately not blocking roads or access – if too busy, then carry on.

Please remember to observe the **Scottish Outdoor Access Code**.

GETTING ABOUT

With an abundance of coastline, stunning landscapes, nature reserves and great wildlife – take your time, pause and enjoy the view and the wonderful fresh air. We encourage everyone to eat local, see local and buy local and immerse themselves in the South of Scotland community whilst visiting the area.

The South of Scotland has many excellent and varied walking and cycling routes – enjoy some slow travel. Remember to stick to paths where they are provided and don't disturb any wildlife. Be mindful of our working landscapes as well, and keep dogs on leads near livestock.

If using public transport observe the relevant requirements to allow travel. Local travel options can be found using **Traveline Scotland**.

Visit, any time of the year. Here in the South of Scotland, we welcome visitors throughout the year and it's great to explore across the different seasons. With the opportunity to actually experience four seasons in one day, you might want to come prepared. As the great Billy Connolly once said: "There's no such thing as bad weather, just the wrong clothing."



SOUTH OF SCOTLAND
DESTINATION
ALLIANCE



📍 DRUMLANRIG CASTLE | THORNHILL

PROTECT OTHERS AND YOURSELF

- ✓ Do not travel if you have **Covid-19 symptoms** or have been told to isolate.
- ✓ Observe physical distancing and wear a face covering when required.
- ✓ Regularly use hand sanitiser and wash your hands frequently.

RESPECT, PROTECT AND ENJOY

From a historical and cultural perspective, the South of Scotland is central to Scotland's story, identity and soul. Follow the thread that connects the Scottish people to the place it is woven, along roads and pathways shaped over centuries. Explore areas that forged a nation, whose ancient battles echo across time and whose culture defined the national character. Stand in the places that inspired our greatest. Absorb the spirit of Scotland in the landscapes where it still flows freely, from rolling hills, incredible views and dramatic coastlines.

Scotland really does start here in the South and if we are all responsible visitors together, we can enjoy the beauty, scenery and all that the South has to offer for years to come! We can't wait to welcome you.



SCOTLANDSTARTSHERE.COM



SCOTLANDSTARTSHERE.COM



SCOTLANDSTARTSHERE.COM

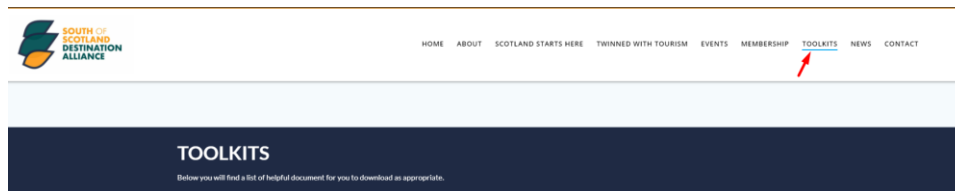


BUSINESS TOOLKIT



Updated Toolkit Page on SSDA with new Business Re-opening toolkit

- Stay Informed
- Useful Sources of Information / industry partner links
- Welcoming Customers
- Being prepared
- Loving local
- Responsible Tourism
- Skills, training and Technology
- SSDA Support, Our Team and Membership Value



CAMPERVANNING



**New feature on Scotland Starts Here –
launching early May**

1. Interactive Map
2. Where to park your campervan
3. Toilets and where to dispose of waste
4. Videos and guidance on responsible campervanning



NEW GUIDE PAGE ON SSH

New Guide Page on responsible travel being developed for May to include:

- Campervanning
- Wild Camping
- Open Water Swimming
- Driving in the South of Scotland
- Horses
- Wildlife & Landscapes
- Cycling



VISITOR MANAGEMENT PAN SOUTH



- All partners have come together
- Bi-Weekly meetings to address and discuss challenges and opportunities
- Protecting the South of Scotland
- Community Engagment
- Hot Spots
- Caravanning / Toilets / Parking

SURVEY RESULTS



Striking to see the variety and the spread of types of offer here.

- Supports our planning on D2C engagement - we need to promote the overall appeal of the area, and in B2B engagement it's about supporting members to join the dots and promote a varied/end-to-end experience for visitors.

Timings of re-opening

- Strong indication for 26 April as the main date to reopen, 56% of respondents.
- Also note that 80% of you plan to be open by the end of June

SURVEY RESULTS



Peaks and troughs in demand

- Majority of you anticipate that peaks will fall in July (75%) and August (80%), with this dropping right down in the Autumn months.
- On the flip side, majority of your concern for slow periods is Oct (35%), Nov (60%) and Dec (47%).

Two key issues that stand out

- Concern about Covid returning/peaking again (59%).
- Frustration about the lack of clarity about travel across the border – 77% agree that UK nations working at different speeds is a key challenge.

