

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