

# WEST COAST MARINE TOURISM COLLABORATION

Love Loch Lomond Marine Tourism Conference  
16 MAY 2018



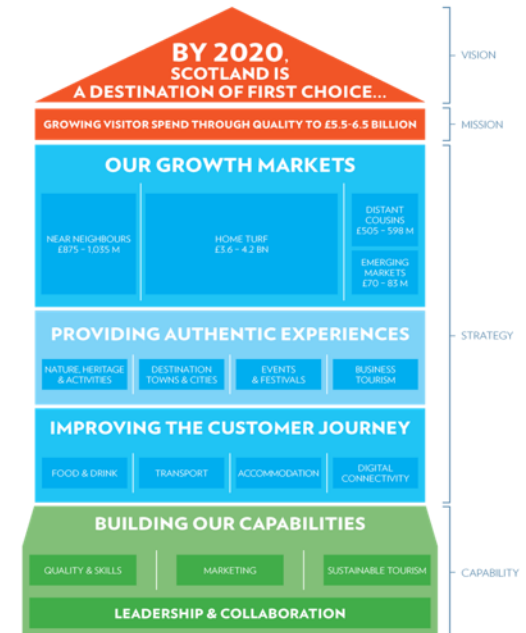
skyeconnect

west  
highland  
peninsulas  
*time to relax...*



# TS2020

- 💧 TS2020 was published in 2012
- 💧 Turning assets into experiences – 5 asset blocks defined
  - 💧 Nature and activities
  - 💧 Heritage and culture
  - 💧 Events and festivals
  - 💧 Destinations towns and cities
  - 💧 Business tourism

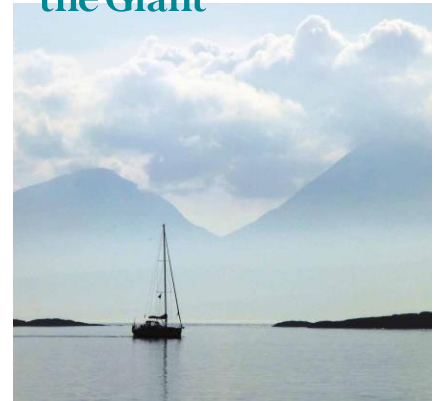


# AWAKENING THE GIANT

- 💧 **'Nature and Activities' includes Marine Tourism**
- 💧 **Cross Party Marine Tourism Group set up**
- 💧 **Awakening the Giant produced and launched in 2015**
- 💧 **Action Plan launched in 2016**

A Strategic Framework  
for Scotland's Marine  
Tourism Sector

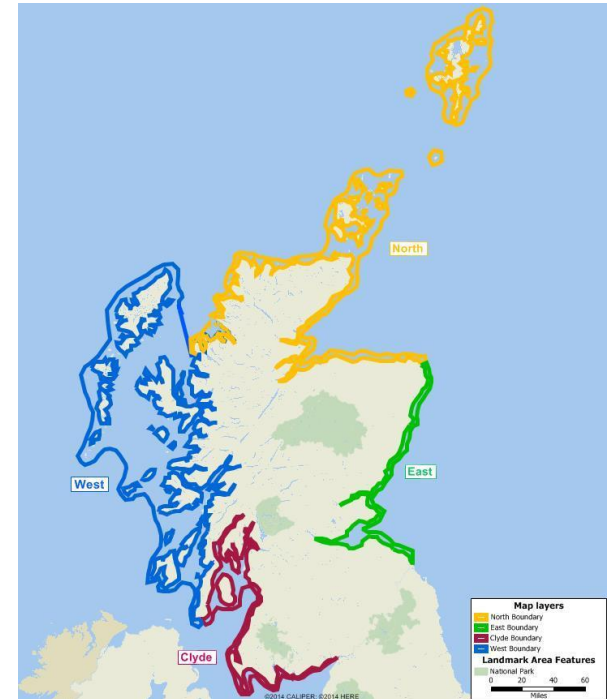
**Awakening  
the Giant**



# EKOS REPORTS

- 2009 and 2016
- Sailing Tourism and berthing
- Current berthing capacity and potential future economic impact
- Four areas of Scotland
- Potential growth of 16-20% in the west (20-25% in the Clyde)

