



Destination Helensburgh is a destination marketing organisation established to promote all of Helensburgh and Lomond for the benefit of residents and visitors. In addition to providing online information and undertaking promotional activities, we have a Visitor Information Centre (VIC) at 28 Sinclair Street, Helensburgh. The VIC is supported by an income generating gift shop and gallery, Highlandman's Road. DH are an accredited IKnow partner of Visit Scotland, a member of Argyll and the Isles Tourism Cooperative (Wild About Argyll), a member of Scotland's Towns Partnership and the Scottish Tourism Alliance. Destination Helensburgh is a social business.

We believe that providing information on the many attractions of Helensburgh and Lomond, and actively promoting them to attract more visitors, will increase wealth and employment opportunities for the economic and social benefit of all residents.

The VIC opened on 1 July 2021 and has already provided tourism information to over 4000 visitors as well as information to local residents. We support our communities by being a central point for information and promoting local events and activities, including listings of all local community groups and businesses on our website.

The objectives and activities of Destination Helensburgh support the overarching objectives of the Argyll and Bute Outcome Improvement Plan (ABOIP). We asked to join the Helensburgh and Lomond CPP Group to be abreast of local issues, establish mutually beneficial local relationships and lines of communication, and to contribute to supporting Helensburgh and Lomond.

We received the maximum award from the Visit Scotland Destination and Sector Marketing Fund and are currently running a HELLO Winter campaign promoting Helensburgh and Lomond as a winter destination. Our focus was on retail and dining in the run up to Christmas, and is now on adventure and wellbeing, HELLO Adventure, early in the New Year. The campaign involves paid social media advertising, commissioned promotional films, print, billboards at travel hubs and on trains and social media influencers. Our objective is to support Covid recovery for local businesses by attracting more visitors to enjoy and spend money in the area over the winter.

All these activities are subject to evaluation and tracking of visitor numbers and demographics, where people come from and what they are interested in. This kind of information is useful in assessing, for example, economic activity, infrastructure capacity, skill gaps and areas of action for investment and development.

Our headline figures for the first six months of operation are:

Visitor Information Centre unique visitors – 4234 including international and staycation visitors and day trippers.

Social media post reach – 135,600

71 individual local businesses and 15 community organisations mentioned in social posts.

Print media advertising – 601,000 reach

Advertising in the Press and Journal, The Scot Magazine, Holiday West Highland, and the Community Advertiser.

Social media influencer (The Chaotic Scot, November 2021)
Reach 100,000, engagements 3000, Helensburgh web blog reach 17,000.

We are a membership organisation and offer promotional opportunities for members including a new 'Gateway to Argyll' visitor map highlighting Helensburgh and Lomond due to be launched in the Spring. We also provide Familiarisation Trips to companies such as Cameron House highlighting visitor attractions in Helensburgh and Lomond.

It is important for DH to be aware of emerging themes and challenges in the district and how these relate to visitor trends. Sustainable travel is an example of where sharing information through membership of the CPP would be beneficial to different organisations. Although the primary objectives of the individual CPP members are different, we believe that sharing information and identifying areas of overlap will contribute to our shared ambition to achieve the six key objectives of the ABOIP.

We hope DH will become the 'go to' website, and the VIC the physical location, for locals as well as visitors to find out information about attractions, activities, and events in our area. The more organisations that contribute to the calendar of events and list their group or business the more successful the venture will be in achieving its aim of being a beneficial resource to the district.

Please have a look at our website to see how Destination Helensburgh might be able to support your activities, and where sharing information would be mutually beneficial.

<https://destinationhelensburgh.org/>

Please contact us if we can help.
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