



Globe Inn

# **BURNS TOURISM IN DUMFRIESSHIRE**

SIX-MONTH PROGRESS REPORT

# AGENDA:

- 10:00**      **Welcome & Introductions**
- 10:15**      **Six-month action plan progress report**
- 10:30**      **Feedback, discussion and Q&A**
- 10:45**      **Sharing of key updates**
- 11:00**      **Agreeing the next chapter:**
- Top three strategic priorities for all
  - What can each organisation contribute
  - Agree short, medium and long-term actions
- 11:55**      **Summary of next steps**
- 12:00**      **Finish**



# Burns Tourism Goal:

A quality, coordinated, Burns offering which everyone is bought-in to, that targets new high-value visitors, adding value to the visitor economy in Dumfriesshire and Nithsdale, supporting community regeneration, and protecting Burns' legacy.



# Project Objectives:

- **Establish a compelling, coordinated, Burns tourism offering, which is well advertised, easy to experience and which drives footfall to attractions and local businesses.**
- **Increase the number of Burns-related visitors, and their associated spend, in the South of Scotland.**
- **Increase the quality of the Burns experience visitors to Dumfriesshire have, such that in time it becomes a genuinely world-class cultural heritage experience.**
- **Build public support and raise advocacy awareness to ensure that existing and new Burns visitor attractions succeed.**
- **Help protect the legacy of Burns in Dumfriesshire and build pride and energy locally in what we have.**
- **Build and promote a quality travel trade product which brings new visitors in and helps power the visitor economy.**
- **Establish Burns' legacy and story, and the wider literary tourism offering, as an integral part of the South of Scotland's visitor economy, the Regional Economic Strategy and the D&G's Cultural Strategy, with sustained political support.**



# Nine Categories of Actions:

- **Coordination**
- **Visitor Information**
- **Visitor Experience**
- **Collaborations and signposting**
- **Advocacy and Awareness Raising**
- **Travel Trade**
- **Physical Improvements**
- **Marketing & PR**
- **Long-Term Added Value**



# Progress Report



# Coordination:

- Burns Tourism Partnership Meetings
- Thematic and product development meetings
- One to one meetings





# Visitor Information:

- 'In the Footsteps of Burns' Website
- Physical Signs



A physical sign for 'In the Footsteps of Burns'. The sign has a blue background with a yellow banner at the top containing a portrait of Robert Burns and the text 'IN THE FOOTSTEPS OF BURNS'. Below the banner, the text reads: 'In the Footsteps of Burns showcases Robert Burns' life in and around Dumfries.' and 'See where Scotland's bard lived and wrote some of his most famous works by following in his footsteps, from the house and farm that he built for his family and the river banks that inspired his poetry, to his favourite "howff" and the home where he spent his final days.' At the bottom, it says 'For more information and to find out about all of the locations involved, please visit: www.burnsdumfries.co.uk'. The sign also features logos for 'spotlit', 'Northern Periphery and Arctic Programme', and 'EUROPEAN UNION'.





# Visitor Information:



# Visitor Information:

## Pavement Signs:



## Whitesands Banners:

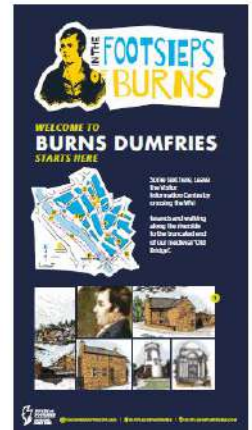


## Brooms Road Car Park Sign:

Car Park Sign  
1.4m x 2.2m



2.2m h x 1.4m w



This is a window panel, similar artwork could be used for sign



# Visitor Information:

Window Vinyl's:





# Visitor Information:

## Table Talkers



**Now's the day  
and now's the hour.**  
Visit some Robert Burns sites today.  
Scan Code for more info on the tour.





**BURNS DUMFRIES**  
*STARTS HERE*

Some blurb here about the tour. Leave the Visitor Information Centre by crossing the Whitesands and walking along the riverside to the truncated end of our medieval "Old Bridge".








