

SCOTLAND STARTS HERE INDUSTRY LAUNCH



Tourism Leadership in The South of Scotland

Creating a year-round, world class destination

29th March 2021
www.ssdaalliance.com

WELCOME

Jemma Reid
Project Manager - South of Scotland Destination Alliance

29th March 2021
www.ssdaalliance.com

AGENDA



Welcome to the SSDA and our industry launch of Scotland Starts Here

- Welcome and housekeeping
- Let us immerse you in the South of Scotland
- Update from SSDA
- SSDA Team
- Scotland Starts Here
- How to get involved
- What's coming next
- Thank you and close

HOUSEKEEPING



RECORDING



Q&A



MUTE



TECHNOLOGY

LET US IMMERSE YOU IN THE SOUTH OF SCOTLAND





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.

WE HIT THE GROUND RUNNING

Our Development Agents have spent the past six months, meeting you, our businesses, putting in place the strong foundations for our future activity.

We embarked on our first series of business engagement events and workshops.

We have regularly represented the South of Scotland at the highest level, putting the needs of our region's industry in-front of Ministers, Cabinet and Convention of the South.

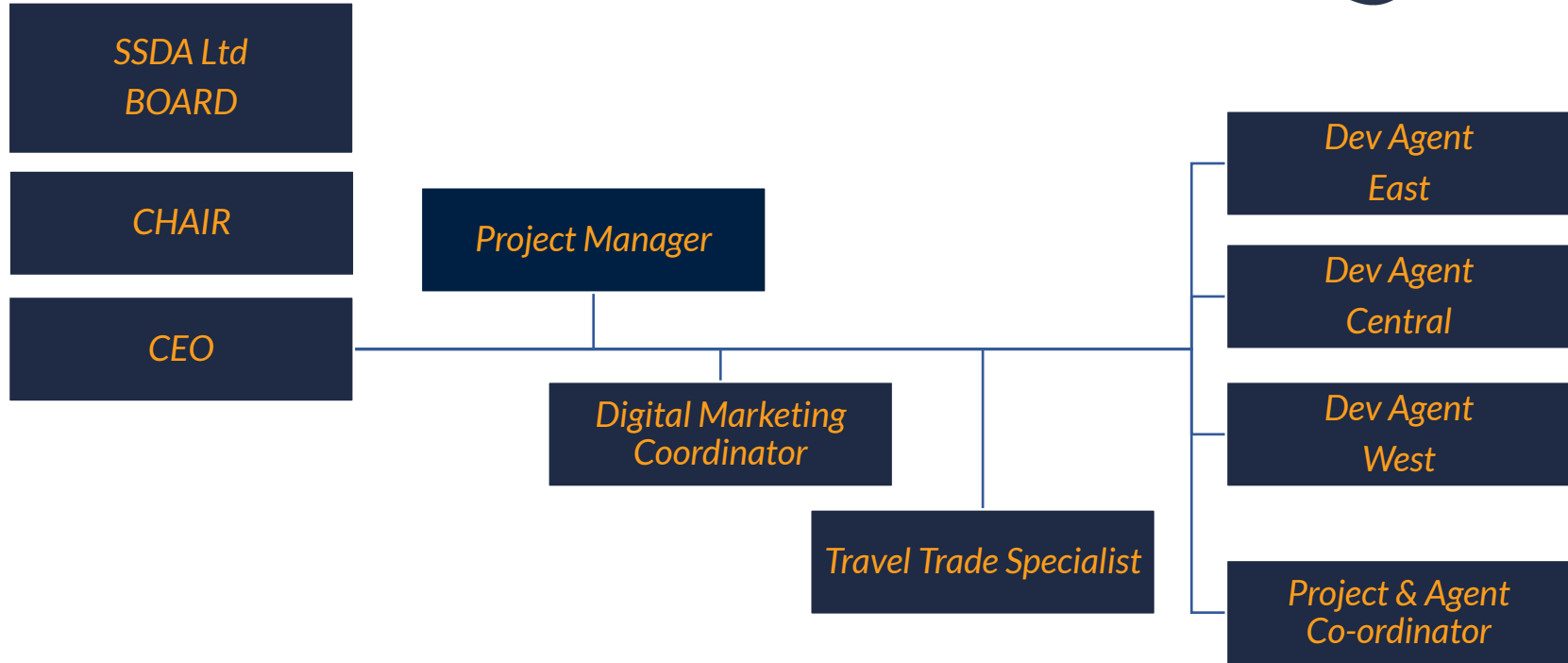


SO FAR WE HAVE...



