

## SECTOR-SPECIFIC RECOMMENDATIONS – CULTURE HERITAGE AND EVENTS

### NEAR FUTURE: 2018-2019 – ACTION PLAN

Recommendations	Actions	Key Partners
<p><b>Culture &amp; Heritage:</b> Position <b>Aberdeenshire</b> in the market as an accessible, compelling alternative to Edinburgh and the surrounding area for the authentic Scottish visitor experience:</p> <ul style="list-style-type: none"> <li>○ Highlight the geographical scope and rich thematic diversity of <b>Aberdeenshire's</b> culture and heritage.</li> <li>○ Clearly associate <b>Aberdeenshire</b> with the core brand appeal of Scotland.</li> <li>○ Emphasise the ease of access from Aberdeen and the opportunity to become quickly 'immersed' in the wider region.</li> <li>○ Raising awareness of the contemporary culture opportunities, relating it to famous places from film &amp; TV.</li> </ul>	<p><i>Work with VisitScotland to ensure that <b>Aberdeenshire</b> is well positioned in overseas marketing campaigns that focus on Scottish culture.</i></p> <p><i>Develop relationships with national and regional cultural associations (e.g. music, dance, folk) to identify points of attraction to visitors and participation in marketing activities.</i></p> <p><i>Join forces with flagship cultural and heritage venues within the region to help define the North East proposition and promote the experience beyond <b>Aberdeenshire</b>.</i></p> <p><i>Create an events toolkit for event planners to help them promote events via official tourism marketing channels and widen the appeal of their event to visitors.</i></p>	
<p><b>Events:</b> Create distinctive 'Seasons' as umbrellas to promote key events and festivals under – drawing on the North East's distinctive attributes.</p>	<p>Scope and test creative ideas for umbrella seasons.</p> <p>Apply to marketing and communications activity when promoting applicable events.</p> <p>Use as a lever to attract commercial sponsorship and transport offers around events and festivals.</p>	
<p><b>Events:</b> Improve understanding of the scale and value of events &amp; festivals taking place in <b>Aberdeenshire</b> that attract, or have the scope to attract, visitors in order to plan a co-ordinated approach to scheduling, promotion and</p>	<p><i>Undertake an event mapping exercise across the Region to provide a clear picture of what is taking place and when, to identify potential to draw in visitors and estimate the associated value.</i></p>	

<p>maximising the benefits from these events.</p> <p>Use industry standard evaluation metrics, such as eventimpacts.com.</p>	<p><i>Complete the current evaluation exercise (2018) to inform future positioning.</i></p>	
<p><b>Events:</b> Consider programmes or initiatives that help to share innovation and good practice to improve delivery and attraction among Aberdeen and Aberdeenshire event and festival organisers.</p>	<p><i>Research applicability of Knowledge Transfer Programmes.</i></p> <p><i>Scope potential to extend new Tourism Development initiatives (eg. Skills and market insights) to the events and festivals sector.</i></p>	
<p><b>MID-TERM: 2020-2021 - RECOMMENDATIONS</b></p>		
<p><b>Culture &amp; Heritage:</b> Continue to improve knowledge sharing and collaboration in the heritage sector in order to improve curation, marketing and delivery of heritage attractions that lead to increased visitor volume, spend and length of stay.</p>	<p><i>Carry out training to build digital skills among the workforce in the heritage sector, particularly in customer service and digital marketing.</i></p>	
<p><b>Culture &amp; Heritage:</b> Build on elements of Aberdeenshire's heritage that resonate with potential visitors in order to create an attractive and authentic heritage product with associated marketing initiatives.</p>	<p><i>Work with Regional stakeholders to create compelling cultural and heritage product offers which turn assets into experiences.</i></p> <p><i>Collaborate with the national Heritage Tourism Group, and local stakeholders to maximise the product development and joint marketing opportunities emerging from the Heritage Tourism 2020 Strategy</i></p>	
<p><b>Events:</b> Continue to develop joint marketing programmes with event venues and organisers to extend the appeal of events beyond Aberdeenshire and widen visitor appeal, testing the success or otherwise of the seasonal umbrellas.</p>		
<p><b>Events:</b> Improve skills and career perceptions within this sector - specifically visitor service skills, wider</p>	<p><i>Further strengthen relationships with educational and training providers to identify and promote</i></p>	

ambassadorial skills, marketing and the overarching need for professionalism.	<i>skills development opportunities and pathways within the cultural and heritage sectors.</i>	
<b>Events:</b> Carry out consistent evaluation of the economic impact of events and festivals in <b>Aberdeenshire</b> in line with national measurement and monitoring practices.	<i>Set up programme for monitoring impact of leisure events using KPIs provided through EventIMPACTS.</i>	
<b>LONG TERM: UP TO 2023 - RECOMMENDATIONS</b>		
<b>Culture &amp; Heritage:</b> Develop initiatives to link <b>Aberdeenshire's</b> culture and heritage with other sectors of this strategy such as touring, cruise, business events and golf.		
<b>Heritage:</b> Improve accessibility (via public transport and themed routes) to heritage attractions. Improve provision of practical 'how to' information.	<i>Collaborate with transport stakeholders to ensure visitors experience a quality, authentic product. Consider clusters and route development, combined passes and itinerary development.</i>	
<b>Events:</b> Develop new events and festivals as and when required to meet demand that support the core products identified by this strategy, in particular: golf, culture & heritage, food & drink, and touring & the great outdoors.	<i>Collaborate with event stakeholders within the Region to review existing events, identify market opportunities and events to satisfy these market opportunities.</i>	
<b>Culture &amp; Events:</b> Adopt initiatives that help sustain the development of cultural events that have capacity to grow the volume and value of tourism in <b>Aberdeenshire</b> .	<i>Position events and festivals seasonally, that complement <b>Aberdeenshire's</b> strengths (e.g., long winter nights, long summer days).</i>	