**WHERE NEXT?**  
**WELCOME TO BURNS DUMFRIES**  
*TOUR STARTS HERE*




@DUMFRIESFOOTSTEPS | #FOOTSTEPSINBURNS | OCCLANDESTINE.COM  
 @DUMFRIESFOOTSTEPS | #FOOTSTEPSINBURNS | OCCLANDESTINE.COM  
 @DUMFRIESFOOTSTEPS | #FOOTSTEPSINBURNS | OCCLANDESTINE.COM



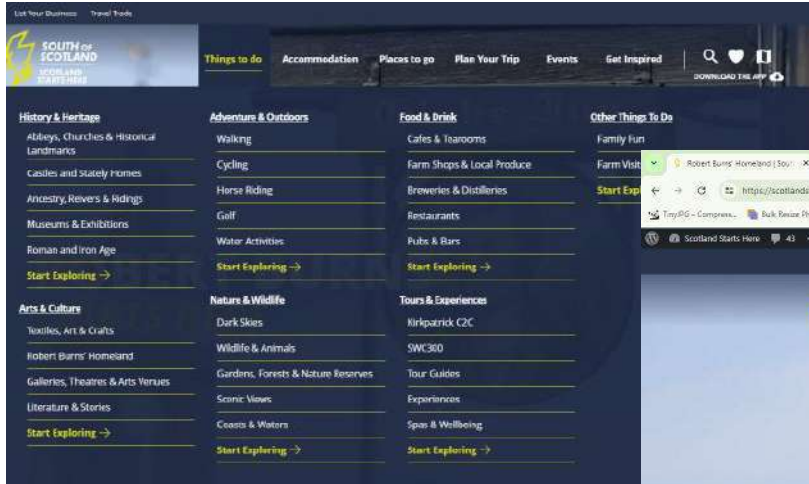
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# Visitor Information:

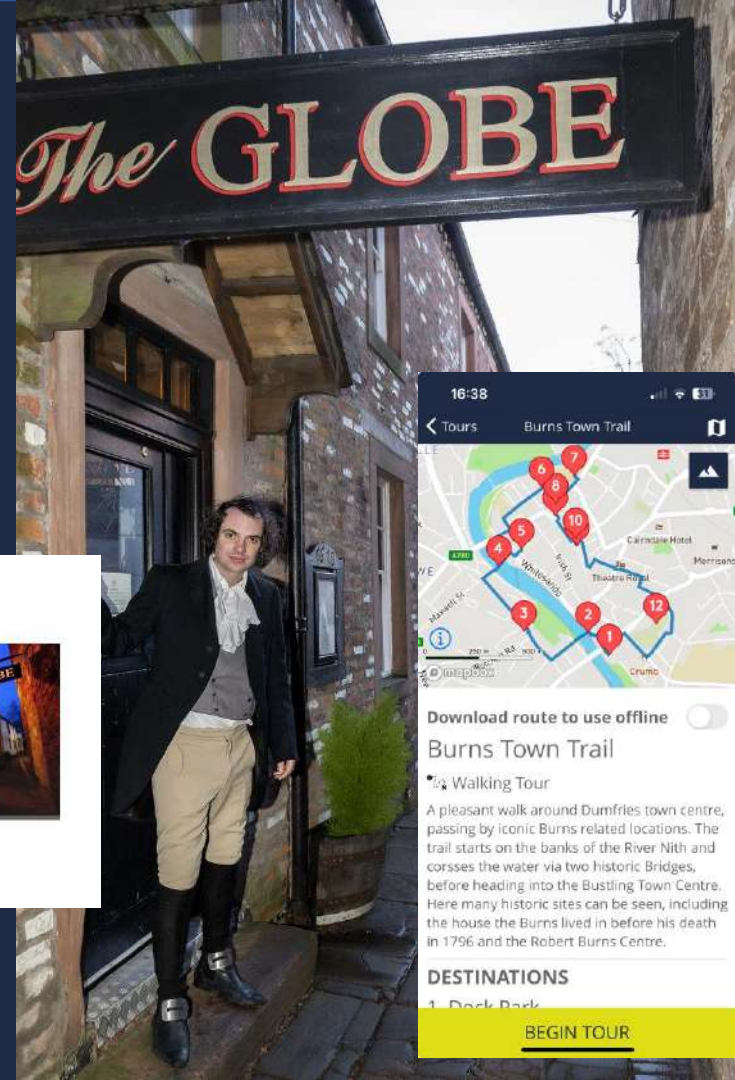
[www.scotlandstartshere.com/robert-burns/](http://www.scotlandstartshere.com/robert-burns/)

1.6K + visits to Burns Related Pages



# Visitor Experiences

- Audio Tours
- Tour Guide Development



## Guided Tours of Burns's Dumfries

Find out more about Burns in Dumfries and Wintondale by taking part in a range of tours and special viewings provided by local tour guides.



