



**Daniel Steel**

Chief Executive, Sail Scotland

**Sail  
Scotland**

**Growing Marine Tourism in Scotland... Together!**



Sail Scotland is the national marketing organisation for Scottish Sailing and Marine Tourism. Owned and operated by an industry board for the past 20 years, Sail Scotland works with partner organisations including VisitScotland, Scottish Development International and the Enterprise Companies to deliver marketing activities which will bring visitors to Scotland and grow business for the marine leisure industry.



## Purpose

*“With a clear focus on Northern European countries, Sail Scotland is the national marketing organisation through which sailing tourists are attracted to Scotland.”*





Éclair  
PATHE







Private  
parking























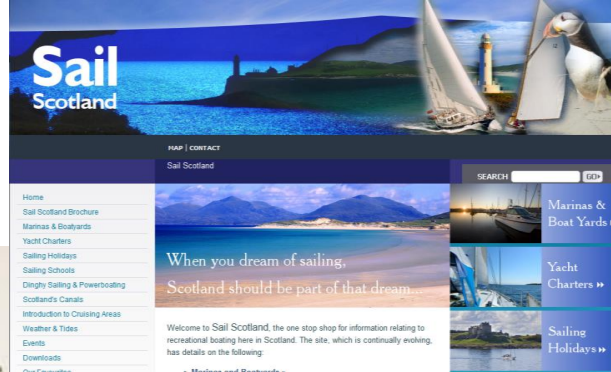








# Our Journey | Building on 20+ years...



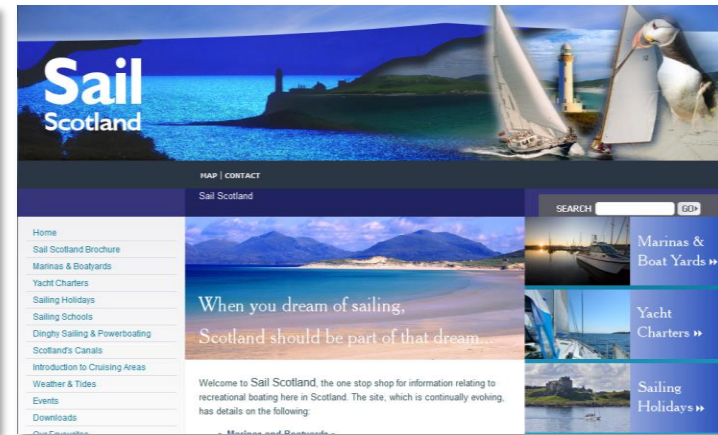
# Our Journey | Building on 20+ years...



