**Angus Tourism Framework Action Plan**

**September 2023 to March 2025**

**Marketing**

**Aim:**To promote Angus as a responsible visitor destination to local, domestic, and international visitors over the next 12-18 months.

**Lead:**Gillian Black

**Objectives:**

1. Utilise the Visit Angus campaign to increase awareness of the region and encourage visitors.

1. Develop new creative campaigns for Visit Angus to encourage visits to the region and increase overnight stays.
2. Maximise current Visit Angus digital channels and deliver specific campaign activity to increase website sessions and engagement across social media.
3. Encourage the tourism sector to engage with the Visit Angus campaign and ensure there is effective communication between Visit Angus and the tourism sector.
4. Maximise opportunities for Visit Angus to collaborate with stakeholders and partners to increase awareness of Angus.

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| Objective | How | When | Outcomes |
| Utilise the Visit Angus campaign to increase awareness of the region and encourage visitors. | Review any available information/statistics/industry trends which are relevant to Angus. | Ongoing | Review information available from VisitScotland, STEAM etc and how these relate to Angus to help inform our approach to delivering the Visit Angus campaign. |
| Establish the narrative and key messages for Visit Angus and ensure these are relevant to current trends. | May 2024 | Key messages and narrative to be reviewed and updated. |
| Establish the requirement for printed promotional materials and action. | May 2024 | Research what, if any, printed assets are required, and produce recommendations for implementation of these. |
| Develop new creative campaigns for Visit Angus to encourage visits to the region and increase overnight stays. | Development of one or more creative campaigns which can be used to promote Angus as a visitor destination, from April 2024 to March 2025. | March 2025 | Work with a creative agency to develop a minimum of one creative campaign to promote Angus as a visitor destination. |
| Maximise current Visit Angus digital channels and deliver specific campaign activity to increase website sessions and engagement across social media. | Ensure the Visit Angus website listings and content are up to date and encourage businesses to review content regularly. | Ongoing | Annual listings review to be completed to ensure information is up-to-date and accurate.    Remove businesses who are no longer operating.    New listings to be added on request where appropriate and relevant. |
|  | Utilise the Visit Angus website and social media channels to share Angus content and encourage visitors to Angus. |  | Increase visitor sessions on Visit Angus website.    Increase reach on Visit Angus Facebook.    Increase impressions on Visit Angus Instagram. |
|  | Deliver regular enewsletters to the Visit Angus B2C database to inform of things to see and do in Angus. |  | Distribute a minimum of one enewsletter each month to the tourism B2C database.    Increase subscribers from 374 to 425. |
| Encourage the tourism sector to engage with the Visit Angus campaign and ensure there is effective communication between Visit Angus and the tourism sector. | Provide toolkits for businesses to enable them to engage with Visit Angus and share relevant content. | Ongoing | Update all relevant toolkits, following the completion of the brand review and narrative development. |
| Deliver regular enewsletters/social media content to inform the tourism sector of relevant news and opportunities. | Ongoing | Distribute a minimum of one enewsletter each month to the tourism B2B database.    Increase subscribers from 2,713 to 3,000. |
| We will create a suite of engaging new content including imagery and film, for use across a range of digital platforms. | June 2024 | Create a library of new digital assets for own and partner use. |
| Maximise opportunities for Visit Angus to collaborate with stakeholders and partners to increase awareness of Angus. | Align Visit Angus messaging where appropriate to VisitScotland marketing. | Ongoing | Maintain awareness of VisitScotland campaigns and align Visit Angus messaging to these where appropriate and relevant. |
| Engage with Scotland’s Tay Country partners to deliver the regional marketing plan. | Ongoing | Work with Scotland’s Tay Country partners to ensure Angus has good coverage within travel trade communications/promotions. |
| Engage with stakeholders as appropriate on collaborative activity. | Ongoing | Work with relevant stakeholders as appropriate. |

**Product and Experience Development** 

**Aim:** To deliver innovative and inspirational products and experiences for all visitors to Angus.

**Lead:** Louise Nicoll/Jane Taylor

**Objectives:**

1. Develop an improved understanding of our visitors to help meet their needs and expectations and maximise opportunities available.
2. Work collaboratively to develop a range of B2B and B2C products and experiences for visitors to enjoy all year round.
3. Maximise opportunities around major events, especially where these have capacity to grow or have an economic impact.
4. Create inspirational and invigorating new content to engage visitors.
5. Grow sector resilience and capacity, working in partnership to develop and position tourism as a forward thinking, vibrant and responsible sector.