Welcome to Dumfries Tours. Using our local knowledge, we provide a tailor-made, friendly, and evocative guided walking service in beautiful West Scotland.

📍 DUMFRIES



The Robert Burns Mausoleum stands at the eastern end of the churchyard of St Michael's Church.

📍 DUMFRIES



The Globe Inn - Burns' favourite Haill!

📍 DUMFRIES

## About The Globe Inn

The Globe retains its roots as an Inn, so you're welcome to pass the time at the bar in the Historic Snug, to relax on the large Cook-Johnie Mattie in the region, taste various local ales, savour exotic gins and rums, or a

Experience a fusion of modern and classical culinary techniques thanks to Head Chef Jonathan - there's Anglo-Scottish roots. These combined with two star Michelin experience spans the generations, bringing legible flavours and delicate hearty food.

bespoke menus and award original features await you in our private dining rooms. Celebrate with friends at banquets, all within the historic walls where Robert Burns, theodians, politicians and royalty once came to get

Visit the historic and lovingly restored rooms where Robert Burns ate, drank, recited, slept and entertained as he read the verse that he etched into the wallpaper of his ballad chamber. Get intimate with the great man,

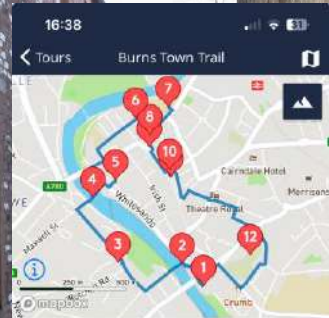
## Bookable tours and experiences



### Burns Tours at The Globe Inn.

Discover the rooms where Robert Burns, loved, laughed and loved...

LEARN MORE



Download route to use offline

## Burns Town Trail

Walking Tour

A pleasant walk around Dumfries town centre, passing by iconic Burns related locations. The trail starts on the banks of the River Nith and crosses the water via two historic Bridges, before heading into the bustling Town Centre. Here many historic sites can be seen, including the house the Burns lived in before his death in 1796 and the Robert Burns Centre.

## DESTINATIONS

1. Dock Park

BEGIN TOUR



# Collaborations & Signposting:

- Burns Scotland
- Ayrshire & Arran
- Caledonia Park



## THE LIFE OF ROBERT BURNS – SCOTLAND'S LITERARY HERO

Robert Burns (usually referred to as "Rabbie Burns") is Scotland's most beloved poet, who also had a dramatic life story worthy of a Hollywood screenplay. Known for his lyrical genius and the emotional depth of his work, Burns was not just a man of letters but a national hero, a freethinker, a rebel, and a social commentator.

### MOST RECENT



**HISTORY**  
How Did William Wallace Die – The Crusades Part 28 – Scotland's Hero



**POSTS**  
What Does Haggis Taste Like – What You Need to Know Before

A screenshot of the Robert Burns Birthplace Museum website homepage. The main banner features a historical interior scene with the text "AYRSHIRE & ARRAN ROBERT BURNS BIRTHPLACE MUSEUM". Below the banner is a navigation menu with links: OVERVIEW, EVENTS, PLANNING YOUR VISIT, THE LIFE OF ROBERT BURNS, and COLLECTION. A "Read in: Scots" button is visible. The "ABOUT THIS PLACE" section describes the museum as a celebration of the enduring legacy of Scotland's national poet. The "TODAY'S OPENING HOURS" section lists museum and Burns Cottage opening times and a link to see full opening times.

AYRSHIRE & ARRAN  
**ROBERT BURNS BIRTHPLACE MUSEUM**

OVERVIEW EVENTS PLANNING YOUR VISIT THE LIFE OF ROBERT BURNS COLLECTION

Read in: Scots

**ABOUT THIS PLACE**  
Birthplace of a genius – a celebration of the enduring legacy of Scotland's national poet

**TODAY'S OPENING HOURS**  
Museum: 10.30–17.00 (Sat entry \$6.50)  
Burns Cottage: 9.30–16.00 (Sat entry \$6.50)  
See full opening times



# Advocacy & Awareness Raising

## South of Scotland Responsible Tourism Strategy 2024 - 2034

- CEO of SOSE briefed
- Leader and CEO of D&G Council briefed

[BACK TO MENU](#)

### Growth and Development Hubs:

There is a need to think strategically about how to grow and develop the South of Scotland as a destination and to maximise the impact of projects linked to Borderlands Inclusive Growth investment. The region has a number of key assets, linked to its unique geography, culture and history, which can become catalytic growth centres with the right investment and collaboration. Together these areas become the story we tell about the South of Scotland and determine the visitors we attract.

