



DRIVING THE SOUTH OF SCOTLAND TO A YEAR-ROUND FIRST CLASS TOURISM DESTINATION

To transform the South of Scotland into a year-round world class destination, growing tourism spend in the region to £1bn by 2030 and creating an additional 6500 jobs.



YEAR 1

WHAT SSSA DELIVERED IN YEAR 1

SSDA Year 1 Progress



Branding

- ✓ Scotland Starts Here Launched
- ✓ Preferred brand name
- ✓ SSDA website
- ✓ Consumer Website
- ✓ Consumer APP
- ✓ Integration of D&G including a range of walking, cycling and driving routes as well as historical and natural points of interest.
- ✓ Updated travel trade section for our travel partners which includes an interactive directory and itineraries.



Delivery

- ✓ Core Services
- ✓ Prioritization of activities
- ✓ Delivery model of activities
- ✓ Database of existing local suppliers
- ✓ Database of international operators
- ✓ Commercial models for potential partnerships
- ✓ General considerations to market the product



Content

- ✓ Blog Posts on website and shared on social – new ones added regularly.
- ✓ Experience Finder - 60 new pages of content that brings the South alive
- ✓ 4 brand new podcasts (8 in total)
- ✓ Rural Heritage
- ✓ Ancestry and Castles
- ✓ Families Outdoors
- ✓ Art and Literature
- ✓ South of Scotland Social media assets
- ✓ 4 x eBooks
- ✓ Social Growth



Member

- ✓ 190 new businesses in our series of webinars over 5 events
- ✓ 75 specialists attended our themed workshops to create new content for the West
- ✓ Product awareness - growing monthly
- ✓ Engaged with over 1000 businesses in the South of Scotland directly / through tourism groups and initiatives
- ✓ B2B Support, 1:1's
- ✓ Recovery and short-term action plans

SSDA Year 1 Progress



Travel Trade

- ✓ Dedicated Travel Trade Specialist
- ✓ Sample itineraries
- ✓ Online interactive travel trade directory
- ✓ Media library
- ✓ One stop shop support
- ✓ Notifications of opportunities e.g FAM Trips
- ✓ Attended trade shows and facilitated training
- ✓ 50 more businesses have been Travel trade trained increasing our trade portfolio
- ✓ promoting trade ready products and businesses to domestic and international operators.
- ✓ Airlines.
- ✓ Attendance at Explore GB and Reconnect Trade Shows showcasing the South.



Product Development

- ✓ Industry Launch event
- ✓ Visitor Charter
- ✓ Camper rvan map
- ✓ Trail development
- ✓ Cycle/Whisky/Literature
- ✓ Regular meetings with councils/stakeholders
 - Product experience concept, set up requirements and roadmap
 - Assessment of international operators for potential partnership



Destination Support

- ✓ Developed and launched the South of Scotland Destination Visitor Charter
- ✓ Launched a Business Reopening Toolkit
- ✓ Monthly newsletters
- ✓ Regular surveys to understand the needs of our members.
- ✓ Represented tourism in the South at a pan-South Visitor management group.
- ✓ Engaged with community officers, towns, third sector and groups across the
- ✓ South.
- ✓ Attended community meetings and events.



YEAR 2

WHAT SSSA DELIVERED IN YEAR 2



**WHAT WE ARE DOING WITH AND
FOR OUR MEMBERS**

ACTIVITY- MEMBERS

- Direct Members
 - Listing on Scotland Starts Here
 - Ongoing 1:1 support to SSDA members
 - Opportunities to engage in marketing
 - Monthly members newsletter
 - Members Portal on SSDA *New September 21
 - ❑ Job portal
 - ❑ Forum
 - ❑ Insights
 - ❑ Toolkits
 - ❑ Reports
 - Business readiness & industry engagement programme
 - ❑ Product Awareness Sessions
 - ❑ AGM & Annual Conference
 - ❑ Travel Trade training
 - ❑ Partner opportunities with TripAdvisor etc.
 - ❑ Digital training programme with partners
 - ❑ More coming soon..
 - Development of a supplier database
 - The Collaborator between businesses
 - Raising awareness locally and regionally
 - Partnership working with SoSE / VisitScotland and all Key Stakeholders and Industry Partners
 - Being the voice for tourism and our members in the South



ACTIVITY- MEMBERS

- Group Members & their members
 - Listing on Scotland Starts Here
 - Monthly members newsletter
 - Discount to Business readiness & industry engagement programme
 - ❑ Product Awareness Sessions (Delegate)
 - ❑ AGM & Annual Conference
 - ❑ Travel Trade training
 - ❑ Digital training programme with partners