SURVEY RESULTS



Customer mindset

- People want a change of scene, an escape, time to relax...
- Predominantly outdoor options so it can be safe/less affected by restrictions.
- South as the perfect rural escape.

Support needs

- Marketing – filling the gaps – An appetite and need for SSH/SSDA to support members by stimulating demand.
- Extending the Season for all – Attracting visitors during Autumn and Winter.
- Training – Creating opportunities for relevant and practical upskilling.

WE ARE LISTENING

MARKETING



- We are planning some organic social around 26th April - SSH social profiles lined up ready to share and spread 'we're open' posts by members at that time, to engineer some momentum and spread organic
- By the end of June - we can be confident about usefulness/viability of actively promoting the region after that point, and having people who engage 'have somewhere to go', so to speak
- Peaks and Troughs - this suggests that investment in promotion can make the most difference and be most beneficial later in the year, when there is lower anticipated 'unprompted' demand, offset by increasing consumer confidence overall. We extend focus on October half term right through into November.

WE ARE LISTENING

MARKETING



- We will be focusing on intervening and stimulating custom at moments and in aspects where there are specific concerns about troughs in demand.
- Extending the Season is to be a key priority.
- Adventure Starts Here and Cycling Starts Here and The Year of Stories.
- Chances to take advantage of benefits to your membership by collaborating in marketing opportunities/ campaigns / collaborative blog posts / PR and Blogging activity.
- Travel Trade activity on behalf of businesses in the South.
- Recovery and Relaunch Marketing Strategy for the South of Scotland.



Our "behind the scenes"

- Our face to the industry and our partners
- Destination management and tourism product development
- Stakeholder and partner working
- Business to business support
- Promoting opportunities for tourism businesses in the South of Scotland
- Supports capacity building, collaboration between businesses, sharing of expertise



Our "face to the world"

- Our marketing platform
- Consumer facing campaign
- Promoting tourism to the South of Scotland to audiences across Scotland, the UK and worldwide
- Creating awareness and solidifying brand image through content (photos, videos, blog posts)



When to mention SSDA

- Looking for and offering business support
- Membership questions / business events
- Industry and business news
- Launching new products / seeking collaborations
- Press releases

Tag or message @SSDAlliance on Facebook or Twitter



When to mention SSH

- Photos of your business and the area that speaks to consumers directly
- Content promoting the South of Scotland in general - videos, blog posts, etc

Tag @ScotlandStartsHere or use #ScotlandStartsHere across social channels

WHAT TO EXPECT

IN THE NEXT YEAR



SSDA will lead the delivery of a clear tourism strategy from coast to coast, supporting the best possible Covid-19 recovery and growth plan for the sector and the wider economy of the South of Scotland.

Through a focus on;

Place-making

People

Digital capability

Sustainability

WHAT'S NEXT FOR MEMBERS?



- Engaging with you and your business
- Understanding your needs and requirements for support and training
- 1:1 Travel Trade workshops
- B2b development and collaborations
- Online webinars and workshops
- Digitalisation development
- Product and Experience Development
- Innovation workshops
- Themed workshops targeting specific groups. i.e. cycling / challenges & opportunities / collaborations/ Trade
- Summit planning for 2021 and beyond
- Online bookability training

We will be in touch. Our team are here to help you, your business, contact your Agent today.

A man with a beard, wearing a red jacket, black helmet, and grey pants, is captured mid-air while performing a snowboard trick on a snowy slope. He has his arms outstretched and a joyful expression. The background shows a ski resort at dusk, with a ski lift, evergreen trees, and other people on the slope under a cloudy sky.

**BOOKING AND
EXPERIENCING
HELPING OUR AUDIENCE HAVE
AN UNFORGETTABLE EXPERIENCE**

WHAT'S NEXT?



*It is time to make the South **destination 'ready'***



5th May 10am - Book Today to get online bookable

- Tour / Experience / Activity Provider and Visitor Attractions

You will hear from:

- SSDA
- VisitScotland Digital Team
- Fareharbour
- Beirhope Alpacas

TRAVEL TRADE WORKSHOPS



What is the travel trade?

They are intermediaries such as tour operators, wholesalers, travel agents and online retailers.

They play a significant role in attracting international visitors to Britain.

The travel trade can help open up new markets, attract more visitors to your destination, encourage them to spend more time exploring.

Benefit of working with the travel trade?

Access new export markets.

Your product packaged and sold effectively.

Maximise your marketing budget and broaden your customer base.

Increasing yield. Counteracting seasonality.

Did you know that foreign visitors tend to stay longer than domestic visitors, their total expenditure during their visit is higher.

Want to learn more, sign up to our Travel Trade Workshops with our trade specialist

Yvonne Wagoun.





