

Tourism Audiences

Evidence suggests that **tourist audiences want the same experience as local audiences**: the trick is ensuring that they know what is on offer...

Collaborate with other aspects of the visitor's experience

Consider **where and what tourists do** when visiting your area, **targeting key businesses** and attractions towards establishing a **collaborative promotion and marketing** opportunity can **increase your presence** at various other visitor attraction sites. Including:

- Hotels
- Restaurants
- Visitor Attractions

- Art Galleries
- Museums
- Coach and Walking Tours
- Sports Events
- Shops

Good Practice

- **Edinburgh Playhouse and the National Gallery of Scotland** successfully formed a Macintosh package (Charles Rennie Macintosh and Cameron Macintosh).
- **Welsh National Opera** audiences went up when they took account of the potential audience from a Rugby international.

Visit Scotland www.VisitScotland.com

Visit Scotland's main website will only showcase events with the potential to attract audiences over 10,000. Smaller regional events can be featured on the 'what's on' sections of your Regional VisitScotland websites
 Visit
<http://www.visitscotland.com/library/neweventlisting> for information on how to get listed.

– The National Tourism Marketing Agency.

VisitScotland.com attracts 5million unique web visitors and 350,000 phone call enquiries.



Start out by meeting your **Business Relationship Manager** at your local Network Office to discuss Marketing Opportunities. There is no membership for *VisitScotland*, most promotions are available on a Pay-as-you-go basis, promoted through the 14 offices.

Directory Listings – provides dedicated listing on VisitScotland.com, with comprehensive content pages, with full contact details, this function allows you to manage your relationship with your customers more closely.

Top Tip: Check out your local tourism statistics, facts and figures. *VisitScotland's* trade website http://www.visitscotland.org/research_and_statistics.htm provides plenty of marketing information about local, regional and national tourism.

For more information or advice please contact Marcus Wilson
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Get to know your local 'Front Line' of tourism

Organize an event or **invite people who regularly interact with tourists on a daily basis** to your venue or organization, including those working in Hotels, Guest Houses, Tour Guide Operators or Centres, Tourist Information Centres, Conference Centres, Restaurant and bar staff, Public Transport officials... Anyone who has any opportunity of speaking with, and most importantly giving advice to tourists are key.

Supply **detailed information** on events and booking and where possible provide **publicity material**.

Packages

Package your product with local hotels, of varying size and price. This is at **no cost to you**, but guarantees a huge amount of **publicity** via the hotels' sales departments and advertising. Simply supply the tickets and some images.

This strategy can be applied to incoming **Tour Operators** or **Newspapers** who produce their own Reader Offers.

in delivering the 'Tourism Framework for Change' and in **delivering 50% growth** in tourism revenues by 2015.

The HIE website has plenty of facts and figures to help you target tourists more effectively. Visit <http://www.hie.co.uk/tourism.htm>

Be Creative...

You're targeting a **competitive market** when developing tourist audiences. You really need to **think outside of the box** – you'll need to **capture people's interest** and **convince them** that it's **worth their while and time** to visit your venue or attend your event. Brainstorm, open up to new ideas and possibilities. Most of all **think like a tourist** and your bound to attract tourist audiences.

Local Authority

The **economic benefit of tourism** has become a key aspect of Economic Development Strategies for most Local Authorities. As a result most are **actively involved in tourism**, either by organizing events, marketing through their own promotional websites and other campaigns. They will also be aware of the type of business tourism in their area.

Highlands & Islands Enterprise (HIE)

HIE is a key partner, along with Scottish Enterprise, VisitScotland and Local Authorities,

Connect with Tourism Organisations

Join or connect with appropriate Tourism Organisations and bodies:

- The Association of Scottish Visitor Attractions (ASVA) <http://www.asva.co.uk>
- Marketing consortia within your area
- The Scottish Tourism Forum
- Local Tourism Action Group or similar lobbying bodies
- Your local Hoteliers Association/Guest House and Bed and Breakfast Association
- The Golden Keys (The hotel concierges' private club!)
- The Scottish Tour Guides Association (the "blue badge" guides)
- The Association of Scotland's Self-Caterers (esp. local members)
- Highlands & Islands Enterprise and the Local Enterprise Companies

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