DESTINATION DEVELOPMENT

- **Product Development**
 - Stimulate innovation in product development, diversification, differentiation and flexibility
 - Drive domestic and International markets
 - 1:1 Support in collaboration
 - Develop a framework for training / development
 - Links to TripAdvisor and other partners
 - Online bookable training and support
- **Digital**
 - On pan South Group to drive digital capabilities and support
 - Data development with Scotland Starts Here and external insights to provide real time data & insights
- **Infrastructure**
 - Lead on the visitor management group for the South
 - Influencing requirements for inward investment
 - To be a leading responsible destination
 - Encouraging and developing local Supply Chain
 - Ensuring Tourism is a Career of Choice
 - Leading the Way as a destination in Sustainability and Responsible Tourism

INDUSTRY LEADERSHIP & CAPACTIY BUILDING

- South of Scotland Enterprise
 - Collaborative campaign for the South in press/media and online
 - Regular meetings with Team / Board
 - Communication distribution
- Stakeholder & Scottish Government Engagement
 - Stakeholder Communications and collaborations
 - Borderlands / City of Culture / Destination Tweed
 - Local tourism groups and initiatives
 - Councils
 - MPs / MSPs
- VisitScotland
 - Industry relationship
 - Destination development
 - Marketing
 - Travel Trade
- Internal Governance and Infrastructure
 - CRM / Data / Reporting
 - Surveys
 - Listening to the needs of our members
- Funding and Commercialisation
 - Ensuring we are here for the long-term to support our members and destination





PLACE BRAND AND MARKETING

- Adventure Starts Here
 - Paid social media campaign to highlight active and outdoor events and members
 - Press / Media opportunities targeting these segments
 - Sponsor and support to signature events.
- Stories Start Here
 - Paid Social Media campaign to highlight events and members and new openings
 - Press / Media opportunities targeting these segments
- PR
 - Driving awareness and maximising exposure for the South and our members
 - Engagement with local as well as national press and media
 - Engagement with trade press and media
 - Monthly PR report available on the SSDA website
- Audience Research & Market Segmentation
- Scotland Starts Here
 - Creation of new imagery to promote the South of Scotland
 - Regular influencer and press trips
 - Creation of new visitor information sections, including interactive itineraries, responsible travel guides and more
 - Regular blog posts
 - Organic social media activity, spreading awareness of the South

PLACE BRAND AND MARKETING

- Scotland Starts Here – upcoming
 - Monthly consumer newsletter with travel inspiration
 - Launch of new cycling and walking routes on SSH app and website
 - Collaborative marketing campaign with DFDS and TripAdvisor
- Travel Trade
 - Bi-Monthly newsletter to the trade
 - Ongoing interaction and promotion of the South to the travel trade
 - Attendance at online webinars and trade shows
 - Taking travel trade ready product and experiences to operators
 - Development of new Travel trade brochure and product finder
 - 1:1 travel trade training for members with specialist
 - Virtual Familiarisation Trips for Operators with trade ready business
- SSSDA
 - Monthly newsletter to Members and General newsletter
 - Organic social media posts to update on news / events and opportunities
 - Collaborative social media campaign with SoSE on the South
 - Press / Media coverage to drive awareness of SSSDA and what we can do for businesses and the destination





Our "Behind the Scenes"

- Our face to the industry and our partners
- Destination management and tourism product development
- Stakeholder and partner working
- Business to business support
- Promoting opportunities for tourism businesses in the South of Scotland
- Supports capacity building, collaboration between businesses and sharing expertise

When to mention SSDA

- Looking for and offering business support
- Membership questions / business events
- Industry and business news
- Launching new products / seeking collaborations
- Press releases

Tag or message @SSDAAlliance on Facebook, Twitter and LinkedIn



Our 'Face to the world'

- Our marketing platform
- Consumer facing campaign
- Promoting tourism members of the South of Scotland audiences across Scotland, the UK and Worldwide.
- Creating awareness and solidifying brand image through content (photos, videos, blog posts etc)

When to mention SSH

- Photos of your business and the area that speaks to consumers directly
- Content promoting the South of Scotland in general – videos, blog posts etc

Tag @discoversouthscotland on Facebook & Instagram @Herescotland on Twitter

#ScotlandStartsHere





**ADVENTURE STARTS HERE
CAMPAIGN**



ADVENTURE STARTS HERE

- Paid social media campaign running throughout autumn '21 to highlight adventure activities and events across the South of Scotland that are members of SSDA
- **Highlighted events include** Tour of the Borders, Tour of Britain, Enduro World Series, Moffat Walking Festival
- **Highlighted activities include** Cycling, walking, watersports across D&G and the Scottish Borders





STORIES START HERE CAMPAIGN

STORIES START HERE

Paid social media campaign running throughout autumn '21 to highlight new openings and celebrations across the South of Scotland that are members of SSDA

