



**EXECUTIVE COMMITTEE
TUESDAY, 31 JANUARY, 2017**

Please find attached report being taken as an urgent item at the above meeting

9.	Tourism – Economic Impact and business Opportunities (Pages 1 - 30)	20 mins
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TOURISM - ECONOMIC IMPACT AND BUSINESS OPPORTUNITIES

Report by Corporate Transformation & Services Director

EXECUTIVE COMMITTEE

31 January 2017

1 PURPOSE AND SUMMARY

- 1.1 **This report provides an update to members on the economic impact of tourism on the Scottish Borders economy. The report also highlights a range of opportunities that tourism businesses can take advantage of in the coming year.**
- 1.2 Tourism is a key sector of the local economy in the Scottish Borders with an economic impact of £194 million annually. In order to track tourism activity in the Scottish Borders, the Council currently receives annual tourism volume and value data from the Scottish Tourism Economic Assessment Monitor (STEAM). In December 2016, the Council received the first interim report of the STEAM data for the Scottish Borders covering January-June 2016.
- 1.3 Comparing Jan-June 2015 with Jan-June 2016, visitor days in the Scottish Borders have increased by almost 11%, visitor spend is up by 16%, and employment related to tourism has increased by 8%. The rise in tourism activity in the Scottish Borders, both in terms of numbers and economic impact, is substantial, not only when compared to the previous year, but also when compared to other local authority areas in Scotland.
- 1.4 Some tourism businesses are missing out on valuable opportunities to market and promote themselves through the VisitScotland.com website. The VisitScotland Growth Fund is also an opportunity for businesses in the Scottish Borders. 2017 will be the Year of History, Heritage and Archaeology and presents further opportunities for tourism businesses.

2 RECOMMENDATIONS

- 2.1 **I recommend that the Executive Committee:-**
- (a) **Notes the positive results of the latest tourism research for the Scottish Borders as set out in Section 4; and**
 - (b) **Agrees to promote to local businesses, through Business Gateway and the Area Tourism Partnership, the tourism business opportunities set out in this report.**

3 BACKGROUND

- 3.1 Tourism is a key sector of the local economy in the Scottish Borders, with an economic impact of £194 million annually, supporting approximately 4000 jobs (2015). About 1.8 million people visited the Scottish Borders in 2015, spending 3.5 million days in the area. Of these, 1.15 million were day visitors. The 2013-2020 National Tourism Strategy and the Scottish Borders Area Tourism Partnership's new Tourism Strategy and Action Plan aim to grow visitor spend by 20-30% by 2020 to contribute to sustainable economic growth.
- 3.2 In order to track tourism activity in the Scottish Borders, the Council currently receives annual tourism volume and value data from the Scottish Tourism Economic Assessment Monitor (STEAM). STEAM is a well-recognised and long-running tourism economic impact modelling process. It addresses the measurement of tourism from the bottom up, through its use of local supply-side data and tourism performance and visitor survey data collection. The STEAM data has been adopted for use throughout the United Kingdom and overseas by tourist boards, local authorities, regional development agencies, national park authorities, and many other public and private sector organisations.

4 TOURISM VISITOR ECONOMIC IMPACT

- 4.1 The Scottish Tourism Economic Assessment Monitor (STEAM) quantifies the local economic impact of tourism, from both staying and day visitors. It does this through analysis and use of a variety of inputs including visitor attraction numbers, tourist accommodation bedstock, events attendance, occupancy levels, accommodation tariffs, macro-economic factors, visitor expenditure levels, transport use levels and tourism-specific economic multipliers.
- 4.2 STEAM uses the above input data to generate a series of impact analyses, relating to four key visitor types:
- a) •Staying in Serviced Accommodation –hotels, guest houses, B&B
 - b) •Staying in Non-Serviced Accommodation – self-catering, camping
 - c) •Staying with Friends and Relatives (SFR)
 - d) •Tourist Day Visitors
- 4.3 The Council has accumulated STEAM data from 2006 through until 2016. Over the period 2006 to 2015 Scottish Borders figures were similar to the whole of Scotland picture, i.e. a slight decrease in day and overnight serviced accommodation visitors and employment categories. Total visitor numbers peaked at 1.95 million in 2009 and 2010. Since then, there has been a 5.6% decrease in numbers to 1.84 million in 2015. The downward trend was briefly reversed in 2013 before falling again the following year.
- 4.4 However, the Scottish Borders did better than the rest of Scotland during 2006 to 2015 in non-serviced accommodation (Self Catering, Caravan and Camping), where the area regularly registered a small increase in visitor numbers staying longer. This has resulted in a steady, but small, increase in the Economic Impact as perceptions changed from the area being a 'short break' destination to a 'longer-stay' destination for Self-Catering visitors.