1997



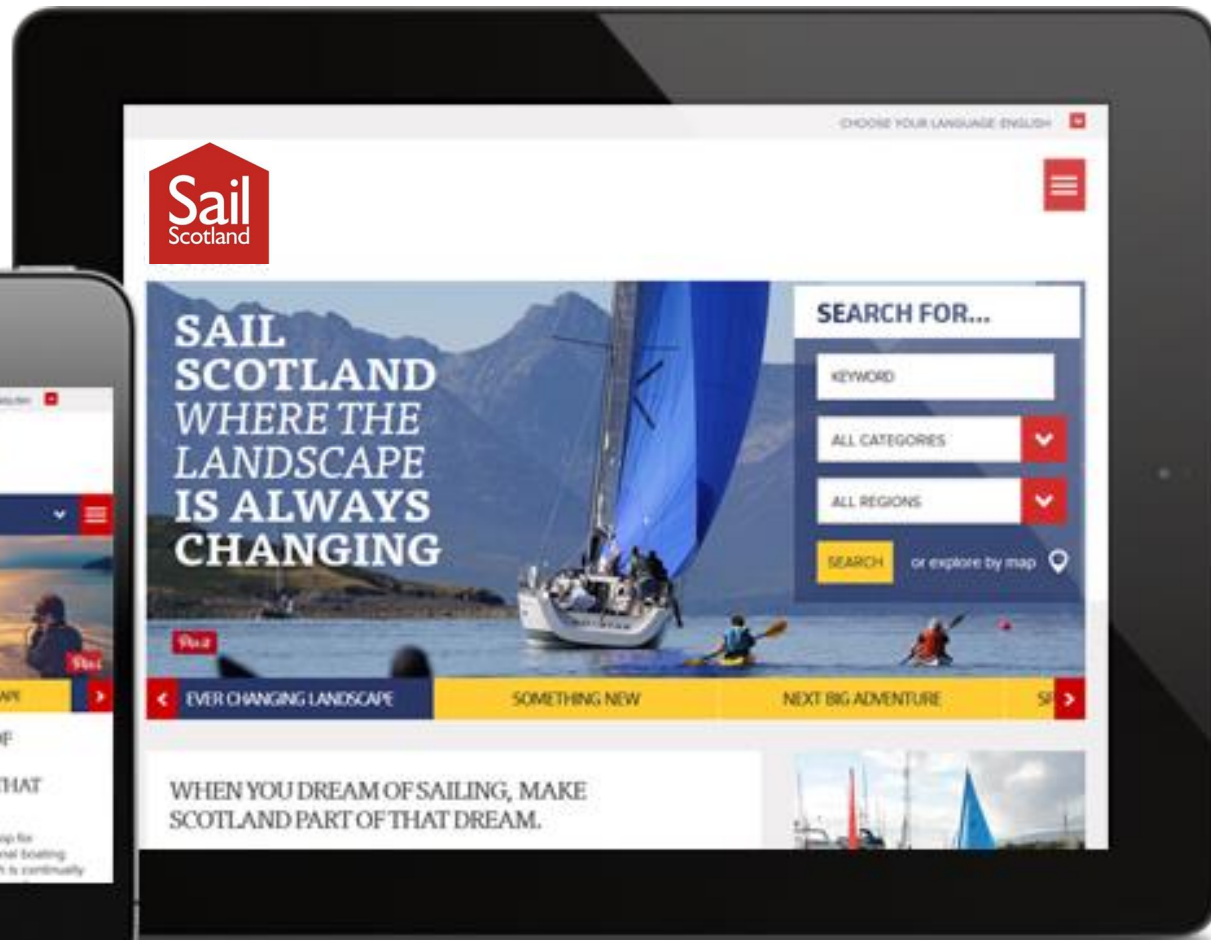
2005



2013

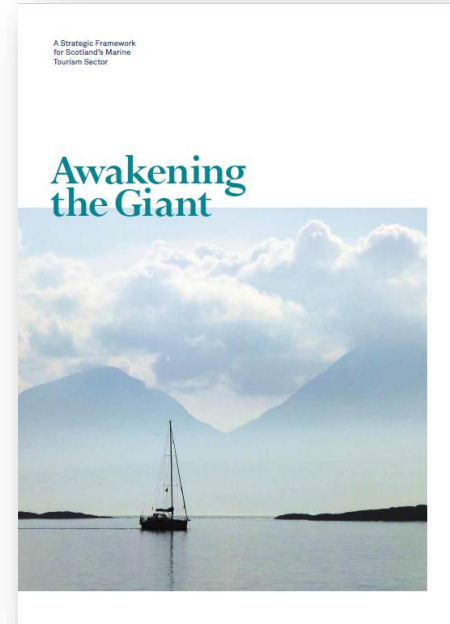


2018



# National Strategy | The Vision

*“By 2020 we want Scotland to be “A marine tourism destination of first choice for high quality, value for money and memorable customer experience delivered by skilled and passionate people”*





# Leadership | Working Together

## Marine Tourism Development Group

Sail Scotland

RYA Scotland

British Marine Scotland

Scottish Tourism Alliance

Highlands & Islands Enterprise

Scottish Development International

VisitScotland

Crown Estate

Scottish Canals



# Strategic Approach





# National Strategy | The Mission

*To develop and lead the growth of sailing tourism in Scotland from £101m of visitor expenditure to £145m by 2020, and to increase the overall economic value of the marine tourism sector from £360m to over £450m by 2020.*

***Increase Supply – Infrastructure & Investment***  
***Increase Demand – Strategic National Marketing***



# Increase Demand | Strategic National Marketing





# Market Analysis | Visitor Origin



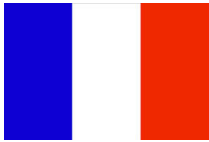
Source: Survey responses in Sailing Tourism in Scotland 2010, by Tourism Resources Company in association with EKOS and British Marine Federation, commissioned by Scottish Enterprise.

# Marketing | Key Markets

## HOME TURF:



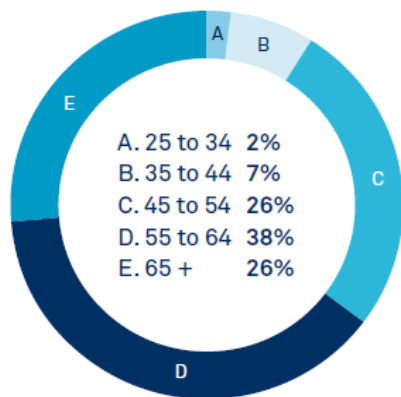
## NEAR NEIGHBOURS:





# Market Analysis | Demographics

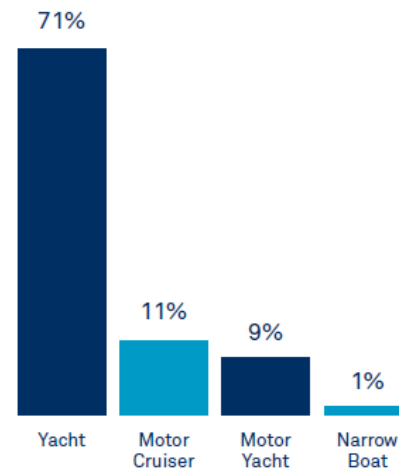
## Age



## Group

Partner / Spouse	54%
Friends	54%
Children	18%
Boating Group	08%
Alone	05%

## Boat



# Market Analysis | Demographics

Typically our sailing visitors tend to be more affluent (ABC1) with a high disposable income, and a large proportion are either retired or approaching retirement.



## **Active Empty Nesters\* - Mosaic Group B**

50s to mid 60s+

Married with older teens / adult 'kids' living at home, or empty nesters

Mid career or later – through to and including early retired

Professionals / senior managers / SME business owners

Comfortably-off. Settled. Middle class. Conservative (small c)

Go away as a couple or with friends.



## **New Traditional Families – Mosaic Group A**

Mid 30s to late 50s

Comfortably-off families with children up to early teens

Socio-economic group A – affluent professionals

In positions of influence: opinion formers and decision makers

Work hard, long hours. Work and personal lives are intertwined



# Market Analysis | Where they go...



## CRUISING AREAS:

- Firth of Clyde
- Argyll & The Islands
- Skye & North West
- Orkney & Shetland
- East Coast
- Scottish Canals
- *Inland... ?*

# Market Analysis | **What they do...**



## **SAILING VISITORS:**

- *Own Boat*
- *Yacht Charter*
- *Sailing Holidays*
- *Sailing Schools*
- *Canal Cruiser*
- *Cruise in Company*



# Marketing | Strategy

- *Key Market Focus*
- *Balanced Portfolio of Activity*
- *Multiple Channels*
- *Digital & CRM*
- *Brand Scotland*



# Marketing | Collaboration



# Sail Scotland | Building the Brand





# Sail Scotland Brand | **Call to Action**

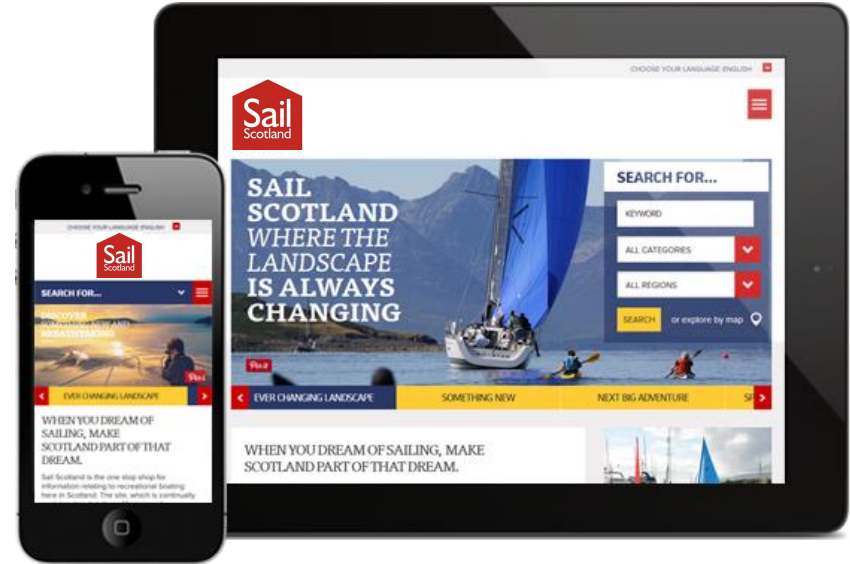


#sailscotland





# Digital | sailscotland.co.uk

- *Top Ranking on Google*
- *Responsive design*
- *Foreign language pages*
- *Social media feeds*
- *Interactive mapping*
- *News and Blog*
- *Events and on-shore experiences*
- *Links to on-shore attractions and services*
- *Email Marketing to 35,000 subscribers!*



## FILTER BY CATEGORY

-  Marinas & Boatyards
-  Yacht Charters
-  Sailing Holidays
-  Sailing Schools
-  Dinghy Sailing & Powerboating
-  Moorings