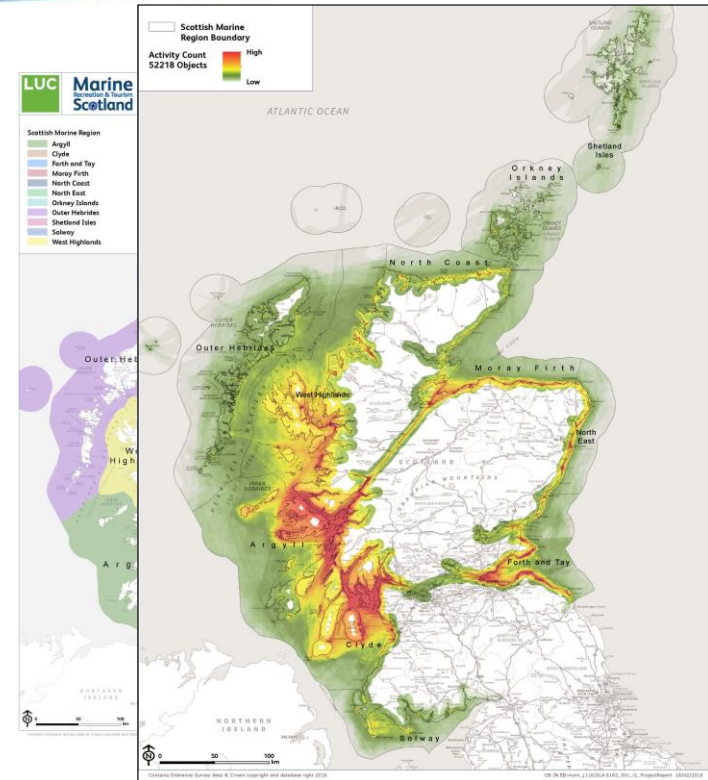
Figure 2.1: The Four Areas



# LUC REPORT

All activities combined

- 🟢 Scottish Marine Recreation & Tourism Study 2016
- 🟢 23 activities / 2500 individual responses
- 🟢 11 areas
- 🟢 Heat maps



# SWEDISH LEARNING JOURNEY

- 🍃 April 2017
- 🍃 Ten participants
- 🍃 Key learnings
  - 🍃 Collaboration
  - 🍃 Water centric
  - 🍃 Hospitality principles



# 2020 - YEAR OF COASTS & WATER

- 💧 **2020 has been announced as the Year of Coasts and Water in Scotland**
- 💧 **Themed years offer opportunities to spotlight and celebrate some of our key assets**
- 💧 **Themed years offer opportunities for partnerships and working together to celebrate a particular theme and maximise impact**







# THE WEST COAST OPPORTUNITY

## Strategy

- Build on the National Strategy and research undertaken
- Apply the learnings from the Swedish Learning Journey
- Focus on 2020 as a unique opportunity for the DMOs across the West Coast to work together on product development

## Project

- A 3-4 month scoping project -Industry led / HIE funded
- Industry and agency steering group – HIE Sailscotland, VS and UHI
- Delivered by a team of locally appointed agents and coordinated by AITC

## Aim

- To assess and better understand the current offer across the area and in individual destinations
- To promote a stronger sense of collaboration across our waterbodies
- To scope out pan west coast marine tourism product development opportunities for 2020

# WEST COAST MARINE TOURISM COLLABORATION



# WCMTC

## 18 Destination Organisations

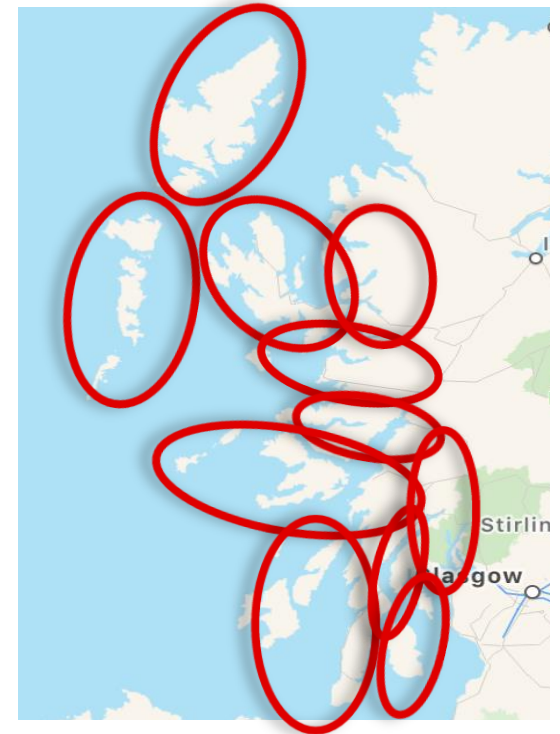
- ◆ Outer Hebrides Tourism
- ◆ SkyeConnect
- ◆ SMMAATA
- ◆ Road to the Isles Tourism Association
- ◆ Visit Arran
- ◆ Wester Ross Biosphere
- ◆ Love Loch Lomond

