SOUTH OF SCOTLAND DESTINATION ALLIANCE

SSDA Conference

Wednesday 20th March 2024

Develop the visitor experience, with a focus on quality

Visitor Information

SOUTH of SCOTLAND ENTERPRISE

Visitor Information:

Visitors need to be able to access information easily during the planning and booking phase, and throughout their visit. Our visitor information needs to be clear, consistent, and centrally held in a digital one-stop shop – 'Scotland Starts Here'. Visitors need to be able to digitally discover the region and book the various elements of their trip in one simple step. This information needs to be accessible, inspiring and accurate to ensure views convert to bookings.

Whilst in the destination, visitors need to be signposted to relevant digital information, with effective online booking for experiences etc, so visitors stay longer and spend more.

We will do this by:

- Review of current visitor information usage and effectiveness, with clear development plan agreed Encouraging and facilitating collaboration between businesses and making the product more connected, to make it easier for visitors to find and book joined-up experiences and to linger longer.
- Ensuring every visitor economy business is listed on 'Scotland Starts Here' and is supported to keep their listing up to date.
- Integrate 'Scotland Starts Here' with other sources of visitor information across the region.
- Ensuring 'Scotland Starts Here' branding, with QR codes directing to the website and app, is visible across the region.

Traquair House, Scottish Borders

SOUTH OF SCOTLAND

SCOTLAND STARTS HERE

Vanessa Wegstein

#SSDAConf24

THE STRATEGY

Visitors need to be able to access information when planning and booking their trip. All visitor information should be

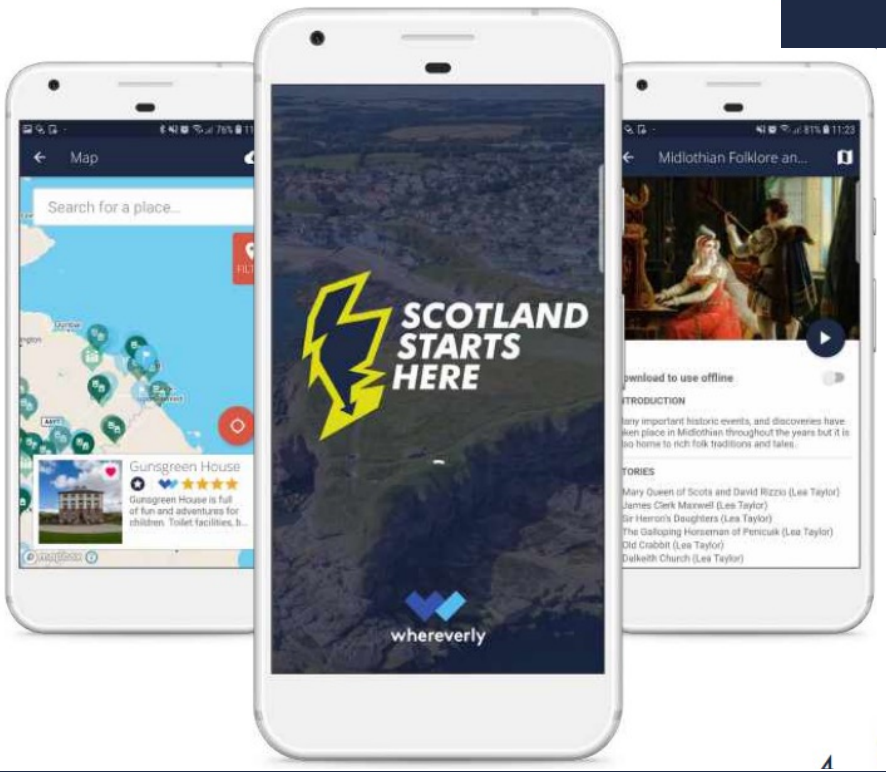
Easily accessible, clear, consistent, inspiring

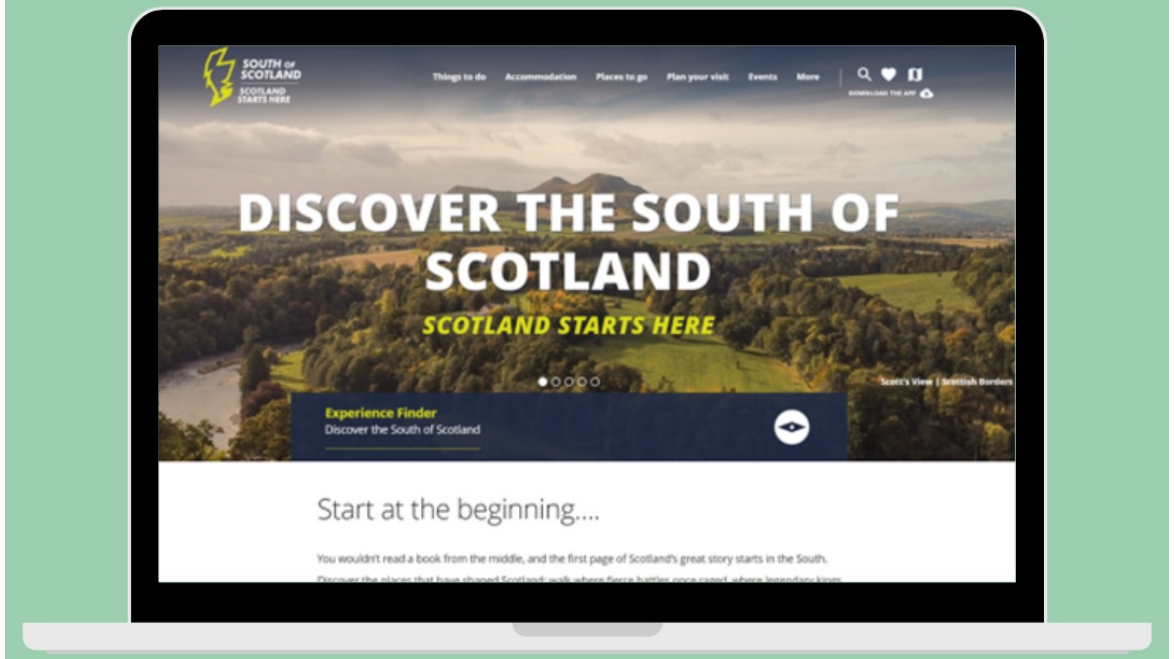
Actions:

- Review of current visitor information
- Facilitating collaboration to increase bookability
- Maximise opportunities through Scotland Starts Here
- Increase visibility of Scotland Starts Here across the region

SCOTLAND STARTS HERE

MONTHLY WEBSITE VIEWS - 57K IN FEBRUARY 2024





SCOTLAND STARTS HERE APP - 25.5K DOWNLOADS TO DATE

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SCOTLAND STARTS HERE

Julia Jakoubek

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Oddný Arnarsdóttir

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Share your thoughts and questions

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How do we work together to achieve the actions in the strategy?

What actions should we take to support brand visibility throughout the region?

What support can we offer to businesses to make information provision easier?

SOUTH OF SCOTLAND
DESTINATION ALLIANCE

Dumfries & Galloway
COUNCIL

business gateway
Dumfries & Galloway

beeline pr

SOUTH of SCOTLAND ENTERPRISE

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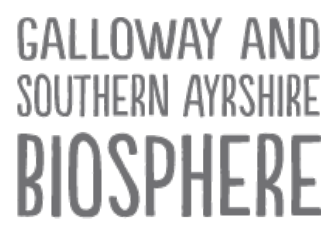
GALLOWAY AND SOUTHERN AYRSHIRE BIOSPHERE

Scottish Borders COUNCIL

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