- The campaign covers attractions as well as major autumn/winter talking points that are unique to the region
- **Highlighted stories include:** Scott250, Galloway Hoard and associated celebrations, dark skies
- **Highlighted attractions and events include:** Trimontium Museum, Great Tapestry of Scotland, Dark Space Planetarium and more.
- The Stories Start Here campaign will offer a transition into winter events including Christmas markets, winter lights events, Hogmanay and New Year's celebrations as well as Burns Night, finally kickstarting our plans and activities for Scotland's Year of Stories 2022



SCOTLAND STARTS HERE STATS TO DATE

Scotland Starts Here Website User Sessions

- August: 16,800
- Since January 2021: 78,000

Scotland Starts Here APP Downloads

- August: 496
- To Date: 9,060

Scotland Starts Here Podcasts

- August:
- To Date: 3,534

Scotland Starts Here Facebook Followers

- Total: 15,670

Scotland Starts Here Instagram Followers

- Total: 2,501

Scotland Starts Here Twitter Followers

- Total: 1,246

SSDA TO DATE

SSDA Website

- **August:** 830
- **Since June 2020:** 11,050

SSDA Facebook Followers

- **Total:** 1,953

SSDA Twitter Followers

- **To Date:** 650

SSDA LinkedIn Followers

- **To Date:** 258



GET INVOLVED ON EVENTS COVERAGE

Through Scotland Starts Here, SSDA will be promoting a range of major events heading to the South of Scotland. Get involved:

Tour of Britain (11 Sep), EWS (29 Sep) and more to be announced:

- Join in the conversations on social media
 - The SSDA team will be onsite for each event, covering the start of each race and the local celebrations. Say hello if you spot us.
 - Do you have a business with special decorations / events for the event? Let us know so we can share photos on the day.
 - Do the races pass through your town? Share the decorations and celebrations on the day on Twitter. Use #ScotlandStartsHere and #TourofBritain to ensure we see your activity. You can also tag our account @herescotland
- We will also cover a range of other big events on social media, including the celebrations to welcome the Galloway Hoard to Kirkcudbright, the Wigtown Book Festival, the Borders Book Festival, and others - share your experiences and memories with #ScotlandStartsHere and the event hashtags!
- Is your event listed on Scotland Starts Here? It's free! Download and complete the events form and we'll add it to the website and app.



PRESS COVERAGE

Please see our Press Page on SSSA under 'News'

Dumfries and Galloway revealed to be Scotland's second most popular staycation destination this year

BORDER | TRAVEL | DUMFRIES AND GALLOWAY | HOLIDAYS | Thursday 26 August 2021, 4:44pm



Home > Advertising Feature > Why your next cycling holiday should be in the south of Scotland

VISITSCOTLAND.COM

Advertisement feature with VisitScotland

Why your next cycling holiday should be in the south of Scotland



Visit the South Coast
 40+ years of expertise
 A leading authority on
 whisky, gin and spirits
 With 100+ articles in the
 UK's leading spirits magazine

SALE 1 REFERENCE

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 The best of the South Coast
 SCOTTISH FIELD AWARDS
 THE BEST OF THE SOUTH COAST
 THE BEST OF THE SOUTH COAST

HOME

WE LOOK TO THE SOUTH IN THE SEPTEMBER 2021 SCOTTISH FIELD

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f t p y e



FEATURES | BEST OF SCOTLAND

4th September

Best walks in Scotland: Dunskey Glen and Bays near Portpatrick, Dumfries and Galloway

By Susan Swarbrick @SwarbrickHT
 Columnist and Senior Features Writer

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 Riddens 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 encourage visitors. Mr McAuley added: "We are bringing world class events here such as the Riddens Gravel Galloway cycling event and Enduro World Series in October. We're also collaborating with Dumfries and Galloway Council

on its Pitch IP! 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 Bonbrun and ended up managing 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."



**THE VALUE OF JOINING
THE SSSDA**

WHY YOU SHOULD BE A DIRECT MEMBER OF SSDA:

- We will work with you and or our destination to put it firmly on the tourism map
- Promote your business through Scotland Starts Here APP & Website
- Your business can be represented on the website, Blog post and Influencer opportunities
- Spend behind members / events on social paid for media and marketing campaigns
- Press coverage opportunities for your business
- 1:1 business support & collaboration
- Newsletters
- Events & Training
- Travel trade – taking your business to an international audience / stage
- Access to insights / trends and data
- Exclusive access to Member's portal on website
- SSDA representing you as a organisation and destination for the first time
- We will create and develop around the needs of our businesses



MEET THE TEAM



Ross McAuley

CEO



Jemma Reid

Project Manager



Yvonne Wagoun

Travel Trade
Specialist



Vanessa Wegstein

Digital Marketing
Coordinator



Gowan Miller

Development
Agent Central



Sarah MacDonald

Development
Agent East



Lesley Watson

Development
Agent West





THANK YOU

PLEASE GET IN TOUCH

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