

**We want every pound spent to remain here**  
Tourism chief has big plans for the region

**Top photo: Graham Murray, chief of the South of Scotland Destination Alliance. Bottom photo: Graham Murray.**

TOURISM CHIEF GRAHAM MURRAY HAS REVEALED HIS BIG PLANS TO ATTRACTION INVESTORS TO VISIT THE SOUTH OF SCOTLAND DESTINATION ALLIANCE (SSDA) TO PROMOTE THE REGION AS A TOURIST DESTINATION. MR MURRAY, WHO IS CHIEF OF THE SSDA, SAID HE WANTED TO SEE THE REGION BECOME A MAJOR TOURIST DESTINATION AND WANTED TO SEE EVERY POUND SPENT TO REMAIN IN THE REGION. HE SAID HE WANTED TO SEE THE REGION BECOME A MAJOR TOURIST DESTINATION AND WANTED TO SEE EVERY POUND SPENT TO REMAIN IN THE REGION. HE SAID HE WANTED TO SEE THE REGION BECOME A MAJOR TOURIST DESTINATION AND WANTED TO SEE EVERY POUND SPENT TO REMAIN IN THE REGION.



SSDA August 2021

**We want every pound spent to remain here**  
Tourism chief has big plans for the region

**Top photo: Graham Murray, chief of the South of Scotland Destination Alliance. Bottom photo: Graham Murray.**

TOURISM CHIEF GRAHAM MURRAY HAS REVEALED HIS BIG PLANS TO ATTRACTION INVESTORS TO VISIT THE SOUTH OF SCOTLAND DESTINATION ALLIANCE (SSDA) TO PROMOTE THE REGION AS A TOURIST DESTINATION. MR MURRAY, WHO IS CHIEF OF THE SSDA, SAID HE WANTED TO SEE THE REGION BECOME A MAJOR TOURIST DESTINATION AND WANTED TO SEE EVERY POUND SPENT TO REMAIN IN THE REGION. HE SAID HE WANTED TO SEE THE REGION BECOME A MAJOR TOURIST DESTINATION AND WANTED TO SEE EVERY POUND SPENT TO REMAIN IN THE REGION. HE SAID HE WANTED TO SEE THE REGION BECOME A MAJOR TOURIST DESTINATION AND WANTED TO SEE EVERY POUND SPENT TO REMAIN IN THE REGION.

**We want every pound spent to remain here**  
Tourism chief has big plans for the region

**Top photo: Graham Murray, chief of the South of Scotland Destination Alliance. Bottom photo: Graham Murray.**

TOURISM CHIEF GRAHAM MURRAY HAS REVEALED HIS BIG PLANS TO ATTRACTION INVESTORS TO VISIT THE SOUTH OF SCOTLAND DESTINATION ALLIANCE (SSDA) TO PROMOTE THE REGION AS A TOURIST DESTINATION. MR MURRAY, WHO IS CHIEF OF THE SSDA, SAID HE WANTED TO SEE THE REGION BECOME A MAJOR TOURIST DESTINATION AND WANTED TO SEE EVERY POUND SPENT TO REMAIN IN THE REGION. HE SAID HE WANTED TO SEE THE REGION BECOME A MAJOR TOURIST DESTINATION AND WANTED TO SEE EVERY POUND SPENT TO REMAIN IN THE REGION. HE SAID HE WANTED TO SEE THE REGION BECOME A MAJOR TOURIST DESTINATION AND WANTED TO SEE EVERY POUND SPENT TO REMAIN IN THE REGION.

**7**

PIECES OF COVERAGE:

**39.5K**

ONLINE READERSHIP:

**23.6K**

ESTIMATED COVERAGE VIEWS:

**26**

AVERAGE DOMAIN AUTHORITY:

**15.5K**

CIRCULATION:

# We want every pound spent to remain here

## Tourism chief has big plans for the region

KENNY MACDONALD

**Tourism chief Ross McAuley has revealed his plans to rake in £900 million for the sector and create 6,500 new jobs.**

The aim involves bringing Dumfries and Galloway plus the Scottish Borders together as one region under the umbrella of South of Scotland Destination Alliance (SSDA) to breathe new life into the tourism industry during the staycation era.

Mr McAuley, 44, was installed as chief executive in April and is bristling with ideas to revamp the industry and ensure holidaymakers head to attractions and festivals ensuring every pound spent in the area stays in the area.

He said: "We are being funded by the South of Scotland Enterprise and also by Dumfries and Galloway Council, so we will have £2.7 million over the next five years.

"And the aim is to bring tourists to the area and make them aware of the hidden gems we have here.

"There are some fabulous coastlines here, wonderful scenery plus castles, other historical sites and a hospitality industry to enjoy.

"At the moment it is worth £450m to the area and essentially we want to double that and bring jobs here. Just now there are 9,500 workers in hospitality. We are aiming to create another 6,500 by 2030.

"Like the rest of the country there is a shortage of chefs and that is something to work on."

The Covid-19 pandemic has had a devastating impact on the region and the rest of the country and SSDA officials insist that the

tourism industry is facing its biggest ever crisis.

Now they are helping local businesses and communities recover and build a stronger future by promoting the south as a tourist destination through its recently launched Scotland Starts Here marketing campaign.

It promotes the region's businesses and experiences through newspaper and online promotions to entice new visitors.

Mr McAuley added: "We are bringing world-class events here such as the Raiders Gravel Galloway cycling event and Enduro World Series in October.