**VIEW DISTANCE CALCULATOR**



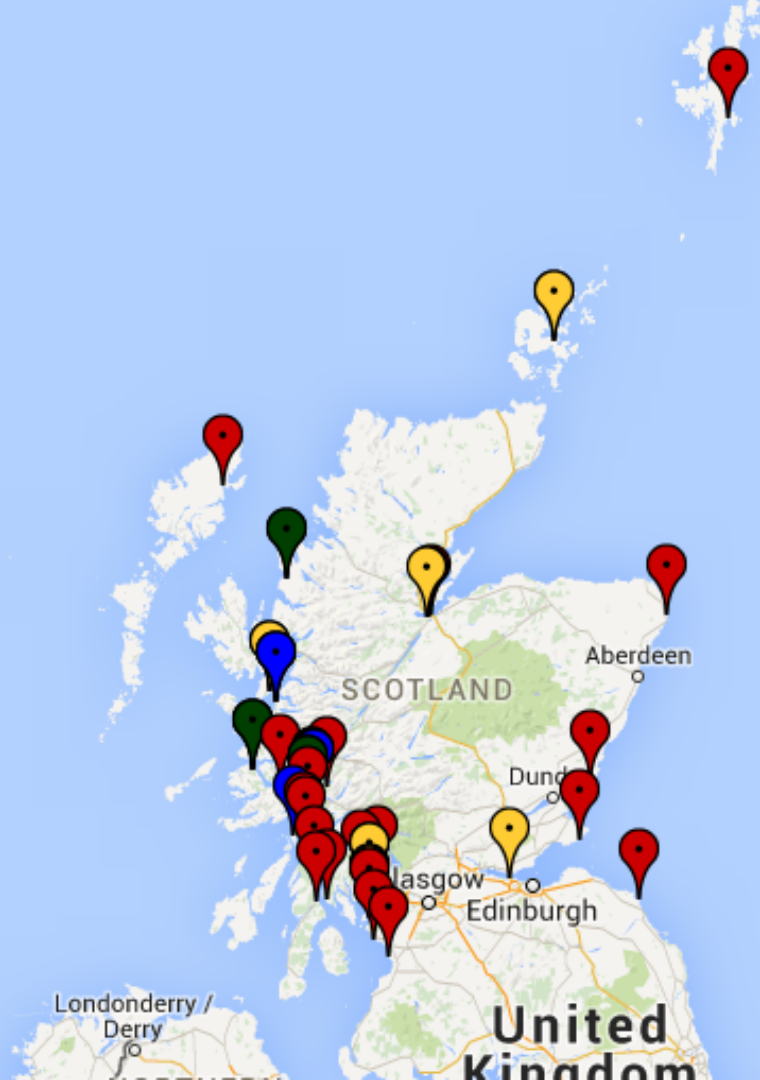
Chart



Map



Satellite





# Content | Magazine & Blogs

- *The national guide for sailing tourism*
- *Available from key VICs and VS.com website*
- *Over 100 internal pages and 30,000 words*
- .... *all written by industry!*
- *New blogs and themed itineraries*



# My Top 10 Culinary Picks for Eating Ashore on the West Coast

By Joanna Ashton  
Ardfern Yacht Centre Ltd  
[www.ardfernyacht.co.uk](http://www.ardfernyacht.co.uk)

Sign, Café Canna  
© Café Canna

After a few days cruising at sea what's nicer than an idyllic anchorage or a pretty harbour and a relaxing meal ashore sampling some of the best local seafood, meat and cheese the world has to offer, along with a glass of something chilled...

But where do you head for that's easily accessible by boat, has relatively safe anchorage or moorings and equally importantly has some nice fresh local Scottish produce to try? Here, some of the staff and customers from Loch Craignish-based marina and boatyard, Ardfern Yacht Centre, choose their top 10 culinary picks for eating out when you are afloat this season.

Working (or rather sailing and eating) our way from south to north, this gastronomic boating adventure begins in Gigha and ends in Stormoway, with many of our recommended establishments having claimed numerous food awards over the years.

## 1) The Boathouse Café Bar, Isle of Gigha | [www.boathousegigha.co.uk](http://www.boathousegigha.co.uk)

Perfectly positioned in front of a beautiful white sandy beach, the boathouse is a great place to enjoy a spot of lunch or an evening dining on some delicious local produce and in particular, the award-winning halibut which is farmed on the island. With that in mind opt for the likes of langoustine tails in garlic to start with, followed by pan seared Gigha halibut served with a mussel, cockle, shrimp and bean infusion, that can be followed up with a Boathouse meringue, cream and stewed berries pudding. Plenty of moorings are available for visiting yachts along with a new landing pontoon and pier, which lead directly to the Boathouse restaurant.

## 2) Starfish, Tarbert, Loch Fyne | [www.starfishtarbert.com](http://www.starfishtarbert.com)

Offering a lovely selection of seafood dishes including some fabulous seafood stews, along with signature

dishes such as Dougald's peat smoked haddock, which is smoked locally in the village before being baked and then served up with queen scallops and cream, Starfish is popular with locals and visitors alike. Try the Loch Fyne queen scallops with chilli, ginger and lime butter to start or the 'haggis stack', a hearty Scottish dish of haggis, black pudding and goats cheese with a red wine jus, before delving into a seafood stroganoff or the aromatic hot and sour seafood tom yam served with Thai prawn crackers. Visitor berthing is available in Tarbert Harbour and it's a short stroll along the smart promenade to the restaurant in the village centre.