These areas may include, *inter alia*:

- **Cycling** – building on the UCI Bike Region, Kirkpatrick C2C, Galloway Gravel, etc to make the South of Scotland the UK's leading cycle-destination
- **Literary tourism** – investing in literary history including Robert Burns, Sir Walter Scott, James Hogg, J.M. Barrie, and our two renowned book festivals
- **Dark Skies** – using our dark skies status as a key attraction to extend the season
- **Agritourism and Food & Drink** – building our reputation as a leading rural destination with outstanding local products
- **Equestrian** – establishing the South as the equestrian capital of the UK to attract high-spending visitors
- **Film and TV** – showcasing the destination as a filming location and building visitors from this
- **History and heritage** – including our unique Roman, Iron Age and early Christian history, and rich textile heritage.

We will do this by:

- Systematically identifying key growth hubs and developing stakeholder working groups for each, with agreed outcomes and clear timescales to develop the offering, inspire new bookable products and bring in new audiences
- Developing a tourism 'incubator' programme to provide a space for collaborative ideas to be developed into new quality visitor experiences
- Golf and country sports – better connecting-up our various offerings and building our destination brand, to bring in more off-season visitors.

South of Scotland Responsible Tourism Strategy | Page 27

Robert Burns Statue, Dumfries and Galloway



# Advocacy & Awareness Raising

## SSDA Conference & FAM Trip



# Travel Trade:

- 'Connect 24' - 92 Appointments
- In the Footsteps of Burns Itinerary



107

WINTER STARTS HERE

If you're looking for a little magic during the winter months, then the South of Scotland needs to be on your list. While the days may be shorter, there's certainly no shortage of things to enjoy during this enchanting time of the year.

**Event**

**Big Burns Supper Festival**

A Burns supper is a vibrant celebration unique to Scotland. It's a social pastime, usually in January, parties and events begin with his 'toasts' and begin to 'Dinna Murrin' (I'm in Scottish Gaelic) to the life and work of Robert Burns. There is no better place to celebrate this day than in Dumfries, the 'Wid' (widow) where the national bard, Burns is also home to the biggest Burns night celebration on the planet - the Big Burns Supper.

This festival runs for 11 days at the end of January featuring music, art, and performances from national and international artists. In between performances, go back to the old Burns' favourite pub. The Globe isn't for a wee dram of whisky, his favourite pub. The Globe is still walking distance of the Spiggone, and the Burns' Biscuits - the he built in the upstairs of the town.





# Physical Improvements:



# Marketing & PR:

- Hogmanay Press Release
- Burns Night



## New Robert Burns tourism campaign aims to unlock millions of pounds for Dumfries and Galloway

An action plan has been drawn-up with the aim of attracting more visitors through the area's "unparalleled connections" to the Bard.

By Sharon Lipstrass  
10th Dec 2022



The entrance to Bield Farm



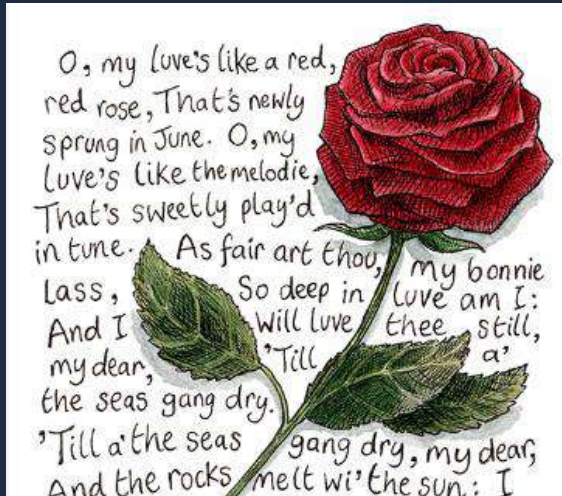
Engravers in Dumfries want the town to be considered Robert Burns' true home. Credit: South of Scotland Distilleries Alliance/Duncan Arvid