- ◆ AITC representing 11:-
  - ◆ Marketing Mull & Iona
  - ◆ Discover Tiree/Development Coll
  - ◆ Oban & Lorn Tourism Alliance
  - ◆ Heart of Argyll Tourism Alliance
  - ◆ Inveraray Marketing Group
  - ◆ Explore Kintyre & Gigha
  - ◆ Islay & Jura Tourism Marketing Group
  - ◆ Colonsay Marketing Group
  - ◆ Argyll's Secret Coast
  - ◆ Visit Cowal
  - ◆ Visit Bute



# ELEVEN STUDY AREAS

- ◆ Harris & Lewis
- ◆ Uists and Barra
- ◆ Wester Ross
- ◆ Skye and Raasay
- ◆ North Lochaber and the Small Isles
- ◆ South Lochaber and Loch Linnhe
- ◆ Inner Hebrides, Oban & Lorn
- ◆ Southern Hebrides, Mid Argyll & West Kintyre
- ◆ Loch Fyne, East Kintyre and West Cowal
- ◆ Lomond, Clyde Sealochs and East Cowal
- ◆ Clyde Islands



# DEFINITIONS

	Arrive by sea, seeking land-based experiences				Arrive by land, seeking sea-based experiences			
	Cruise ship visitors		Sailing and boating visitors		Boat trips and excursions		Water sports and activities	
Characteristics	Large, high volume cruise ships visiting ports across the West Coast	Smaller bespoke upmarket cruise ships – all areas	Sailors visiting the West Coast for a specific visit, or as part of a wider journey	Sailors seeking charters or leaving their boat on the West Coast for an extended period, and returning for regular trips	Long distance bucket list trips – St Kilda	Short wildlife / family friendly trips	Independent visitors, experienced and equipped	Novice / mid-level, seeking organised and supported activities

# THE PROCESS

2018  
SCOPING

2019  
DEFINE & DEVELOP

2020  
DELIVER

- **Asset mapping and site by site inventories**
- **Area by area and pan west coast analysis of the inventories**
- **Area by area and pan west coast SWOT analysis**
  
- **Business & operator survey & analysis**
- **Identification of our key marine 'water body' destinations**
  
- **Identification of potential products for development**
- **SCOPING REPORT**

# IDENTIFYING OUR WEST COAST MARINE TOURISM DESTINATIONS

The west coast Destination Organisations currently have a land based focus - but by working with the marine operators and thinking from a marine tourist perspective, marine tourism 'destinations' can be defined encompassing all the land based facilities and attractions around it – the touch points for the marine tourist to get on and off the water and reasons to want to do so.

Collaborations between the current DOs can then be developed to significantly enhance and join up the marine tourist experience, and allow new and exciting products to be developed .



