

SECTOR-SPECIFIC RECOMMENDATIONS – TOURING AND THE GREAT OUTDOORS

NEAR FUTURE: 2018-2019 – DRAFT ACTION PLAN

Recommendations	Actions	Key Partners
<p>Carry out research to understand the dynamics of touring and outdoor activities sector, and how it can be optimised to increase visitor volume and spend.</p>	<p><i>Implement a research programme to generate insights on the dynamics of touring and outdoor activities, to include analysis of existing product offer and identify where gaps exist and potential for development.</i></p>	
<p>Ensure that visitors have the capability to plan and follow their own itineraries to explore Aberdeenshire.</p>	<p><i>Create online guides and suggested itineraries that feature pre-existing routes, from short to long routes in the wild areas to managed areas such as Country Parks and Estates. Ensure these guides link also to Culture and Heritage trails and routes.</i></p> <p><i>Cultivate relationships with accommodation providers, outdoor shops/rentals and attractions along pre-existing routes to build awareness of the needs of touring visitors.</i></p>	
<p>Enhance the appeal of existing walking, running and cycling routes in Aberdeenshire, and investigate scope for creating new routes.</p>	<p><i>Establish relationships with local and national walking/running/cycling/kite surfing/water sports associations to carry out joint promotion activities.</i></p> <p><i>Identify, attract and support competitive and group events related to these activities, which can offer the greatest impact in terms of overnight stays and visitor spend.</i></p> <p><i>Carry out public and tourism stakeholder consultation identify routes that provide greatest potential to boost visitor volume, spend and length of stay. To include a review existing routes and evaluate potential new routes.</i></p>	

Establish a strategic partnership with the Cairngorms Business Partnership to enhance Aberdeenshire's brand association as the 'Gateway to the Cairngorms', and increase the overnight stays and spend in Aberdeenshire related to visits to the Cairngorms.	<i>Develop strategic partnership with CBP focussed on knowledge sharing on visitor profiles and behaviour, and promoting access to the Cairngorms through joint marketing campaigns via routes running through Aberdeenshire that offer the greatest potential for visitor volume and spend.</i>	
Explore options for a strategic partnership with Moray Speyside DMO to enhance brand association as 'gateway to Speyside'.		
Strengthen the 'nature on your doorstep' brand appeal of Aberdeenshire and highlight the breadth of experiences available within a short driving distance of the city.	<i>Carry out joint marketing activities with airlines, train operators and car hire companies to encourage visitors to 'arrive and drive'.</i>	
MID-TERM: 2020-2021 - RECOMMENDATIONS		
Establish a series of branded touring routes based on scenery and/or themes (e.g. Royal heritage, castles, coastal trail, NE250).	<i>Working with public bodies, public transport operators and the highways agency,- Explore opportunities for further developing and marketing the Deeside Way, Formatine & Buchan Way, and Coastal Path.</i>	
Ensure delivery of quality service and a customer centric approach along branded routes.	<i>Build relationships and carry out training with tourism businesses along branded routes in order to raise awareness of visitor needs, develop understanding of this market and particular requirements and foster a team approach to service delivery.</i>	
Carry out cross promotion campaigns with local sports associations, branded sports events, and other major players such as sports apparel brands.	<i>Establish relationships with relevant brands, associations and events to identify opportunities for cross promotion.</i>	
Ensure synergy with the market specific national strategies for turning assets into experiences by	<i>Where appropriate, ensure alignment with the recommendations set out in the strategy documents cited.</i>	

<p>adopting recommendations set out in the following plans:</p> <ul style="list-style-type: none"> ○ <i>Marine Tourism Action Plan 2015</i> ○ <i>Scottish Country Sports Tourism Strategy 2016-2020</i> 		
<p>Explore opportunities for growth in emerging event activities, such as geocaching and adventure racing.</p>		
<p>LONG TERM: UP TO 2023 - RECOMMENDATIONS</p>		
<p>Evaluate and seek scope for development of other adventure sports such as mountain biking and orienteering in Aberdeenshire.</p>	<p><i>Engage with relevant groups and associations to explore development opportunities.</i></p>	