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| Objective | How | When | Outcomes |
| Develop an improved understanding of our visitors to help meet their needs and expectations and maximise opportunities available. | Encourage a data informed approach to product and experience development. | Ongoing | Clearly identified target market/visitor personas.  A range of products and experiences which are tailored to customer needs and wants. |
| Work collaboratively to develop a range of B2B and B2C products and experiences for visitors to enjoy all year round. | Develop products which showcase Angus’ regional strengths including Food and Drink and Outdoor Adventure. | Ongoing | Telling the Angus narrative through our products and experiences.    Number of new products created.    Increased volume/value of bookings. |
| Position Angus as a responsible tourism destination, encouraging overnight stays and promoting Angus as a year-round destination. | March  2025 | Increased number of staying visitors    Grow the seasonal spread of visitors. |
| Develop products specifically aimed at travel trade. | September 2024 | Increased volume/value of travel trade bookings.    Increased collaborative working/improved efficiencies.  Strengthen relationships with travel trade/no of engagements.  Increased knowledge and understanding of travel trade.    Increased number of businesses travel trade ready. |
| Maximise opportunities around major events, especially where these have capacity to grow or have an economic impact. | Adopt a partnership approach to developing and delivering a plan which delivers success for Angus businesses and communities.  Senior Open. | July  2024 | Increase footfall to the event.    Increase awareness of Angus as golf/visitor destination.  Support local supply chain e.g., food and drink.  Encourage people to stay in Angus during the event.  Increased business participation in activity. |
| Support event organisers where growth opportunities exist e.g., new events or where these have capacity to deliver a positive impact on businesses and communities. | Ongoing | Grow the number of events in Angus.    Increase the economic impact of events.    Support events to become sustainable. |
| Create inspirational and invigorating new content to engage visitors. | We will create a suite of engaging new content including imagery and film, for use across a range of digital platforms. | June 2024 | Create a library of new digital assets for own and partner use. |
| Grow sector resilience and capacity, working in partnership to develop and position tourism as a forward thinking, vibrant and responsible sector. | Work with partners (e.g., Business Gateway, VisitScotland) to deliver a programme of skills and training tailored to business needs.    Work with regional partners to develop digital solutions to improving efficiencies across the sector. | Ongoing            Ongoing | Businesses develop new and innovative products |

**Pride of Place**

**Aim:**To harness the positivity and ambition of local communities to share their pride of Angus with visitors.

**Lead:**Norma Lyall

**Objectives:**

1. Engage with local communities and businesses to capture activity and share that activity with visitors.
2. Support communities and businesses to welcome visitors to Angus in a responsible way.
3. Provide opportunities for local people to be advocates of and for Angus.
4. Participate in and create opportunities to share experiences and culture with locals and visitors.
5. Support communities and businesses to play a central role in place making across Angus.