Lobster © Ninth Wave

## 3) Ninth Wave Restaurant, Fionnphort, Isle of Mull | [www.ninthwaverecruitment.co.uk](http://www.ninthwaverecruitment.co.uk)

Owner Jonny Lamont does the fishing and serves the wine, while his Canadian wife Carla cooks, at this award-winning restaurant on Mull. Serving up both seafood and game, Ninth Wave's approach is based on seasonality, using the crofts own home-grown produce wherever possible, that also includes some very locally caught lobster and crab. The four course menu boasts such as Ulva oysters with herb sabayon, green apple caviar and Argyll smoked ham, followed by a warm crab soufflé, a third course of Fionnphort venison fillet with pickled beetroot and then a lemon custard cream to finish. Anchor in the southern approaches to Bull Hole, leaving a fairway for the ferry, as the main anchorage area is occupied by moorings. Then take the quarry walk to Fionnphort. Walk a further few minutes up the hill out of the village and a small road to the left leads to the restaurant.

## 4) The Pier House Hotel & Restaurant, Port Appin | [www.pierhousehotel.co.uk](http://www.pierhousehotel.co.uk)

Hidden away on the shores of Loch Linnhe, the Pier House has long been associated with providing hungry sailors with a tasty selection of local seafood and meat dishes. There can be no better celebration of this west coast local produce than the 'grand platter' (for two) which includes lobster from the hotel creel, chilled local langoustines, seared scallops, Loch Creran oysters and mussels and Inverawe smoked salmon. The Pierhouse mussels with garlic, white wine, cream and smoked salmon are also popular as are the 28-day matured Scottish beef steaks on offer and the sticky toffee puddings. The hotel has six moorings directly opposite the restaurant in Loch Linnhe available for yachtsmen dining in the hotel.

## 5) The Whitehouse Restaurant | [www.thewhitehouserestaurant.co.uk](http://www.thewhitehouserestaurant.co.uk)

Another firm favourite within the boating fraternity, and the recipients of many food awards, the Whitehouse



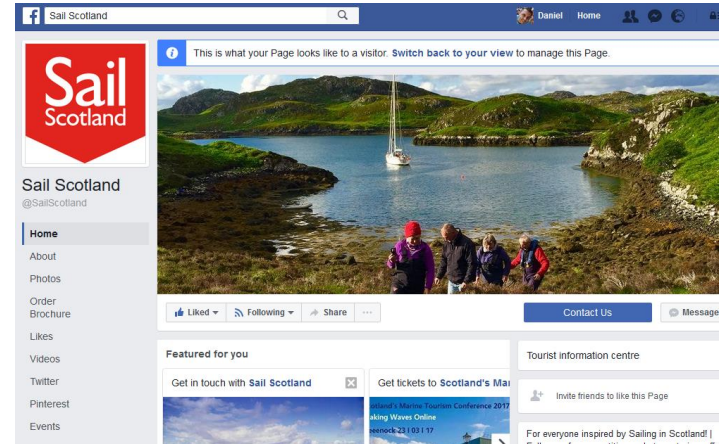
Something sweet  
© Whitehouse Restaurant

is a popular stop-off while transiting the Sound of Mull. Starters range from local scallops with cauliflower puree to pressed terrine of smoked hough and garden leeks. Meanwhile, for mains, try the 12-hour slow roast Lochaline pork belly with local chutney, or the pan seared Ardmorish stag liver and kidneys with capers and Tomatin malt jus. That can be followed up by a sumptuous 'North of the Border Tart' with Tobermory malt whisky and Highland bee honeycomb, deemed one of the best puddings in the UK by the recent Good Food Guide. Berthing or moorings are available at Lochaline Harbour and once ashore it's a 10-minute walk along the footpath, past the quarry, into the village to the restaurant.



# Social | Facebook & More...

- *Largest Scottish page for sailing tourism*
- *Grown exponentially to over 17,000 follows*
- *Jan UK – Video watched over 31,000 x*
- *International reach...*
- *Sept 2017 – reached over 750,000 people!!!*







**Sail  
Scotland**

TWEETS 1,527 FOLLOWING 1,057 FOLLOWERS 1,364 LIKES 1,832 LISTS 1

### Sail Scotland

@sailscotland

Scotland's National Marketing Organisation for Sailing Tourism. Follow us for photos, ideas, stories, offers & more! #SailScotland

📍 Scotland

Tweets Tweets & replies Photos & videos

You Retweeted



**Eyemouth Museum** @eyemouthmuseum · 2h  
@Visit\_Eyemouth @Giacopazzis @oblo Did you know associate membership of @sailscotland is FREE! Sign up now here: [sailscotland.co.uk/registration](http://sailscotland.co.uk/registration)

🔄 1 ❤️ 1 \*\*\*



## Sail Scotland

© Scotland www.sailscotland.co.uk

Our mission is to showcase Sailing in Scotland to the world. We've got a fantastic country and we want to share it with you!