# IDENTIFYING & CLASSIFYING OUR MARINE HUBS

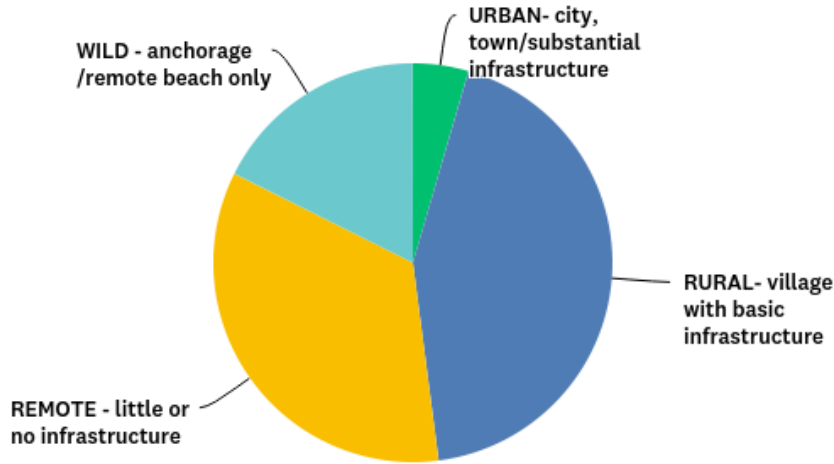
where visitors get on and off the water

Categories	Hub	1. Does it host existing water based activity(ies) which benefit the local economy
		2. Does it have an emerging events, festivals and/or food and drink culture
		3. Does it have a pier, harbour, (possibly historic) which doesn't at the moment but could allow access to local activities and attractions
		4. Does it have a local market that can support growth
	Ferry	Main ferry point
Attraction	Eg Whisky Distillery	
Activity	1. Could it be linked to a trail eg Kayak West Coast Trail, Cycle or walk west coastal paths	
Hub coding	Green	70-100% already a HUB. Some development but more marketing offers and promotion required
	Amber	40-70% possibly a HUB. May need capital investment and further development/promotion
	Red	Ownership issues - difficult- potential historical site with huge capital investment.