- Interacted with:
 - 190 new businesses in our Autumn series of webinars over 5 events
 - 75 specialists attended our themed workshops to create new content for the West
 - 28 more businesses have been Travel trade trained increasing our trade portfolio
 - 107 businesses attended our last 3 product awareness - growing monthly
- Engaged with over 1000 businesses in the South of Scotland directly / through tourism groups and initiatives
- B2B Support, 1:1's
- Recovery and short-term action plans
- Attended trade shows and extensive trade activity
- Created online resources and B2B website (in further development, www.ssdalliance.com)
- Extensive research, business development, innovation and collaboration
- New product development
- Scotland Starts Here

SSDA ORGANISATION



SSDA BOARD



David Ibbotson
Knockinaam Hotels



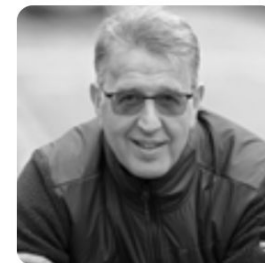
Douglas McMillan
McMillan Hotels



John Henderson
Born in Scotland



Melanie Allen
Nithbank Country Estate



Chris Walker
Selkirk Arms Hotel



Will Haegelend
Cringletie



Vicki Steel
Aikwood Tower



Patricia Picken
Solway View Holidays



Remko Plooi
Buccleuch Estates

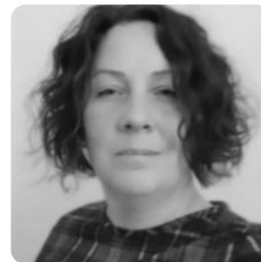
THE TEAM



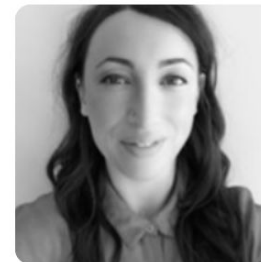
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Our "behind the scenes"

- 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)



 @scotlandstartshere

 @scotlandstartshere

 @herescotland

THE CHALLENGE | THE WHY

Challenges:

- Low awareness / demand
- Travellers from near and far choose cities and the Highlands
- Visitors don't care what the town / council boundary is called, they're here to experience Scotland.

Opportunities:

- We have magical, authentic Scottish experiences on our doorsteps
- We need to bring our region together and show visitors our incredible offering
- We need an identity, a way of thinking, talking and engaging people that showcases our product, and competes with bigger, more popular destinations
- We need to build authority and create a sense of intrigue and excitement

Anyone driving, training or coaching to Scotland will arrive in the South of Scotland first – the very first experiences, touchpoints, memories of Scotland are forged here. But from a historical and cultural perspective the South of Scotland are also central to so much of Scotland's history – battles (both victories and defeats) through the centuries have left a lasting impression that is felt nationwide.

Scotland's identity and soul were born here. The Scottish nation starts here.

To the visitor and experience seeker that first taste of history, adventure, luxury, beauty, excitement and amazement and so much more starts where Scotland starts – right here in the South of Scotland. By showcasing our broad and unexpected delights we will seduce, surprise and bewitch them. Their memories will start here. And so will their Facebook updates, tweets, Instagram stories and blog posts.



A FIRST FOR OUR DESTINATION

- Bringing the industry together under one roof has never been done before in this destination
- We need stand out
- We need everyone behind it
- Together we can make the South of Scotland the destination of choice for visitors
- From today, we need to show everyone 'Scotland Starts, right here in the South!

LET US IMMERSE YOU IN **THE** **SOUTH OF SCOTLAND**



THE BORDERS DISTILLERY

SCOTLAND STARTS HERE *INDUSTRY LAUNCH*



Rosslyn Chapel | Roslin.



#SCOTLANDSTARTSHERE

SCOTLAND *STARTS HERE*



Eyemouth, Berwickshire Coast

Experience Finder

Discover your perfect holiday



MOUNTAIN BIKING

STARTS HERE

Experience Finder

Discover your perfect holiday



Thomas Dunne | Glasgow

LAUNCH HEADLINES



LAUNCH HEADLINES



CONTENT AND ASSETS

- Blog Posts on website and shared on social – new ones added regularly.
- Experience Finder 60 new pages of content that brings the South alive
- 4 brand new podcasts (8 in total)
 - Rural Heritage
 - Ancestry and Castles
 - Families Outdoors
 - Art and Literature
- South of Scotland Social media assets
- 4 x eBooks

PODCASTS

We worked with BBC journalist Dave Howard to produce four 30-minute podcasts about different elements of the region: Food and Drink, Active and Outdoor Activities, Art and Textiles, History and Heritage for Midlothian and the Borders but from today we are launching 4 more. This gave us an opportunity to dive further into the intriguing satires of the destination and bring thee to life in a different way.

