

# ARGYLL & BUTE COUNCIL COMMUNITY PLANNING PARTNERSHIP MANAGEMENT COMMITTEE

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Regional Director



# THE BIG PICTURE

Sustainable and inclusive economic growth

Tourism Scotland 2020 ambition to grow

international revenues by £1 billion from £4.5 billion

15 million visitors result in £9 billion spend

£11 billion economic activity between 2008-2015

GVA up 42% at £3.68 billion

Jobs supported grew by 11% to 217,000

£16 billion of investment in 680 projects

100 new airline routes in six years

Influences other sectors

(transport, retail, agriculture, food & drink, construction)



## **Marketing**

Scotland and its outstanding assets to the world

## **Information Provision**

Information and inspiration by medium of choice

## **Quality & Sustainability**

Business advice and support, aiming for a sustainable industry. Visitor assurance through quality schemes

## **Partnership**

Industry and other stakeholders: destination organisations, marketing groups, trade associations, governments, enterprise, media

## **Events**

Maximising benefits of Winning Years, promoting Scotland's international profile

## ARGYLL, THE ISLES, LOCH LOMOND, STIRLING & TROSSACHS

**2,012,000** overnight visits  
**£495m** total visitor spend

### ARGYLL & THE ISLES

**1,124,000** overnight visits  
**£310m** total visitor spend

**86%** domestic visits

**14%** overseas visits

Top overseas markets:

Germany, USA, France, Netherlands, Australia

2015



## ***Spirit of Scotland***

Documentary and advertisement views: **63 million**

## **visitscotland.com**

Argyll & the Isles business referrals: **7,000+**

Increase from 2015: **240%**

## **Events**

Investment in Argyll & Isles: **£311,000+**

## **Opportunities to see or hear**

About Argyll & Isles through spring marketing: **674,000**

## **Quality Assurance Schemes**

Argyll & Isles participating businesses: **489** [4/5 Star: **260**]

## **Consumer PR Activity**

Potential consumers reached worldwide: **176 million+**

2016

# TOP TEN WHY

## Scotland

- 1 The scenery & landscape **50%**
- 2 The history & culture **33%**
- 3 Been, wanted to return **24%**
- 4 To get away from it all **23%**
- 5 To visit family/friends **20%**
- 6 Easy to get to **16%**
- 7 Closeness to home **15%**
- 8 Reputation friendly people **15%**
- 9 To visit cities **15%**
- 10 Always wanted to visit **15%**

## Argyll & the Isles

- 1 The scenery & landscape **84%**
- 2 To get away from it all **48%**
- 3 The history & culture **45%**
- 4 Been, wanted to return **38%**
- 5 Always wanted to visit **35%**
- 6 To visit family/friends **27%**
- 7 Range of activities **26%**
- 8 Visit particular attraction **24%**
- 9 Reputation friendly people **20%**
- 10 Easy to get to **15%**



VISITOR SURVEY 2015-16

# TOP TEN WHAT

## Scotland

- 1 Sightseeing **74%**
- 2 Castle/historic building **60%**
- 3 Short walk, stroll **54%**
- 4 Shopping **46%**
- 5 Religious building **46%**
- 6 Museum/art gallery **45%**
- 7 Centre based walking **45%**
- 8 Country park/garden **43%**
- 9 Visited cities **42%**
- 10 Long walk, hike, ramble **38%**

## Argyll & The Isles

- 1 Sightseeing **79%**
- 2 Short walk, stroll **61%**
- 3 Visited a beach **57%**
- 4 Castle/historic building **50%**
- 5 Religious building **49%**
- 6 Wildlife, birdwatching **44%**
- 7 Long walk, hike, ramble **43%**
- 8 Woodland/forest area **37%**
- 9 Country park/garden **34%**
- 10 Museum/art gallery **33%**



VISITOR SURVEY 2015-16

# MARINE & COASTAL TOURISM

## Destination-led development opportunities

- Infrastructure/facilities
- Business community buy-in
- Cruise markets
- Water transport
- Marketing
- Customer reaction
- 2020 Year of Scotland's Coast & Waters





# INFORMATION PROVISION



Friendly and knowledgeable staff.

Information and inspiration.

Leaflets and literature.

Quality gifts and souvenirs.

Help with accommodation reservations, tour bookings.

Tickets for public transport services operated by CalMac, CityLink and National Express.



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Wherever you see the iKnow logo you can trust that you'll receive excellent advice on how to get the most from your visit, with travel advice and insider tips about the must-see attractions in the local area.

# WE'RE HERE TO HELP

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