- 4.5 In December 2016, the Council received the first interim report of the STEAM data for the Scottish Borders covering January-June 2016. The report provides the first data to compare a full 6 months with the Borders Railway operational (Jan-June 2016) with the same period in 2015, before the railway was operational. STEAM figures for the first six months of 2016 show significant increases over the same period in 2015. Comparing Jan-June 2015 (no railway) with Jan-June 2016 (railway operational), visitor days in the Scottish Borders have increased by almost 11%, visitor spend is up by 16%, and employment related to tourism has increased by 8%.
- 4.6 Breaking the numbers down further, visitor spend on food & drink has increased by 20%, and on accommodation is 17% higher than the same period in 2015. Visitor days in hotels/B&Bs (serviced accommodation) shows a significant increase, 27% higher than 2015. Every tracked category shows positive growth, the first time there has been an increase in all categories in over 10 years.
- 4.7 These increases have been benchmarked against other areas in Scotland over the same period. At present, the Scottish Borders has the most improved results on 2015, not only in terms staying visitors, but interestingly, in terms of day visitors as well. To date, Scottish Borders and Midlothian were the only mainland Local Authority areas to see improved results in all categories (Orkney and Shetland also show improved results throughout, but both are directly due to increased cruise ship numbers).
- 4.8 The rise in tourism activity in the Scottish Borders, both in terms of numbers and economic impact, is substantial for the first six months of 2016, not only when compared to the previous year, but also when compared to other local authority areas in Scotland. Global Tourism Solutions, which produces the STEAM data analysis, believes that the most likely source of the rise in tourism activity in the Scottish Borders, given the timeframe, is the positive impact of the Borders Railway and its role in bringing staying visitors and day-trippers into the area.

5 TOURISM BUSINESS OPPORTUNITIES

VisitScotland

- 5.1 In discussions it is often apparent that there are misunderstandings about the role that VisitScotland plays in supporting tourism. Fundamentally, VisitScotland works closely with individual businesses, public agencies, local authorities and other tourism stakeholders to maximise the economic benefits of tourism to Scotland. It is focused on the following key aims:
- Tourism is a priority industry that fulfils its significant potential to contribute to sustainable economic growth.
 - That local Councils, VisitScotland and other partners deliver the best tourism product and marketing in close alignment with the rest of Scotland, at home and abroad.
 - That the wider tourism industry implements the detailed action plan arising from the national industry strategy, Tourism Scotland 2020.
 - Ensuring the regional action plan is implemented within the Scottish Borders which in turn supports the Tourism 2013 national strategy.

- 5.2 At a local level in the Scottish Borders these aims are taken forward through a range of activities that include:
- Marketing: Promoting 'Scotland' brand, strategy, Target Markets, marketing campaigns and industry involvement, Local Marketing (the campaigns, strategy, local delivery and funding);
 - Quality Assurance: Advisory visits, Accommodation, attractions and activity venues, Welcome Schemes and the VIP programme
 - Visitor Information: iCentres, VIP programme, 'I know' programme, Outreach vehicles
 - Events: Event funding, strategy and business events
 - Partnership Initiatives: VisitScotland works with the Area Tourism Partnership and other tourism related bodies.
- 5.3 The report set out in Appendix 1 provides useful examples of the types of marketing campaign and promotion that VisitScotland provides for the Scottish Borders. This national and international coverage is a key element of VisitScotland's support for the Borders and is delivered as part of the annual Minute of Agreement with the Council. The visitor information activity that is also delivered by VisitScotland under the annual Minute of Agreement was discussed by Executive Committee on 1 November 2016.