"We're also collaborating with Dumfries and Galloway Council on its Pitch Up Responsibly campaign to help promote responsible tourism.

"We want to help young people find work in the tourism sector to support local tourism businesses and the economy.

"A job in hospitality has often been looked down upon in the past as pulling pints and washing dishes in a restaurant kitchen. But it is much more than that, it is a career. I started work as a waiter in Broxburn and ended up manager of the restaurant so it can be done. There are careers in hospitality.

"It is very important due to the job losses over the years at Pinneys and we want to fill that void."



**Ambitious plans** Ross McAuley



CIRCULATION:

**9.41K**

CIRCULATION:

**9.41K**



**Top class events** Riders try out the route of the Raiders Gravel Galloway cycling festival



KENNY MACDONALD

**Tourism chief Ross McAuley has revealed his plans to rake in £900 million for the sector and create 6,500 new jobs.**

The aim involves bringing Dumfries and Galloway plus the Scottish Borders together as one region under the umbrella of South of Scotland Destination Alliance (SSDA) to breathe new life into the tourism industry during the staycation era.

Mr McAuley, 44, was installed as chief executive in April and is bristling with ideas to revamp the industry and ensure holidaymakers head to attractions and festivals ensuring every pound spent in the area stays in the area.

He said: "We are being funded by the South of Scotland Enterprise and also by Dumfries and Galloway Council, so we will have £2.7 million over the next five years.

"And the aim is to bring tourists to the area and make them aware of the hidden gems we have here.

"There are some fabulous coastlines here, wonderful scenery plus castles, other historical sites and a hospitality industry to enjoy.

"At the moment it is worth £450m to the area and essentially we want to double that and bring jobs here. Just now there are 9,500 workers in hospitality. We are aiming to create another 6,500 by 2030.

"Like the rest of the country there is a shortage of chefs and that is something to work on."

The Covid-19 pandemic has had a devastating impact on the region and the rest of the country and SSDA officials insist that the

# We want every pound spent to remain here

## Tourism chief has big plans for the region



**Top class events** Riders try out the route of the Raiders Gravel Galloway cycling festival



**Ambitious plans** Ross McAuley

tourism industry is facing its biggest ever crisis.

Now they are helping local businesses and communities recover and build a stronger future by promoting the south as a tourist destination through its recently launched Scotland Starts Here marketing campaign.

It promotes the region's businesses and experiences through newspaper and online promotions to entice new visitors.

Mr McAuley added: "We are bringing world-class events here such as the Raiders Gravel Galloway cycling event and Enduro World Series in October.

"We're also collaborating with Dumfries and Galloway Council

on its Pitch Up Responsibly campaign to help promote responsible tourism.

"We want to help young people find work in the tourism sector to support local tourism businesses and the economy.

"A job in hospitality has often been looked down upon in the past as pulling pints and washing

dishes in a restaurant kitchen. But it is much more than that, it is a career. I started work as a waiter in Broxburn and ended up manager of the restaurant so it can be done.

There are careers in hospitality. "It is very important due to the job losses over the years at Pinneys and we want to fill that void."

Ref: 7720210819765



The contents of the publication from which these extracts have been taken are copyright works and without prior permission or save as permitted by statute may not be copied or otherwise reproduced (even for internal purposes) or resold.

CIRCULATION:

**6.07K**

## SSDA BBC Radio D G clip 1



## SSDA BBC Radio D G clip 2





## Radio Borders

AUG 06, 2021

Station:Radio Borders  
Program Name:

Broadcast Date: 06/08/2021  
Broadcast Time: 08:02:08

Duration : 34s

**Radio Borders 6 August 2021 08:02:08**

*Tourism bosses are warning a staff shortage in the Borders are threatening to scupper the industry's recovery from the pandemic. Ross McAuley from the South of Scotland Destination Alliance comments.*

Error loading player:  
No playable sources found

08/06/2021 08:02:08 AM



(EST.) MONTHLY VISITS:

**39.5K**

(EST.) COVERAGE VIEWS:

**7.88K**

DOMAIN AUTHORITY:

**26**



## Radio Borders

AUG 06, 2021

Station:Radio Borders  
Program Name:

Broadcast Date: 06/08/2021  
Broadcast Time: 12:00:55

Duration : 34s

**Radio Borders 6 August 2021 12:00:55**

*Tourism bosses are warning a staff shortage in the Borders are threatening to scupper the industry's recovery from the pandemic. Ross McAuley from the South of Scotland Destination Alliance comments.*

Error loading player:  
No playable sources found

08/06/2021 12:00:55 PM



(EST.) MONTHLY VISITS:

**39.5K**

(EST.) COVERAGE VIEWS:

**7.88K**

DOMAIN AUTHORITY:

**26**

## Radio Borders

AUG 06, 2021

Station:Radio Borders  
Program Name:

Broadcast Date: 06/08/2021  
Broadcast Time: 17:01:48

Duration : 33s

**Radio Borders 6 August 2021 17:01:48**

*Tourism bosses in the Borders are telling us a shortage of staff could hamper their recovery. Ross McAuley from the South of Scotland Destination Alliance comments.*

Error loading player:  
No playable sources found

08/06/2021 05:01:48 PM



(EST.) MONTHLY VISITS:

**39.5K**

(EST.) COVERAGE VIEWS:

**7.88K**

DOMAIN AUTHORITY:

**26**