

Helensburgh and Lomond Community Planning Group. November 2022.

Destination Helensburgh has collated and analysed the visitor numbers to the Visitor Information Centre in Sinclair Street for our first year of trading. We are seeing a steady increase in visitor numbers, and repeat customers, and this summer was certainly much busier than last year. Our gift shop *Highlandman's Road* is proving to be popular with locals as well as visitors and is of course crucial for generating the income to fund our promotional activities.

In the first year up to July 2022 we had 6.4k total visitors of which 22% were specifically seeking visitor information. 60% of our visitors who declared an origin described themselves as local, which is not surprising considering Covid and we think there has been an increase in visitors coming from further afield this summer.

We also estimate the age groups of visitors and found that 40% are over 60 with over 30% aged 40-60 and 25% aged under 40.

We hope as we go forward, and Covid recedes into the background, we will be able to utilise our demographic data to help target seasonal campaigns.

We continue to promote Helensburgh and Lomond through various media channels including print advertising in *The Scots Magazine* and *Holiday West Highland* newspaper. Our four commissioned promotional videos (HELLO Winter, HELLO Adventure, HELLO Spring and HELLO Holidays) are now embedded on our website and will be promoted on social media at the appropriate times of the year.

Our *Gateway to Argyll* visitor map should be ready for launch next Spring.

Membership of the organisation is increasing as is our social media following and website visitors. Our Calendar of Events is the most visited page on the website.

The *Discover Helensburgh* walking trails app has now launched and is receiving very positive feedback from visitors and local residents alike.

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