

Looking ahead

The Marine Tourism Strategy Action Plan has now moved on from initial set up stage to the current focus on delivery. The success of the strategy and resultant growth will depend on a wide range of stakeholders engaging in the process and industry getting behind and identifying, developing and supporting relevant projects.

The public sector can help create the conditions for investment, whilst expertise for product development and sector growth rests with the business community. Tomorrow's customers will be attracted by unforgettable experiences they will want to share with friends.

Scotland's environment has given our sector a head-start on the competition, it's now down to everyone in the industry to make sure that potential is maximised.

The Marine Tourism Development Group is made up of industry and public sector stakeholders.

- Fred Moore, British Marine Scotland
- Sarah Brown, Firth of Clyde Forum
- Paul Bancks, The Crown Estate
- James Allan, RYA Scotland
- Daniel Steel, Sail Scotland
- Richard Miller, Scottish Canals
- Marc Crothall, Scottish Tourism Alliance (Chair)
- Alan Rankin, Project Manager
- Steven Dott, Highlands & Islands Enterprise
- Scottish Development International
- David Adams McGilp, VisitScotland
- Leon Thompson, VisitScotland

Awakening The Giant Marine strategy can be downloaded from www.scottishtourismalliance.co.uk/nature-heritage-activities/marine-tourism/



Our Vision

By 2020 we want Scotland to be a marine tourism destination of first choice for high quality, value for money and memorable customer experience delivered by skilled and passionate people.

Our Mission

To develop and lead the growth of sailing tourism in Scotland from £101m of visitor expenditure to £145m by 2020, and to increase the overall economic value of the marine tourism sector from £360m to over £450m by 2020.

Awakening the Giant

Marine Tourism Action Plan –
Update November 2015





Marine Tourism Action Plan – Update

Background

In response to the national tourism strategy Tourism Scotland 2020 and taking the lead from the Recreational Boating and Marine Tourism Cross-Party Group the marine tourism industry came together through the Marine Tourism Development Group (MTDG) to highlight and realise the opportunities to drive growth in the marine tourism sector.

The new strategy titled “Awakening the Giant” was launched by Minister for Energy, Business & Tourism, Fergus Ewing MSP at Scottish Tourism Week in March 2015. The five year strategy outlines the potential and opportunity to grow Scotland’s reputation as a world class marine tourism destination by focusing on three key themes **Providing Authentic Experiences, Improving the Customer Journey and Building our Capabilities.**

Whilst sailing and boating sit at the core of the strategy, the strategy includes other marine tourism stakeholders – from scuba diving and water skiing to sea angling and wildlife watching.

‘Awakening the Giant’ has been developed through consultation with a wide range of industry groups including British Marine Scotland, Sail Scotland, Scottish Canals, The Crown Estate, Highlands and Islands Enterprise, Scottish Enterprise, Royal Yachting Association Scotland, Scottish Tourism Alliance, EventScotland and VisitScotland. The strategy was shaped further by input from stakeholder consultation.

Progress to date.

The following section outlines the progress that has been made and work that is underway since March.

Providing Authentic Experiences

1.1 Events and Festivals – *Building on and co-ordinating international, national and regional events*

- Promote all marine tourism related events on the new visitscotland.com site from 2016 with marine tourism industry commitment to submit event information.
- Maximising links with EventScotland through new National Events Strategy, Scotland the Perfect Stage.
- Building National and International events into the marine tourism offer such as the 2016 RYA Topper and Optimist Nationals with further work continuing to attract high profile events.
- Maximise links and profile with World Canal Conference in Inverness 2016, in terms of access it provides to new customer markets.



- Commitment to secure National Youth Sailing event within next 2 years, and one new international event working with Scottish Sailing Institute and EventScotland by 2020.
- Build the recreational, racing, participation and development capacity at clubs across Scotland.

1.2 Cruising Routes and Themed Journeys – *Linking high quality terrestrial and marine experiences to showcase the best Scotland has to offer.*

- ‘Marine tourism packages’ to be explored during 2016.
- Series of regional events piloted looking to develop the “regional” product offer during 2016.
- Working with Cool Route to develop themed routes within and beyond Scottish shores along with opportunities to capture increased European interest. Cool Route is a European sponsored project seeking to connect and generate increased cruising participation between; Norway, Faroes, Scotland, Northern Ireland and Eire.

Improving the Customer Journey

2.1 Planning & Booking - *Presenting a first class initial contact with the Scottish offer*

- Liaising with the Cool Route project to pilot potential booking and signposting infrastructure.
- Web site links in place and signposting across the MTDG partners– to further expand this work so offering more opportunities to cross-sell.

2.2 Marine Host- Equipping businesses to welcome and cater for marine tourists

- Marine Host customer service training programme at design stage planned to be in place for March 2016.

2.3 Digital Landscape – *Exploiting technology to keep the customer informed and in touch when on the move.*

- Digital Tourism Programme setting out the digital priorities by early 2016 along with outline of support for marine businesses as to how best to use digital technology to enhance customer experience.
- Rebuilding of Sail Scotland website along with refreshed on-line campaigns to new and existing markets

Building our Capabilities

3.1 Facilities and Stepping Stones- *Targeting investment at all levels to develop high quality sustainable infrastructure*

- Work is ongoing to map existing facilities to help identify facility gaps and commercial opportunities.
- Highlands and Islands Enterprise (HIE) commitment to work with partners and stakeholders to address strategic infrastructure gaps to drive the growth ambitions of the sector.
- Link and build in a reference to the marine tourism strategy with development projects in Oban, Stranraer, Dundee, Granton
- HIE and Scottish Enterprise to work with existing client-managed marine tourism businesses/marinas to identify development opportunities.



- Influence planning authorities, the emerging marine planning partnerships and developers to adopt the principle of shared infrastructure to maximise the benefits of investment across all sectors.

3.2 Skills – *Developing a co-ordinated approach to skills development across the sector*

- Work underway with British Marine Scotland, Skills Development Scotland and other educational establishments to assess requirements for training and relevant delivery of training to the sectors.
- British Marine Scotland plan up to 4 member roadshows to inform and develop views on the marine tourism agenda.
- HIE Webinar activity being further developed to benefit the sector. Sailing webinar delivered in May to an audience of 34 businesses with a further, 121 YouTube views
- Roll out of HIE/SE and SDI supported programme for marine businesses to develop their international visitor markets with first workshop already run November 2015 (11 businesses attended) with further courses planned for 2016

3.3 Leadership & Collaboration

- Marine Tourism Development Group and newly appointed project manager to engage with industry and public sector groups to promote broad engagement in the strategy.
- Explore European funding streams which can be developed to support the sector.
- Stakeholder and Communications Plan being developed.

3.4 Marketing – *Collaborative and targeted marketing*

- Brand toolkit now available at sailscotland.co.uk with further enhancements planned for 2016.
- Develop and deliver an agreed collaborative content plan to priority markets, every year of the strategy.
- VisitScotland to create a short promotional film for sailing and marine tourism, with support from the marine tourism industry.
- Develop Sail Scotland brand to increase awareness of world-class product via content and targeted digital marketing throughout marine tourism industry activity.
- VisitScotland and Sail Scotland to collaborate on targeted digital marketing around London Boat Show 2016 to support Sail Scotland presence.

3.5 Sustainability – *Integrating economic, environmental and social aspects assuring long term success*

- Resource made available through Scottish Tourism Alliance.
- Data collected and analysed for industry will be based around quality and importance allowing it to be linked with Marine Scotland spatial planning for future development and potential European funding.

3.6 Data – *Long term set of robust and relevant data to support decision making*