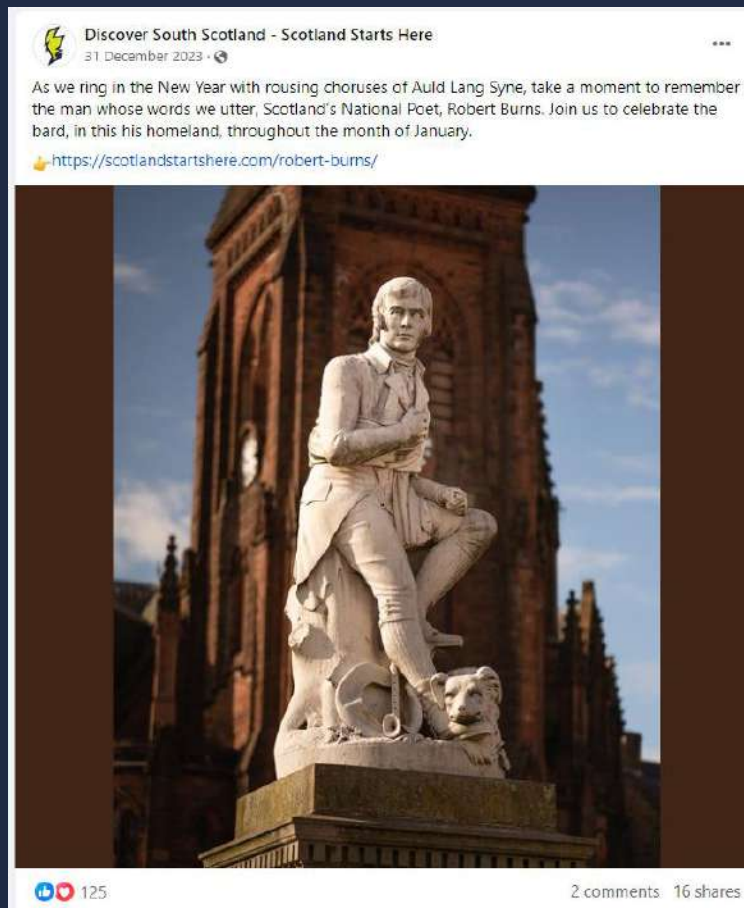
# Marketing & PR:

- Scotland's Stories Influencer Trip
- Press Trip - June



# Social Media Coverage

10K+ Reach ; 1.7K interactions; 180 video views



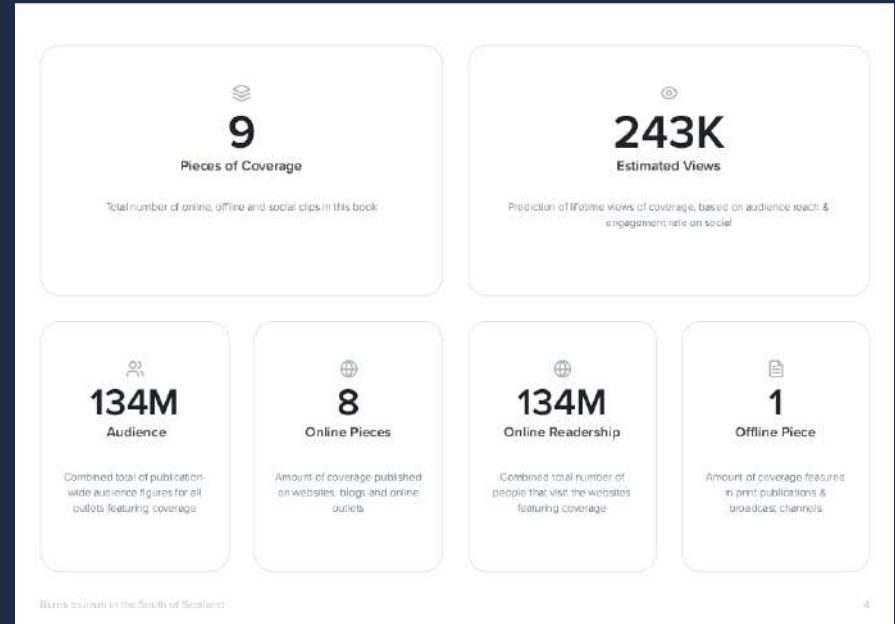


# Media Coverage

beeline

 SOUTH OF SCOTLAND  
DESTINATION ALLIANCE

## Burns tourism in the South of Scotland

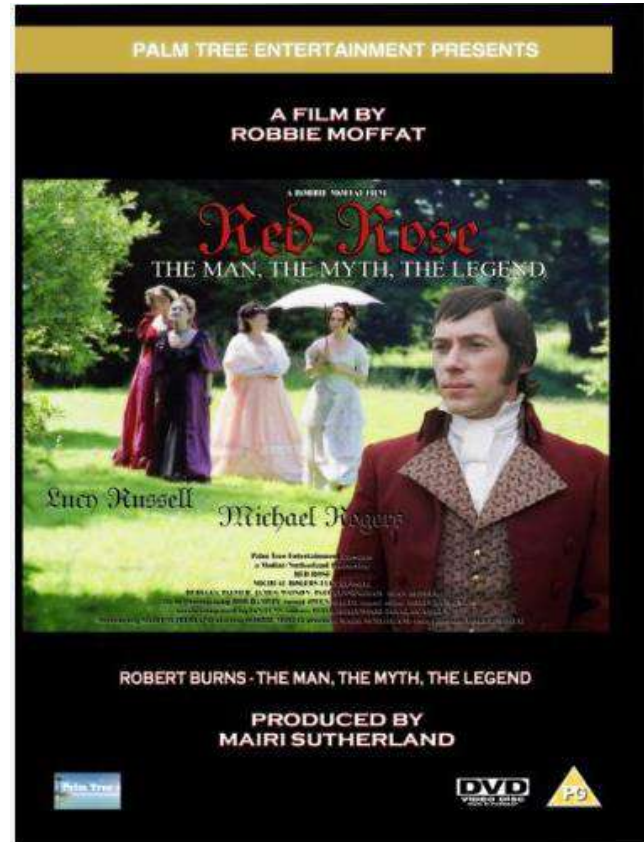


[See full report here.](#)



# Long-Term Added Value

- Stranraer East Pier
- Screen Scotland



# 10K Budget:

1/2

MARKETING	Notes	Budget (net)	Spend (net)
<b>Press and PR - General</b>	£500 Burns night hook	£500.00	
Photographer			£345.00
Costume Hire			£50.00
Contribution to Burns (Jordan Kingstee)			£50.00
Scottish Field article	£1355 - 1/2 page spread BUT discount full page £800		£800.00
<b>Influencer Trip</b>		£1,000.00	
Fee per day £250 - two day			£500.00
Mileage	300miles @ £0.45		£135.00
Accommodation - one night			£140.00
Food and Drink			£100.00
<b>Press Trip</b>		£1,000.00	
Fee per day £200 - three days			£600.00
Mileage			£135.00
Accommodation - two nights with breakfast			£155.00
Food and Drink			£100.00
<b>Promotional material</b>		£2,000.00	
Artwork			
Initial outline			£200.00
Final production			£800.00
Production costs			
Car Park sign			£355.00
Window vinyls	Or additional sign/banner at Whitesands		£350.00
Pavement vinyls	£43 + VAT per sticker - too expensive		£0.00
Table Talkers 500= £314	200 table talkers		£135.00
A5 Foamex Boards - 30			£40.00
Caledonia Park Vinyls	Contribution to SSDA costs		£500.00



# 10K Budget:

2/2

<b>DEVELOPMENT</b>			
<b>Burns Tours</b>		£2,000.00	£2,000.00
Workshop			
Staff time - July to September			
<b>Stakeholder meeting</b>		£500.00	£200.00
<b>Burns Audio Tour</b>		£1,500.00	£1,500.00
<b>Travel Trade</b>		£1,500.00	
Travel Trade Connect 24	Contribution to SSDA costs		£1,000.00
Development of TT Itinerary			£0.00
<b>BUDGET TOTAL</b>		<b>£10,000.00</b>	<b>£10,190.00</b>



# Learning/Challenges

- Multiple regional strategies and plans with Burns included but not leading
- Many initiatives but no long-term strategic support
- Remnants of past initiatives that require removing or refreshing (brown signs, heritage trails)
- Genuine ambition and strength of feeling but lack of resources, manpower or leadership
- A “talking shop”



# Learning/Challenges

- Branding – not embraced or supported by all
- Website – enthusiasm for stand-alone sight but lack of budget, upkeep and Search Engine Optimisation.
- Marketing – requires coordinated plan that supports a year-round campaign; addressing how to extend the season,



# Opportunities

- Strong and robust products – compare favorably with other locations
- New products being developed providing new visitor experiences and marketing opportunities:
  - Auld Acquaintance Cottage
  - The Burns Quarter
  - Ellisland Museum and Farm expansion
  - St Michael's Church
- Product Development – Burns experiences/tours





# Opportunities

- Genuine enthusiasm for collaboration
  - within Burns Tourism Partnership
  - The wider Burns Scotland
- Events – extending the season and reach
  - Big Burns Supper
  - Wigtown Book Festival
  - “Burns Night Experiences”
- Wider Literary Tourism piece for South of Scotland
- Marketing potential, particularly with the Travel Trade





**Contact Sarah Macdonald**

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