14 boards

1k Pins

5 likes

137 followers

109 following

#### Scotland's Orkney & Shetla...



271



#### Scotland's East Coast



215



#### Scotland's Isle of Skye & We...



227



Sail Scotland

Page Messages Notifications 38 Insights Publishing Tools

**Sail Scotland**  
Tourist information

Contact Us Liked

Timeline About Photos Order Brochure More

Search for people, jobs, companies, and more...

**Sail Scotland**  
Marketing and Advertising  
1-10 employees

Home Analytics Notifications



# Marketing | London

**Sail  
Scotland**



**sailscotland**

**SAIL  
IONIAN**

**BRITISH  
MARINE**

**Little Ship Club**

**Classic Boats**  
**On The Water  
Starter Boats**

**Sail  
Yacht  
Marines**



# Experiential | London





# Marketing | BOOT Holland





Sail  
Scotland

fr 10 mar, 16:00 här

Marketing | Stockholm





NSS CHARTER

1 D 11

#HALL 1

Marketing | Paris

Sail  
Scotland

Vacances en Bateau

Location de Bateaux

de Plaisance  
et Chantiers

tourisme fluvial

oles de

sailsc

Sa  
Scotla

www.sailscotland

Sail  
Scotland

OFFICIAL  
GUIDE





nd



Sail  
Scotland

[www.sailscotland.co.uk](http://www.sailscotland.co.uk)

[@sailscotland](https://twitter.com/sailscotland) [/sailscotland](https://facebook.com/sailscotland)



Sail  
Scotland

Sailing Holidays

Yacht Charters

Marinas & Boatyards

Scottish Canals

Sailing Schools

[www.sailscotland.co.uk](http://www.sailscotland.co.uk)

Marketing | Gothenburg

PICK UP YOUR  
FREE COPY









# Marketing | Promotional Partners



# Partnership |

ESTD 1830  
**TALISKER**<sup>TM</sup>  
MADE BY THE SEA

**Sail**  
Scotland

— Welcome  
When you dream of  
sailing make Scotland  
part of that dream.

🏠 SAIL

EXPLORE

EXPERIENCE

PLAN

## WIN A SAILING HOLIDAY TO SKYE – HOME OF TALISKER SINGLE MALT WHISKY



Sail Scotland and Talisker Single Malt Whisky have teamed up to offer you and a companion the chance to experience a spectacular sailing break to the home of Talisker Single Malt Whisky – the majestic Isle of Skye.

Situated off the west coast of the Scottish mainland, Skye is the largest and best known of the Inner Hebridean islands. Often fondly referred to as 'Eilean a' Cheo', which means 'the island of the mist', it is renowned for its breathtaking beauty, intriguing history and resident wildlife, including the golden eagle and majestic red deer.

Experience it all for yourself - just fill in your details below to enter now!



ESTD 1830  
**TALISKER**<sup>TM</sup>  
MADE BY THE SEA

Cullin Hills Hotel  
Isle of Skye



**Sail**  
Scotland

**WIN**  
a sailing holiday to  
the Isle of Skye –  
home of Talisker  
Single Malt Whisky

Plockton and Loch Carron

ESTD 1830  
**TALISKER**<sup>TM</sup>  
MADE BY THE SEA

# Partnership | MUSTO

Sail  
Scotland

Welcome

When you dream of  
sailing make Scotland  
part of that dream.

SAIL

EXPLORE

EXPERIENCE

PLAN

## WIN 1 OF 2 SAILING HOLIDAYS WITH MUSTO AND SAIL SCOTLAND



MUSTO and Sail Scotland are offering two winners the chance to experience an exhilarating sailing excursion aboard Scotland's very own first generation Clipper 60 ocean racing yacht. With many of her original features restored, this is your chance to experience what an ocean racing yacht is all about.

Travel down Scotland's west coast and marvel at the surrounding islands along the way. Arran will surprise with its mountainous north and low lying south, whilst Bute boasts the charming town of Rothesay with its classic Victorian seaside facade. And with the Isle of Great Cumbrae offering an impressive promenade lined with tropical trees, truly memorable sailing experiences are just waiting to be explored in Scotland.

