



SOUTH OF SCOTLAND DESTINATION ALLIANCE

SSDA July coverage

30 best farm shops in Britain
— where to find cheese,
chutney and chic cafés



THE IRISH TIMES

Tourism is at rock bottom. But
it will be key to recovery

More tourism and hospitality businesses are on their knees, emotionally and financially drained. A recent survey claimed that 70 per cent of Scotland's hotels are never again booked with any sign of life.

THE IRISH TIMES

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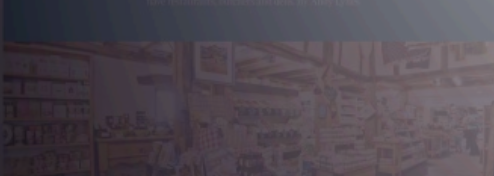
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PIECES OF COVERAGE:

38.1M

ONLINE READERSHIP:

78.2K

ESTIMATED COVERAGE VIEWS:

518

SOCIAL SHARES:

93

AVERAGE DOMAIN AUTHORITY:



COMMENT

Tourism is at rock bottom. But it will be key to recovery

Ross McAuley | Monday July 19 2021, 12.01am BST, The Times

Many tourism and hospitality businesses are on their knees, emotionally and financially drained. A recent survey claimed that 10 per cent of Scotland's hotels may never reopen, burdened with debt and short of staff.

Yet rock bottom could prove a good foundation to rebuild a sustainable tourism industry at the sharp point of a national economic recovery if we change our approach to a sector that used to account for one in 12 jobs and more than £11 billion of visitor spending a year.

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This Green List destination has 300 days of sunshine each year. Why wouldn't you book your trip now?



Is this the way to protect the red squirrel from extinction?

The Times: The Thunderer column

JUL 18, 2021

(IMAGE 1 OF 2)

(EST.) MONTHLY VISITS: **38.1M**

(EST.) COVERAGE VIEWS: **38.8K**

DOMAIN AUTHORITY: **93**



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As hotels, B&Bs and attractions reopen they face a recruitment crisis, spread by Covid and hastened by Brexit. Ninety per cent of Scotland's hotels have more than ten staff vacancies. We need to attract talent, especially young people, who can help these businesses to get back on their feet. We need a tourism worker visa scheme. We need to end snobbery and disdain towards working in the sector. We need those who do not think of pointing people to a career in tourism and hospitality to think again.

A job is not just pulling pints at the pub or washing dishes in the hotel kitchen. It's about helping Scotland become a leader in sustainable tourism. It's about developing agritourism, workcations and growing opportunities around the staycation boom. It's about adventure holidays, nature guides, dark sky parks, and innovative events and festivals. It is about being proud of your country and your culture and welcoming guests to share in the uniqueness of Scotland. There are very few places in the world which have the amazing blend of history, scenery, character and friendliness that we have in Scotland. Yet as international tourism is disrupted in the post-Covid world, we face losing our place in the global marketplace.

What do we need to do to realise the opportunity that sits on our doorsteps? We need urgent and co-ordinated action to help our sector survive and solve our recruitment crisis. We need an all-Scotland approach to release the untapped potential of areas such as the Borders and Dumfries and Galloway to balance overtourism in the traditional markets of Edinburgh and the Highlands and Islands. We need to wake up from our complacency and innovate on service and digital experience to make us surpass the expectations of the modern visitor.

This means a "Team Scotland" approach. It means the myriad of tourism bodies coming together with the government, enterprise, skills and education to put Scottish tourism at the heart of the country's green recovery. It's time to change our mindset.

Ross McAuley is chief executive of the South of Scotland Destination Alliance

Brexit

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The Times: The Thunderer column

JUL 18, 2021

(IMAGE 2 OF 2)

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FOOD

30 best farm shops in Britain — where to find cheese, chutney and chic cafés

They no longer just sell local veg and freshly laid eggs. These have restaurants, butchers and delis. By Andy Lynes



The Times: 30 best farm shops in Britain

JUL 30, 2021

(IMAGE 1 OF 2)

(EST.) MONTHLY VISITS: **38.1M**

(EST.) COVERAGE VIEWS: **39.4K**

DOMAIN AUTHORITY: **93**

490

23

1

11. Kilnford Farm Shop

Dumfries & Galloway

The Rome family have been farming in Kilnford for three centuries and opened a farm shop, which includes a restaurant and nature trail, on the outskirts of Dumfries in 2011. All the meat in the rustic-chic shop comes directly from the farm's herds of Belted Galloway cattle, Blackface sheep and outdoor-reared pigs. The deli counter features an array of artisan products from Dumfries and Galloway such as organic cheddar-style Loch Arthur farmhouse cheese.

Details kilnford.co.uk, 01387 253087

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