The new series are: Rural Heritage , Ancestry and Castles , Families Outdoors, Art and Literature



TRAVEL TRADE SECTION

- Password Login
- Sample itineraries
- Online interactive travel trade directory
- Media library
- One stop shop support
- Notifications of opportunities e.g FAM Trips
- So much more...

Contact Yvonne our Travel Trade Specialist on how to work with the region and the travel trade. Yvonne@ssdalliance.com

GET INVOLVED



@scotlandstartshere



@scotlandstartshere



@herescotland

HOW YOU CAN GET INVOLVED

The content and passion we've captured throughout this campaign development demonstrates that the South of Scotland can truly compete against the rest of Scotland and the UK when it comes to winning visitor hearts and minds.

But the real work starts **now**. And we need everyone involved.

- Become true advocates and ambassadors for our destination
- Speak to fellow businesses while you're out and about to immerse yourself in everything that we have
- Think bigger and broader about what you can offer visitors and ensure there's a value-add for them, for you and the destination
- We are here for you. Feedback and communicate with our team, become a member if you're not already and let us help

GETTING STARTED

Keep sharing:

- Press release
- Website assets
- Social content
- Use **#ScotlandStartsHere** for the chance to be featured on our channels
- Send us your news, offers and events for us to share
- Sign up to our new newsletter via the website
- Get in touch with our team whether you are a business needing to speak to agents, or travel trade partners to explore and promote the South - Yvonne is your lady
- Toolkit available to businesses

UPCOMING CONTENT

- Podcasts 2 – 4 staggered release
- Experience Finder to launch on the APP 7th April
- Trifold Brochure Pan South
- Events on website and app
- Bookable Experiences on Scotland Starts Here
- Interactive Itineraries
- Further development of walking / cycling / equestrian routes
- Launch of 2 brand new trails in the South
- Town development with communities on SSH
- Exciting collaborative marketing campaigns



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

**BECAUSE
SCOTLAND
TRULY,
STARTS HERE**



WHAT TO EXPECT

IN THE NEXT YEAR



With a focus on place-making, people, digital capability and sustainability, 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.

STRATEGIC FRAMEWORK



CROSS-SECTORAL ENGAGEMENT

If tourism in the South is to succeed, we need to look beyond ourselves and future-proof our industry.



Build the tourism supply chain.



Establish working groups with local organisations to develop eco tourism strategies and community projects.



Encourage a carbon-neutral approach and bring sectors together.



Work actively with local communities to demonstrate value of tourism.



Develop industry's links with the regions education sector – making tourism a career of choice.

WHAT'S NEXT?



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

- Pan South Visitor Management Group
- South of Scotland Visitor Charter
- Business toolkit on reopening
- Local audience recovery campaign April – June
- Data Development – brand new real time data platform in development for Scotland Starts Here APP and Website – insights / trends / intelligence to help your business and our destination
- 5 year destination plan and marketing strategy
- Audience Research and Segmentation development to provide solid foundations for future activity / campaigns and insights for product development
- Updated SSDA website with new features including a Members Login Portal
- Online destination & customer service training development

WHAT'S NEXT FOR MEMBERS?



- Engaging with you and your business
- Understanding your needs and requirements. 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 bookable / training

We will be in touch. Our team are here to help you, your business, your tourism group.

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 ski lift cables, evergreen trees, and other people in the distance. The sky is dark and cloudy.

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



PRODUCT AWARENESS **EVENTS**

GROWING OUR LOCAL TOURISM COMMUNITY



- **Helping us all to get to know each other a little bit better**
Insight and perspective on 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.



SUCCESS
STARTS HERE

INTRODUCING

OUR INAUGURAL CEO, ROSS MCAULEY



Joining the team in May

Over 20 years international commercial, entrepreneurial and marketing experience

Strong track record in destination management having previously led ground-breaking tourism initiatives in the Middle East, including luxury Jumeirah Group and through building his own successful global travel and tourism business

He'll be out and about meeting members, businesses and partners in the next few months.



Thank You



It has been a very exciting journey with nothing short of hard work, determination and passion to make this happen and I would like to put special thanks out to the following:

- **The SSDA Team & Our Board**
- **Industry Partners** – SoSE, VisitScotland, SBC, D&G Council
- **Marketing Partners** - The Union, Learn to Love Digital, Phil Wilkinson, Dave Howard,
- **All our tourism businesses and our members**
- **The businesses/ individuals who have featured in today's event**
- **To all of you for attending today**

Together we will make the South of Scotland a year-round, world-class visitor destination



DREAMING
RAISING AWARENESS
OF THE DESTINATION



Thank You for Coming

#scotlandstartshere



@scotlandstartshere



@scotlandstartshere



@herescotland



Thank You for Your Time

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