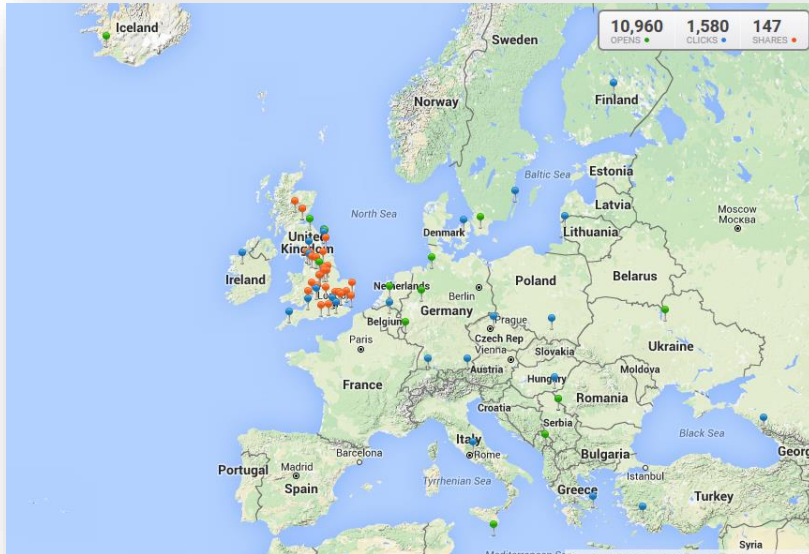
Experience it all for yourself - just fill in your details below to enter now!





# Marketing | Direct eMarketing

- *Organically generated opt-in database*
- *35,000+ Consumers*



A screenshot of the Sail Scotland website. The header features the Sail Scotland logo on the left and social media icons (Facebook, Twitter, Google+, and Pinterest) on the right. Below the logo, the navigation menu includes links for SAIL, EXPLORE, EXPERIENCE, and PLAN. A promotional banner for the month of April is displayed, offering a £200 Musto Voucher, a free 2016 magazine, and a photo competition. The main content area features a large image of a sailboat on the water, with the text "WIN £200 MUSTO VOUCHER" and "Simply like our Facebook page by the end of April to enter". A button labeled "Find us on Facebook" is prominently displayed. A small "Like" button is also visible in the bottom right corner of the image.

Collaborate to compete | Engaging Online



**#LegendarySailing**





**#LEGENDARYSAILING**





**#LEGENDARYSAILING**



**#LEGENDARYSAILING**





**#LEGENDARYSAILING**







**#LEGENDARYSAILING**



**#LEGENDARYSAILING**





**#LEGENDARYSAILING**







**#LEGENDARYSAILING**





**#LEGENDARYSAILING**



**#LEGENDARYSAILING**



A wide-angle landscape photograph of a coastal scene. In the foreground, a calm body of water with a light blue-green hue stretches across the bottom left. A wide, sandy beach with a light tan color runs horizontally across the middle of the frame. Behind the beach, a series of rolling dunes are covered in dense, vibrant green vegetation. Some dunes show patches of light-colored sand where the vegetation is sparse or eroded. The dunes extend towards the horizon, where they meet a deep blue ocean. The sky above is a pale, clear blue with very light, wispy clouds. The overall lighting suggests a bright, sunny day.

**#LEGENDARYSAILING**



**#LEGENDARYSAILING**







**#LEGENDARYSAILING**

**#LEGENDARYSAILING**





**#LEGENDARYSAILING**



# Collaborative Marketing| So what...?





# #LegendarySailing| Headlines



- Facebook Audience + 217%
- Reach + 257% (over 2.4m)
- Content Engagement + 400%
- Traffic to website + 178%
- Database + 28%
- 49,376 video views
- #LegendarySailing reach 477,680

# Collaborate to compete | Award Winning





Award Winning | **together!**



# Collaborate to compete | Economic Growth

## Holiday campaign puts wind in sails of economy

A CAMPAIGN to encourage more people to go on a sailing holiday in Scotland has boosted the country's economy by £1.3 million.

Business and Tourism minister Fergus Ewing said Sail Scotland – the national marketing organisation for sailing tourism – had generated the extra income following a grant from the VisitScotland Growth Fund last year.

The organisation received the £22,500 award from VisitScotland to allow it to extend its reach in the global market by exhibiting at a number of major international boat shows including in Düsseldorf, Gothenburg, Lillestrøm and Wales.

The year-long marketing push is estimated to have generated an additional 8,519 visitor boat nights from key target markets, delivering £1,320,445 of additional expenditure into the Scottish economy.

This exceeded the target of the campaign by nearly 150 boat nights.

Speaking at Scotland's Boat Show at Kip Marina, Inverkip, Mr Ewing said: "Marine tourism makes an important contribution to Scotland's economy.

"Boating is a great activity for everyone.

