

People

Every business involves people – staff, suppliers, customers and potentially collaborative partners. Their knowledge and ideas impact on your business and creating a culture of innovation means everyone connected to your business gets involved. Good ideas can come from anywhere and from anyone. Involving your people can be one of the simplest ways to drive growth. We can support you with this and share good practice.



A staff suggestion scheme was developed... it has generated over 11,000 suggestions and we have implemented over 1,600 which means we can improve things for the customers, the staff and the company. Alan Gordon, director of innovation, Stena



Grow your **tourism business** through

Innovation



NOW'S TIME TO INNOVATE

Explaining your new idea or innovation-related project is never an easy task. Don't worry, we get that. Our teams have the skills to quickly understand your challenges and are ready to help you.

IT'S YOUR MOVE

Whatever you've come up with, or think you've come up with, don't keep it to yourself. No matter how developed your idea is, we want to hear about it. Your innovation could be the next big thing or a small thing that can lead to improvement across the sector. Don't keep it to yourself; we are here to help you.

To find out more visit
www.scottish-enterprise.com/industry-support/tourism

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GROW YOUR TOURISM BUSINESS THROUGH INNOVATION

Scotland has a worldwide reputation as a tourism destination of the highest quality. That presents a real opportunity for businesses keen to share in the success, especially those that are willing to take an innovative approach. By embracing innovation, businesses can reach new heights and find new markets – so what are you waiting for?



Innovation is vital, not just because you want to be doing new things, but you want to be doing the same things better. That is as innovative as doing something different.

Brigadier David Allfrey MBE, Royal Edinburgh Military Tattoo

SUPPORTING YOUR BUSINESS

We share your ambition to grow sales, reduce costs, maximise efficiency and be a contributor of excellence within Scotland's tourism market.

Are you thinking about?

- Testing ideas for a new tourism product
- Developing or designing a new service offering
- Collaborating with other like-minded businesses
- Looking at new processes to save time and money and improve customer satisfaction
- Changing the way you do business

Product innovation

Products are everything you offer customers, whether physical or experiential. As consumers become more demanding you need to keep pace and offer something memorable. Are you ahead of your competitors? Do you offer value for money? What's coming over the horizon in your sector? We can help you explore these issues, support you adapt and change.



We've designed products that are about 30% lighter than a traditional junior club with an oversized head. We launched the product 18 months ago and are already retailing in about 270 locations in the UK, France and Germany. **Calum McPherson, managing director, Golphin for Kids**



Innovation in exhibits, service and experience has always been key to our visitor growth. In 2015 we created a new event to increase footfall at the quietest time of year – over two years, footfall trebled and income more than doubled. **Andrew Johnson, director, Camera Obscura & World of Illusions**



Service Innovation

Giving the customer a superior and new experience every time they contact you online or walk through your doors is service innovation. Rather than asking yourself, "how is my business doing", ask "how is my customer doing and what more can I offer them that they will value?" Offering new services can create new revenue streams and establish customer loyalty and we can support you with service innovation.



Ten of the region's major festivals came together to form Aberdeen Festivals in a bid to share resources, grow audiences and increase the cultural profile of Aberdeen and Aberdeenshire. It's been a wonderful initiative and has delivered real results with festivals recording audience increases across the board.

Angela Michael, culture director, VisitAberdeenshire



Business Model

Business culture is changing – the internet is dominant, more and more travel is researched and booked online. Social media is giving consumers a stronger voice than ever before. Tourism companies that adapt to this environment and are collaborating to deliver services through new business models are thriving. Small groups of businesses coming together can create a bigger presence. Collaborations can be formal or informal, virtual or actual. We can help you form collaborative partnerships to strengthen your business.

Process

Customers expect things to run smoothly. Business processes therefore impact on your competitiveness and profit. How can you speed things up, cut out cost and improve customer satisfaction? Process innovation opportunities are available to all tourism businesses. Sometimes it can simply be small incremental changes, sometimes it's more transformational. Whatever the change if it impacts positively on your bottom line then it is a successful innovation. We can support you bring forward new efficient processes.



We felt the collaborative model would provide us with the best opportunity to raise the profile of the businesses and local area as an adventure destination, whilst reducing costs, sharing administrative burden and increasing local area marketing. **Stefan Morrocco, Broom Coo Adventures**

