

## CALMAC UPDATE – APRIL 2014

We are pleased to say that the service this year will operate from 01 May to 28 September inclusive. The timetable is the same this year as last, agreed after consultation with the Campbeltown and Arran communities and Transport Scotland.

On Thursdays and Saturdays the service departs Ardrossan at 1840 arriving into Campbeltown at 2120. On Fridays the ferry departs Campbeltown at 0735 arriving Ardrossan at 1015. On Saturdays the service will operate via Brodick on Arran and the ferry departs Campbeltown at 0700 arriving at Brodick at 0920, departing Brodick at 0945 and arriving Ardrossan at 1040. There is also a service on Sundays departing Ardrossan at 1350 and arriving Campbeltown at 1630. The ferry then departs Campbeltown at 1655 arriving back at Ardrossan at 1935 on Sunday.

Fares - a driver/passenger saver 5 day return fare is £16.45, single is £9.80 and 6 journey ticket is £41.00\* The fare for a car, single is £60.00 or £102.00 for a saver 5 day return and £219.00 for a 6 journey ticket\* Pedal cycles travel free, children under 5 travel free and children age 5 to 15 travel for half the adult fare. All tickets must be purchased before boarding the vessel.

\*please note 6 journey tickets are valid for one passenger or one nominated motorised vehicle, not valid for caravans or trailers.

Details of all fares and the summer timetable are available online now at [www.calmac.co.uk](http://www.calmac.co.uk)

Marketing - we have refreshed our Days Out brochure this year with a new, updated look and with one brochure for all Days Out day trips across the network. One of the Days Out promoted is a Kintyre Sunday Lunch Cruise on the Ardrossan to Campbeltown route, available every Sunday from 04 May. Other Days Out include those from nearby Kennacraig to Islay for an Islay Whisky Cruise and Taste of Islay Lunch Cruise as well as a day trip to visit Achamore Gardens on Gigha. Campbeltown and the wider Kintyre area is also promoted in the Discover More pages within the Days Out brochure with visitors encouraged to discover more of the area and with specific reference to the Kintyre Trail and Kintyre Way. 75,000 copies of the brochure have been distributed to Port Offices, Tour Shops, at all Visit Scotland Visitor Information Centres and online at [www.calmac.co.uk/destinations/day-trips-by-ferry/](http://www.calmac.co.uk/destinations/day-trips-by-ferry/)

Days Out are also being promoted through CalMac's website at [www.calmac.co.uk](http://www.calmac.co.uk) via the banner on the home page and through facebook and twitter postings and tweets

GoExplore Brochure - Kintyre and the Ardrossan to Campbeltown route are also promoted in our GoExplore brochure which has been revised this year and is designed as a useful planning tool for visitors providing more information on destinations, how to get there and local activities and events. 150,000 copies have been distributed to tourist planning hotspots including train hubs, gateway sites, shopping centres and attractions and cultural venues throughout Scotland and the North of England. The brochure is also available to download online at [www.calmac.co.uk/destinations/inspire-me/goexplore-2014.htm](http://www.calmac.co.uk/destinations/inspire-me/goexplore-2014.htm)

A number of campaigns are currently running/due to start soon and will continue throughout the summer. These include a Homecoming 2014 Advertising Campaign in the Glasgow area, a microsite at [www.comehomewithcalmac.co.uk](http://www.comehomewithcalmac.co.uk), a Brilliant Island Moments – VisitScotland Campaign and various competitions and other promotional activities including exhibiting at high profile trade travel shows such as Expo and ITB Berlin, all aimed at encouraging visitors to discover and explore the west coast.

We regularly communicate with our customers and partners through monthly eNewsletters and currently have over 80,000 people on our CalMac Connects database through which we promote routes, destinations and events. We also communicate regularly to our customers through Social Media and currently have 10,205 Facebook followers and 4,057 followers on Twitter

We continue to support and work closely with Destination Marketing Organisations and other island partners,

including Argyll and the Isles Strategic Tourism Partnership. We've given unprecedented emphasis to local provenance across our fleet, tapping into the growing movement for locally produced, traceable foods and goods – and offering passengers a flavour of the destinations they're sailing to and from. This includes Wild Argyll Venison, Argyll Hill Lamb, Argyll Angus and The Argyll Smokery.

We will continue to look at opportunities for specific promotions for this and other routes and to work with local partners as part of continuing to seek new ways to support tourism –oriented activities.

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