"Scotland provides so many opportunities for marine leisure and I would

encourage everyone to try it."

Gavin McDonagh, chairman of Sail Scotland, said: "Over the past year we have delivered one of the most ambitious marketing plans in our history, bringing new visitors to our waters from across Europe and cementing Scotland's place as a world-class sailing destination."

Scotland was last month named World's Best Cruising Ground in the Sailing Today Awards.

heraldscotland  
The Herald sundayherald

Glasgow 14.2°C

Challenge Scotland's best mortgage lender to save you money



Find out more

Royal Bank of Scotland

NEWS POLITICS SPORT BUSINESS OPINION ARTS & ENTS LIFE & STYLE HOMES MOTORS JOBS PUZZLES

News Home News Crime & Courts Health Education Transport Environment World News

## Sailing holidays bring in £1.3m



Keep in touch with local news

Sign up for email alerts

ORTUS  
HOMES



# Collaboration | Our Partners

**Scottish  
Canals**



# Sustainability | Funding

## Tourism has wind in its sails

THREE public agencies yesterday joined forces to establish Scotland as a top global destination for sailing. Highlands and Islands Enterprise (HIE), [VisitScotland](#) and Scottish Development International (SDI) will provide a £140,000 package of support for industry body, Sail Scotland.

The move forms part of Scotland's marine tourism strategy, with success dependant on businesses promoting Scotland as a top global destination for sailing.

A recent report revealed Scotland's sailing tourism has an economic value of £130 million. The report also identified the potential for this to grow to £167m by 2024.

## Making Scotland a global destination for sailing

A £140,000 package of funding support is being provided

BY DEBBIE CLARKE  
Reporter  
debbie.clarke@jpress.co.uk

Three public agencies have joined forces to boost Scotland's marine tourism industry.

Highlands and Islands Enterprise (HIE), [VisitScotland](#), and Scottish Development International (SDI) are providing a £140,000 package of support for industry body, Sail Scotland.

The move forms part of Scotland's marine tourism strategy, 'Awakening the Giant', which aims to increase



Now funding is being provided for Scotland's marine tourism strategy

The Sailing Tourism in Scotland report, produced by the Crown Estate, HIE and Scottish Canals, identified the potential to grow to £167 million over the next seven years.

Tourism Secretary Fiona Hyslop said: "The Scottish Government sees huge potential in the development of the marine and coastal tourism sector and shares the enthusiasm of the industry to develop and grow.

"The Marine Tourism Strategy 'Awakening the Giant' recognises the fantastic assets Scotland has, the potential for growth and the need for co-ordination and strategic input. The Government will con-

## Funding welcomed

Chris Taylor, HIE's Head of Tourism, said: "Scotland, and particularly the Highlands and Islands, is gaining international recognition as a world class sailing destination. Growing numbers of people come here to enjoy some of the finest sailing in the world. This brings very valuable revenue, particularly to many coastal and island communities.

"The opportunity to grow this sector further and create an additional 700 jobs for Scotland is vitally important and our support to Sail Scotland reflects this."

[Malcolm Roughead](#), chief executive of VisitScotland, said: "We are delighted to help Sail Scotland continue to promote the country's outstanding sailing opportunities."



# Leadership | Industry Board

## Volunteer Directors

*Gavin McDonagh, Holt Leisure (Chair)*

*Stephen Bennie, Troon Yacht Haven*

*Mark Cameron, Ardfarn Yacht Centre*

*Colin Taylor, Moonshadow Yacht Charters*

*Charmian Entwistle, Isle of Skye Yachts*

*Jamie Hogan, Inverness Marina*

*Alasdair Burns, f. Scottish Canals*

*Kirsten Henerson, Tarbert Harbour*

*Glenn Porter, Ocean Sailing Scotland*

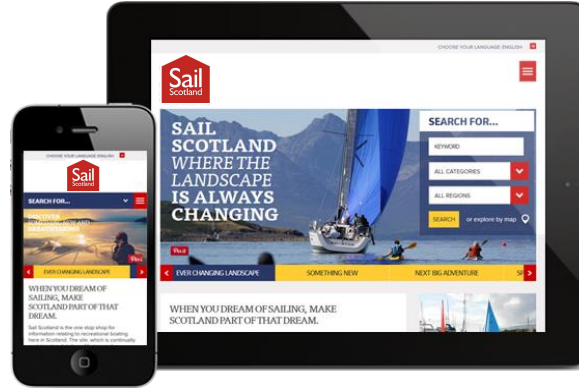


# Strategic Approach





# Our Journey | Bright Future



University of the  
Highlands and Islands  
West Highland College

School of Adventure Studies







# Daniel Steel

Chief Executive, Sail Scotland

**Sail**  
Scotland

...working together towards YCW2020 and beyond!

