

Evidence suggests that the tourism audience wants the same experience as the local audience: the trick is ensuring that they know what is on offer...

Collaborate with other aspects of a visitor experience Hotels of course, but what else might a visitor enjoy while enjoying your venue or event? Restaurants; visitor attractions; art galleries; museums; coach or walking tours; sporting events; shops? Can you programme and market collectively?

Other successful Collaborations...

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

VisitScotland - the national tourism marketing agency. Meet the Business Relationship Manager at your Network Office to discuss Marketing Opportunities. There is no longer a membership of **VisitScotland**, most promotions are now available on a Pay-as-you-go basis, promoted through the 14 offices. There is good marketing information about tourism locally and nationally, on **VisitScotland's** trade web site: http://www.visitscotland.org/research_and_statistics.htm

Get listed on VisitScotland regional website

This is the main consumer facing tourism web site for Scotland, a commercial organisation that is separate from (and only one-third owned by) VisitScotland. Whilst VisitScotland's main website will only showcase events with the potential to attract audiences of over 10,000, smaller and regional events can still be featured in the 'what's on' sections of your VisitScotland local tourism network office's website.

**VisitScotland
Regional Websites**

- o www.visithighlands.com
Highlands & Skye
- o www.visitscottishheartlands.com
Argyll & the Islands
- o www.visithebrides.com
- o www.visitorkney.com
- o www.visitsketland.com

For details of how to get your event featured on VisitScotland.com, check out: <http://www.visitscotland.com/library/neweventlisting>

Familiarisation visits Look after the "front-line" of tourism - invite people who interface with tourists on a daily basis to come to see your performances. This includes Hotels, Guest Houses, Tour Guides, Tourist Information Centres and Conference Centre staff. Make sure they are supplied with detailed information on events, how to book and receive publicity material.

Packages Package your product with local Hotels, varying in size and price. This is at no cost to you, but guarantees a huge amount of publicity via the hotels' sales departments and advertising. All you need to supply are tickets and images. The same goes for incoming Tour Operators or Newspapers who produce their own Reader Offers.

Publicise

Work with your **VisitScotland** office for long lead time publications and visitor web sites, but also take part in Short Break initiatives. Tourists like to go out when they're only visiting for a couple of nights. The Edinburgh Playhouse produces Hotel Doorhangers which are used by many Edinburgh Hotels during the run of the show. This ensures information is provided in the visitor's bedrooms – no mean feat! Send all the local Guesthouses and B & B's publicity material.

Connect with Tourism Organisations

Join or connect with appropriate Tourism Organisations and bodies;

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

There are bound to be more local organisations in your own area, so do some research and start to make connections.

Local Authority

Many Local Authorities are actively involved in tourism, either by organising events, marketing through their own promotional websites and other campaigns. They also have a good idea of all the tourism type businesses in their area. Tourism is a key plank in many of their Economic Development Strategies.

Highlands & Islands Enterprise

HIE is a key partner, along with **Scottish Enterprise**, **VisitScotland** and local authorities - 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! Open your mind to new ideas and possibilities, do lots of brainstorming. Think outside the Arts!

For more information, visit the **tourism!nnovationgroup** website at:
www.tourisminnovation.com or telephone 0131 220 6338.