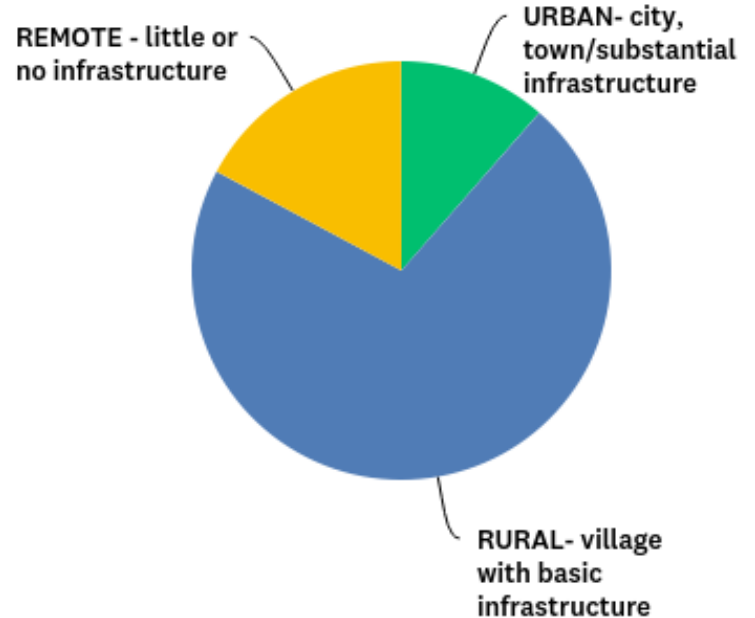


# INITIAL FINDINGS SITE CHARACTER

## WEST COAST



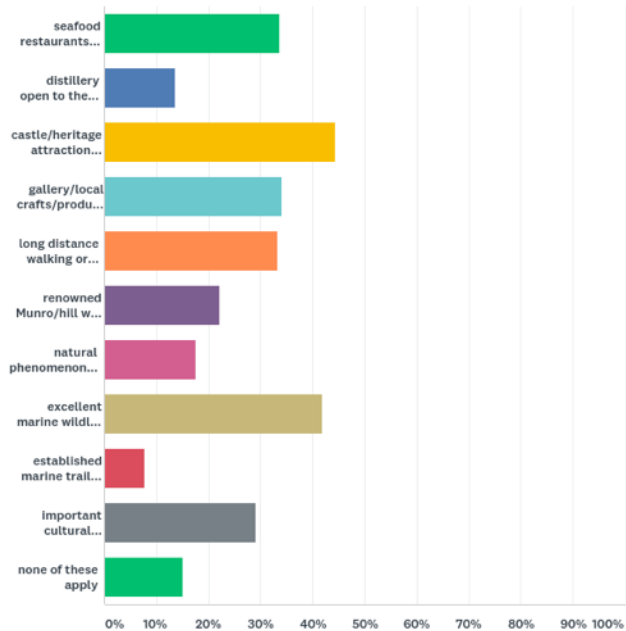
## LOMOND, SEALOCHS & EAST COWAL



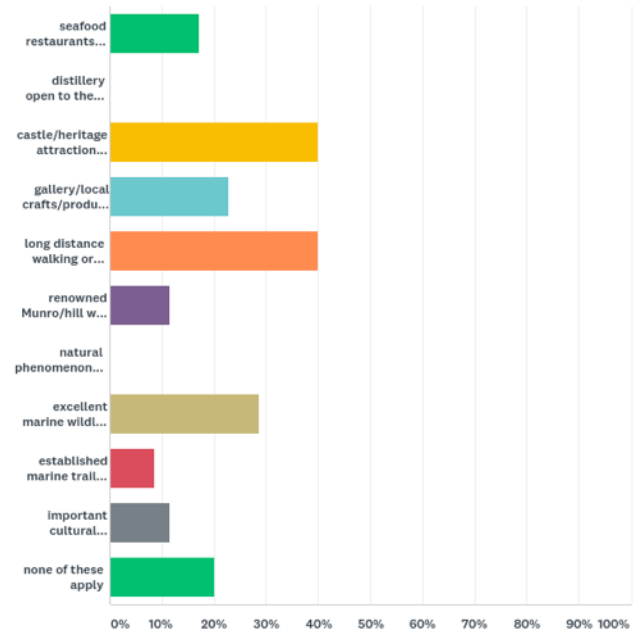
# INITIAL FINDINGS

## KEY FEATURES AT HUB

### WEST COAST (275 sites)

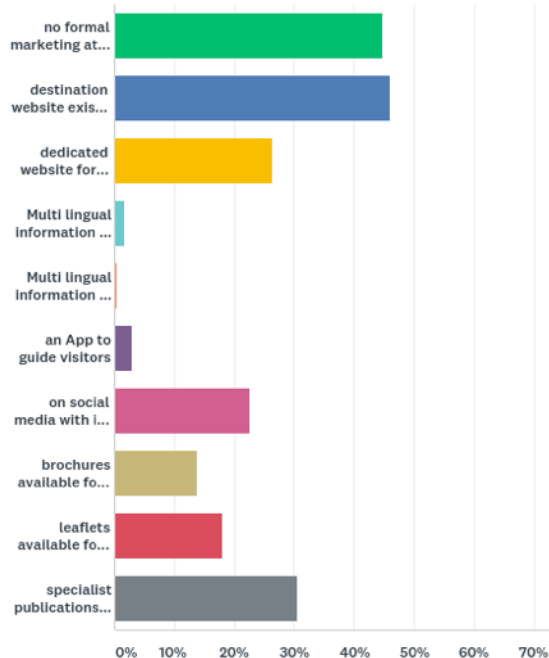


### LOMOND, SEALOCHS & EAST COWAL (35 sites)

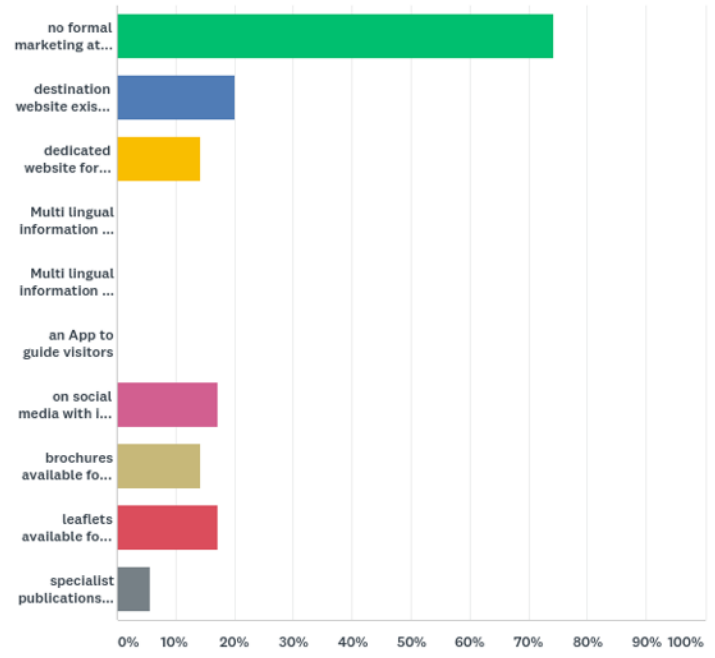


# INITIAL FINDINGS PROMOTION & MARKETING

## WEST COAST



## LOMOND, SEALOCHS & EAST COWAL



# INITIAL IDEAS...

- A year long west coast festival – combining existing and new events under one calendar
- Extending existing trails eg the North West Highlands Snorkel Trail, the Argyll Sea kayak Trail,
- An island ‘bagging’ passport for 2020
- Make 2020 your west coast bucket list year - St Kilda, Staffa, Corryvreckan...
- A West Coast maritime art trail that stretches along the west coast and celebrates local heritage
- Develop (re-kindle) themed stop offs on the west coast – eg The Seafood Trail, The Whisky Coast, The Whale Trail
- Marine-based Slow Adventure Itineraries