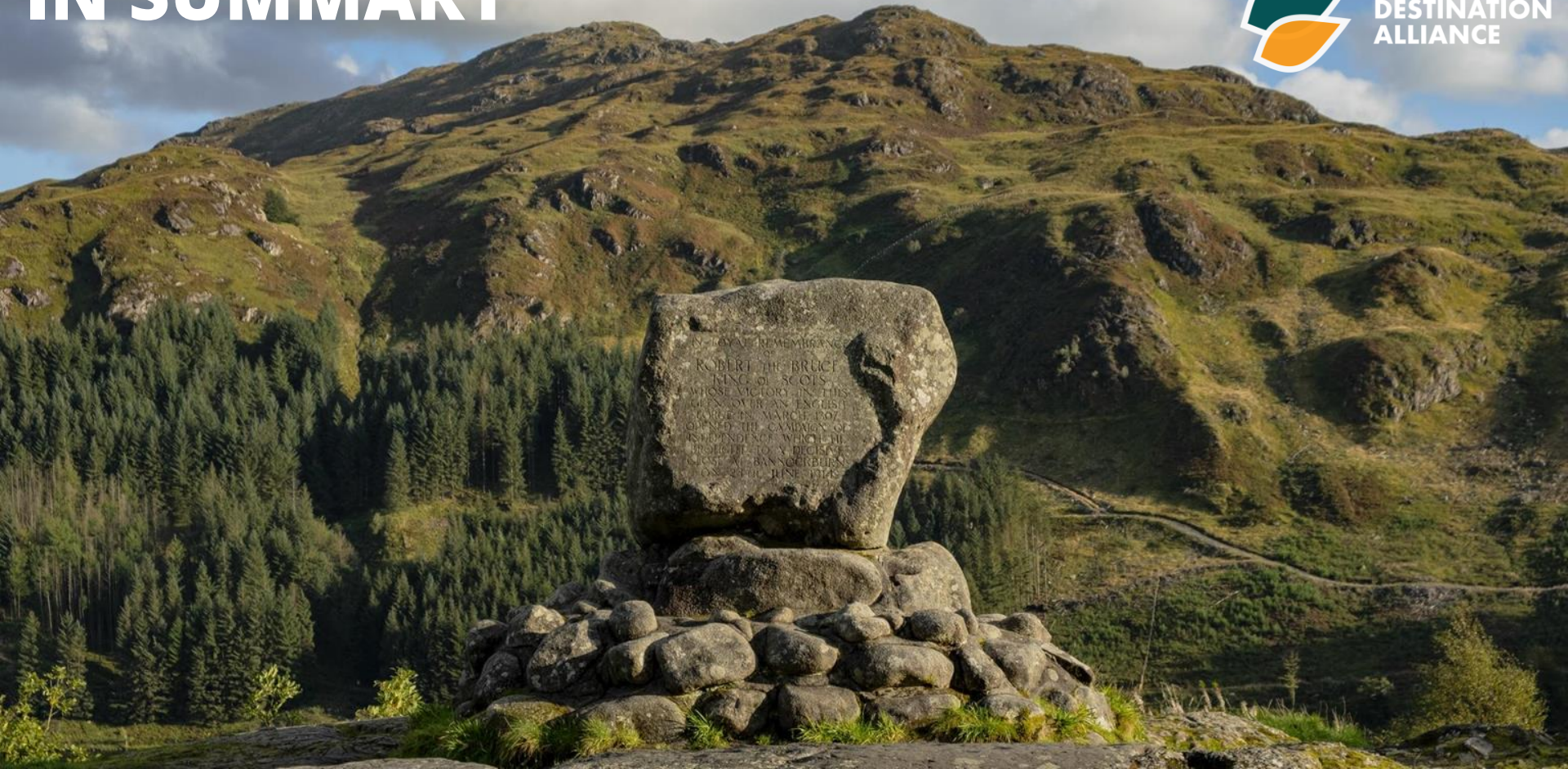
PRODUCT AWARENESS **EVENTS**

GROWING OUR LOCAL TOURISM COMMUNITY



- **Helping us all to get to know each other a little bit better**
Insight and perspective into who we are collectively, as ambassadors for our destination.
- **Facilitating opportunity to build new local partnerships and collaboration**
Providing a supportive, local B2B platform to share business objectives, discover common goals and innovative solutions.
- **Building a resilient business landscape for the long term**
Growing a strong, informed network, working together for the collective benefit of the south.

IN SUMMARY



TOP 5 TAKEAWAYS FOR TODAY



1. Get in touch & get involved

2. Share your love for the South of Scotland

#ScotlandStartsHere

3. SSDA here for the long term

4. Coast to Coast Collaboration

5. For Businesses. For Communities. For Visitors. For The South.

56 DEGREE INSIGHT

Jim Eccleston and Duncan Stewart

VISITSCOTLAND

Paula Ward
Regional Director



Thank You for Your Time

www.ssdalliance.com

Facebook: @SSDAlliance

Twitter @SScotDalliance