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| Objective | How | When | Outcomes |
| Engage with local communities and businesses to capture activity and share that activity with visitors. | Plan audit of Community Led Tourism activity.    Engage with marketing and PED groups to promote community-led activity.    Share through networks and media channels.    Encourage participation in Scottish Community Tourism BeLocal campaign. | Jan 2024      Ongoing    Ongoing      Ongoing | Audit complete.      Content shared.    Content shared.      Increased awareness and participation. |
| Support communities and businesses to welcome visitors to Angus in a responsible way. | Support content for marketing.        Community run toilets, support inclusion on GeoTourism app.    Toilets in Angus Partnership Scheme (TAPS).    Highlight funding opportunities, e.g. through Angus Rural Partnership.    Motorhome facilities, next steps.    Collaborate to support major events and festivals to be delivered responsibly. | Ongoing        Ongoing      Ongoing    Ongoing    November 2023 to March 2024  Ongoing | Work with marketing group to generate content for VA campaigns.    Ensure community run toilets have the opportunity to be included.    Re-engage with AC.    Joint funding application with ARP/ATC and AC.    Joint funding application with ARP/ATC and AC.  Ensure positive outcomes for communities and businesses. |
| Participate in and provide opportunities for local people to be advocates of and for Angus. | Plan and begin delivery of Angus Ambassador programme.    Provide opportunities to share their passion through My Angus and VA marketing campaigns. | March 2024      Ongoing | Explore how this can be achieved and what is required to make it happen. Review after delivery.  Monitor engagement levels with all campaigns |
| Create opportunities to share stories and culture with locals and visitors. | Deliver My Angus week, March 2024.  Insider’s Guide - build on original content and refresh (digital/print).    Raise awareness of local festivals and events which celebrate nature, environment, culture and place. | March 2024    March 2024      Ongoing | Week of activity delivered.    Funding secured and print produced.  Increased content through ATC media channels. |
| Support communities and businesses to play a central role in place making across Angus. | Encourage representation and leadership through framework groups.    Share and showcase examples of best practice.    Support the delivery of Brechin Community Led Tourism project.    Re focus and support the Ask Angus visitor information scheme to be more effective. | Ongoing      Ongoing    March 2024    March 2024 | ATC networking events.      Signposting and engagement.      Projects complete.      Greater engagement with campaign. |

**Industry Leadership & Collaboration**

**Aim:** To have an industry-led, collaborative approach to identifying opportunities for growth and for delivering support

**Lead:**Chair of the Angus Tourism Cooperative

**Objectives:**

1. Support Development and Delivery of the Angus Tourism Framework
2. Intelligence and Data Gathering, including successful use of information
3. Strengthen the Role and Reputation of the ATC
4. Improve the Capabilities of Tourism Businesses in Angus
5. Collaborate to provide leadership and guidance across Regional and National groups and events
6. Delivering the Strategic Tourism Infrastructure Development Plan
7. Building sector resilience

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| Objective | How | When | Outcomes |
| Support Development and Delivery of the Angus Tourism Framework | Create opportunity for Tourism Leaders    Collaboration and Networking around framework actions  Recruit for Framework Groups |  | Networking and opportunity to participate in strategic planning for area.  Actions delivered.  More participants on groups. |
| Intelligence and Data Gathering | STEAM – Ensure valid data is gathered, shared and used.  Update how information is gathered |  | Increase awareness.  Influence how data is gathered and used in Angus. |
| Strengthen the Role and Reputation of the ATC | Tourism Leaders  Collaboration opportunities  Membership Engagement 1 to 1 Peer Introductions Initiatives |  | Increase those participating in strategic level development.  Increase engagement to allow collaboration.  Increase engagement level across all activities. Record number of introductions. Increase outputs from ATC Initiatives. |
| Improve the Capabilities of Tourism Businesses in Angus | Training  Leadership Training  World Host Digital Travel Trade  Sustainable Business Action Plan  Collaboration Opportunities  Signposting to existing opportunities |  | Increase participation on training Deliver training to meet the needs of tourism businesses.  New Products. |
| Collaborate to provide leadership and guidance across Regional and National groups and events | STA  SCOTO  Cairngorms  Regional Tourism Leadership Group  Angus Rural Partnership  Cultural Strategy Delivery Groups  Visit Scotland  Scottish AgriTourism |  | Raising awareness of Angus.  Knowledge gathering and sharing. |
| Delivering the Strategic Tourism Infrastructure Development Plan | Motorhomes  Toilets  Signage  Carparks |  | Identifying funding.  Prioritising projects for delivery.  Working with sector and partners to identify opportunities. |
| Building sector resilience | Short Term Lets  Tourism Levy  Flooding |  | Listen to industry.  Be industry voice in Angus. |