
Linny Oliphant

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Scotland Starts Here

- Scotland Starts Here in the South of Scotland
- Developing new experiences to grow audiences locally, domestically and internationally

Food & Drink

- 50% of the market associate F&B with the South of Scotland
- Strengthen the association of the South of Scotland with a great food and drink offering
- Delighted to join forces with industry leadership organization, Scotland Food and Drink in a strategic partnership
- Put South of Scotland producers in the spotlight, new trails and itineraries
- Launch November Expo
- Welcome to Joe Hind, Business Development Manager, South of Scotland, Scotland Food and Drink



Hub Gateways to the South

- Ensure we elevate the visitor experience in key gateway towns and communities
- Create a 'destination experience'
- 2 communities targeted in 2022, first pilot May, second pilot November
- Fiona Lee, Owner, Kirkudbright Art Tours, elevating the visitor experience in the artists' town of Kirkudbright and earlier this month hosted SSSA's guest influencer 'The Wee White Dug'



Trails

- Galloway and Southern Ayrshire UNESCO Biosphere is one of the thirteen UNESCO designations brought together on Scotland's UNESCO Trail which launched in the Autumn
- The UNESCO Trail spotlights our Biosphere communities and businesses that hold the Biosphere Certification mark
- Help visitors make their journey as green as possible

Recharge In Nature Project

- SSDA is the primary funding partner, working closely with SUP
- Technical development of a pilot WebApp using new datasets by Electrek Explorer
- E-charging, electric road trips, SWC300 and bike trails, activities and attractions, nature engagement opportunities



Coast to Coast

- Strengthen the association of the South of Scotland as a coastal destination
- Audit, feasibility study
- Beach cleanliness plan
- Deliver holistic visitor experience
- Develop 2 new trails/itineraries
- Richard Clarke, SW Scotland Trail Development Officer, the importance of long-distance trails and the new 500km SW Scotland Coastal Way which will offer 100 days of walking

Slow Tourism

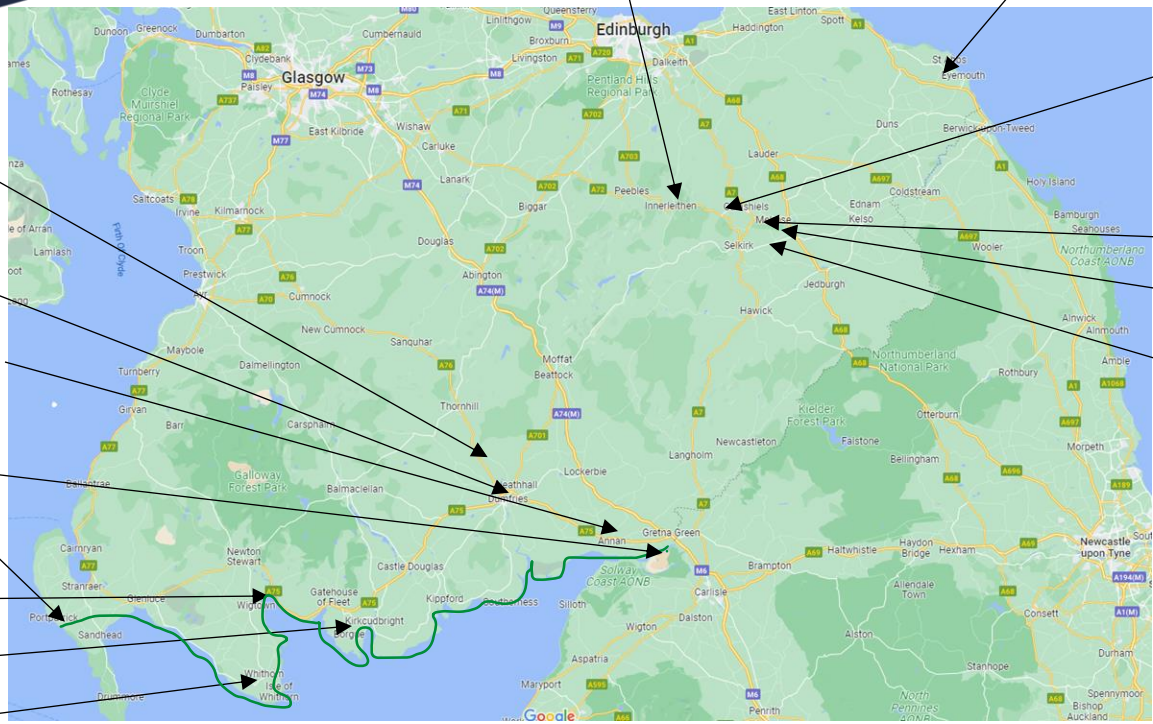
- Road biking, Mountain biking and Gravel biking events including Golazo, World Cycling Championships
- Emma Guy, former professional mountain bike athlete and partner 'The Hub In The Forest' Glentress is here to tell us all about the power of the bike to bring more to the South of Scotland



Cultural Heartlands

- Dynamic cultural scene of the South of Scotland
- Deploy a robust product development framework to highlight the unique itineraries and experiences on offer
- Business engagement, launch new digital experiences
- Year of Stories: Sarah Macdonald our Literary Tourism Project Lead is focused on bringing together attractions and organisations that embody the South of Scotland's literary and cultural icons including The Great Tapestry, Abbotsford, Gunsgreen House, Ellisland Farm, The Devils Porridge and Peter Pan Moat Brae...
- Creating premium and memorable experiences which bring stories to life





Enduro Sports Trail

Gungreen House

The Great Tapestry of Scotland

Ellisland Farm & Museum

Moat Brae

Abbotsford House

The Devil's Porridge

Borders Book Festival

South West Coastal Way

Trimontium Museum

Wigtown Book Festival

Kirkcudbright Art Tours

The Whithorn Trust

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