

# VISION

VisitArran  
2020

## By 2020, Arran will be

recognised by visitors, partners and industry as a World Class Destination offering a unique, diverse & vibrant product featuring authentic eating, drinking, & cultural experiences alongside a stunning natural backdrop rich in outdoor opportunities and authentic visitor attractions.

Arran the Island will appeal to those who want to experience  
"Island time in no time"

MISSION

AIM

MARKETS

FOUNDATIONS

STRATEGIC ACTION FRAMEWORK

CAPABILITY

To harness the spirit of the islands people and businesses to collaborate with passion and initiative to form an emotional attachment with our visitors which will grow tourism and in turn increase the island population. This will allow the economy and infrastructure of the island to improve enabling businesses and communities to reach future sustainability. In doing this we will maintain and enhance conservation and the richness of the area's natural and cultural heritage.

To grow tourism on Arran from ? in 2015 to ? in 2020 by improving the customer journey, product and island infrastructure. TOM??

### CURRENT MARKETS & MARKET INTELLIGENCE

SCOTTISH: 68%

REST OF UK: 28%

EUROPE: 4%

REST OF WORLD: ??%

ABOVE BASED ON 2016 Ferry desk survey. Approx 290,000 visitors to the island in 2016. Tourism created £??m to local economy.

### CURRENT INHIBITORS & THREATS

Motorhome facilities  
Transport reliability, capacity & integration  
Planning constraints

Affordable housing  
Staff Shortages  
Public toilets  
No air link

Visitor information - availability and integration

Seasonality  
Sustainability  
Businesses for sale  
BREXIT

Data capture & Management  
Nth & Sth underdeveloped  
Broadband and mobile

### KEY STRENGTHS & OPPORTUNITIES

Outdoor activities  
Indoor facilities & attractions

Quality accommodation, eateries & attractions  
Community

Outstanding Scenery  
Renewable energy potential

Marine Tourism  
Coastal way  
Geopark

Relaxation & wellbeing  
Defined geographical area  
Adventure, wildlife & geology

### STRATEGIC CONTEXT & FOUNDATIONS

#### POLICY FRAME WORK

- Tourism Scotland 2020

#### EVIDENCE BASE

- VA ferry survey
- VA business surveys
- STEAM/DREAM
- CALMAC stats
- VisitScotland

#### INVESTMENTS

- Lagg distillery (2018)
- Brodick Harbour development (2017)
- New Ferry at North (2016)
- New Bro-Ard ferry (2018)
- Accom developments
- Broadband and mobile
- Maritime Interpretation Centre

#### NATIONAL FOCUS YEARS

- 2016 Innovation, Architecture & Design
- 2017 Heritage & Archaeology
- 2018 Young People

### TURNING OUR ASSETS INTO EXPERIENCES – PLACE DRIVEN AND EXPERIENCE DRIVEN

#### CULTURE & HERITAGE

- Music
- Arts & Crafts
- Genealogy
- Archaeology
- Geology
- Ecology
- Community

#### NATURE & ACTIVITIES

- Wildlife
- Adventure
- Walking
- Cycling
- Golf

#### MARINE TOURISM

- Cruise ships
- Leisure sailing
- Step ashore
- Island hopping
- Boat trips
- Water sports

#### BUSINESS TOURISM

- Venues
- Capacity
- Collaboration
- Promotion
- Product

#### EVENT & FESTIVALS

- Event Diary
- Event Support
- National Focus Years
- New Events

#### DESTINATION

- Pet friendly
- Accessible
- Toilets
- Environment
- Arran welcome
- Parking & viewpoints

### IMPROVING THE CUSTOMER JOURNEY – PUTTING THE CUSTOMER AT THE HEART

#### INFORMATION

- Web / digital
- Arran info project
- Signage & interpretation
- Intelligence gathering
- Tours and trails

#### TRANSPORT

- Capacity
- Timetabling & ticketing
- Integration
- Fit for purpose

#### ACCOMODATION

- VA on line booking
- Packaging
- Realising potential
- Year round viability

#### FOOD & DRINK

- Local provenance
- Trails & events
- Collaboration

#### CONNECTIVITY

- Wi fi availability
- Mobile signal
- Broadband
- 3G/4G
- Business investment

### BUILDING OUR CAPABILITIES – TOURISM IS EVERYONE'S BUSINESS

#### COLLABORATION

- Local partnerships
- External collaborations
- Arran trust
- AEG
- PB events

#### QUALITY

- ATI Customer care
- ATI Leadership
- ATI Product Knowledge
- Sharing Experience
- Share Visitor Feedback

#### MARKETING

- Market Intelligence
- VA Marketing plan
- Branding Consistency

#### LABOUR & SKILLS

- Labour availability
- Local skills plan
- Education liaison
- Housing
- Transport

LEADERSHIP & COLLABORATION: VA Board

August 2016

island time in no time