



**SOUTH OF
SCOTLAND**
**DESTINATION
ALLIANCE**

SCOTLAND'S EXPERIENCES START HERE

**A guide to developing memorable
and authentic visitor experiences**

CONTENTS

The Importance of Experiences	3
Scotland Starts Here Experience Collection	4
Aligning Experiences with Scotland Starts Here Brand	5
The Experience Collection Criteria	6
The South of Scotland Story starts here	7
Tales from the South of Scotland	8
What are authentic experiences?	11
Creating Authentic Tourism Experiences	14
From Products to Experiences	15
Steps to create your own Authentic Visitor Experiences	17
Work with Like-minded Businesses	18
Making your Experiences Bookable?	20
Experience checklist	22
Next Steps - Making the Most of the Opportunity	23
Further Information & Support	24

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THE IMPORTANCE OF EXPERIENCES



Experiential Tourism allows the visitor to immerse in a sense of place and connect with locals, heritage, culture, the uniqueness of a place, and leave with an emotional connection worth talking about.

An 'experience' actively involves visitors so they can feel special and have the opportunity to engage with local culture and connect with a place, its people and stories.

When people travel, they no longer want to just 'see' a place; they want to live it, breathe it, touch it, become part of it.

Authentic visitor experiences create an opportunity for tourism businesses to go beyond delivering conventional tourism products based on goods and services. This means rethinking the traditional approach and offering visitors immersive experiences to connect with places and gain a deeper understanding of where they are and giving visitors a distinctive and compelling reason to visit.

HOW CAN THIS TOOLKIT HELP YOUR BUSINESS?

This toolkit is a resource created to give you ideas about how to develop, deliver and promote new and memorable visitor experiences. This toolkit will enable you to create business opportunities following the market trend for experiential travel.

It provides you with information on:

- How you can adopt the Scotland's Experiences Start Here style for your marketing activities.
- How to move from selling tourism products to providing engaging and memorable experiences.
- How to promote your experiences.

Want to know more? Get in touch and ask about SSDA membership!



Credit: VisitScotland / Kenny Lam