VisitScotland.com

- 5.4 It is clear that some tourism businesses are missing out on opportunities to market and promote themselves through the VisitScotland.com website. In the fast changing digital economy, every tourism business needs to have the strongest possible web presence if it is to successfully reach out to all of its potential customers. **VisitScotland.com offers a free of charge opportunity for businesses to have listing.** This is an excellent opportunity for tourism businesses as the VisitScotland.com website has a high number of visits and helps provide an international profile.
- 5.5 Businesses are responsible for providing the content for the website entry and they have the ability to change their listing content and make sure that they have attractive imagery (up to 40 images) on the website at any time. Potential customers can be positively influenced by what they see on the website, and conversely can be deterred by a lack of photos, or poor images. It is important that local businesses provide good quality content for their entries as this helps to sell their product, but also helps to make the Scottish Borders an attractive place to visit.
- 5.6 Recognising the importance of a strong web presence for tourism businesses, the Council will work with VisitScotland to encourage more local businesses to take up listings on VisitScotland.com. Through Business Gateway, the Council will also provide courses and advice to help local businesses promote themselves as effectively as possible on the internet.

VisitScotland Growth Fund

- 5.7 VisitScotland's Growth Fund is another opportunity for businesses in the Scottish Borders. The Growth Fund supports collaborative tourism marketing projects between groups of businesses which focus on growth in the tourism sector and ensure that visitors experience the true Spirit of Scotland. The fund supports groups of businesses to deliver additional marketing investment, stimulating collaboration within the industry, and closer working with VisitScotland. The Growth Fund also helps businesses to build their digital capability, markets and to better measure outputs.

- 5.8 Growth Fund Grant awards are available from £10,000 to a maximum of £40,000. The Grant can provide groups with up to 50% funding for approved marketing activity. The Fund is open three times per year. Currently Growth Funding is underused Scotland-wide, including in the Scottish Borders, where there has been no uptake since 2010. In order to address this, the Council will work with Business Gateway and the Area Tourism Partnership to encourage groups of businesses to work together and access project funding from the Growth Fund. The groups of businesses will then be given access to a dedicated team of staff at Visit Scotland who can support applicants from enquiry stage through to full application and project stages.

Year of History, Heritage and Archaeology

- 5.9 Scotland's first year of Homecoming in 2009 was a great success, delivering a string of benefits to the country and boosting tourism in Scotland. In recognition of this success, a series of 'Themed Years' built on this momentum, spotlighting Scotland's greatest assets in the run up to the second year of Homecoming in 2014. Homecoming 2014 positioned Scotland on the international stage as a dynamic and creative nation through a year-long coordinated programme of events. In 2015 the second Year of Food and Drink was held; in 2016 the focus was Innovation, Architecture and Design.
- 5.10 2017 is the Year of History, Heritage and Archaeology. Businesses have the opportunity to be part of the themed years through use of the branded toolkit, which includes promotional wording, website banners and digital image library and social media adverts to brand up businesses own profile and show support for the year of focus. In order to promote the Year of History, Heritage and Archaeology, the Council will work with Live Borders and the Area Tourism Partnership to engage with local tourism businesses and encourage the development of relevant events, such as the Borders Heritage Festival.

Midlothian and Borders Tourism Action Group

- 5.11 Another positive initiative providing opportunities for tourism businesses is the establishment of a new private sector led action group - Midlothian and Borders Tourism Action Group (MBTAG). This will deliver a range of business-to-business development opportunities to the tourism sector. MBTAG is a private sector led initiative in partnership with Midlothian Council, Scottish Borders Council, Midlothian Tourism Forum, Scottish Borders Tourism Partnership, Scotrail and VisitScotland. The Group will work collaboratively with all local tourism businesses over an initial two year period. This activity will build upon the success of the Railway Blueprint tourism development programme which has been delivered since September 2015
- 5.12 The project has secured £150,000 from the Borders Railway Blueprint Group, and a further £200,000 from Scottish Enterprises Tourism Destination Development Fund to implement the plan. Specific activity set to take place over the coming two years includes a series of Business engagement events, business innovation workshops, product knowledge sessions, learning journeys, market research, international market development, a travel trade tourism development programme and integrated ticketing and packages linked to the Borders Railway.

6 IMPLICATIONS

6.1 Financial

- (a) The Council provides funding to VisitScotland via an annual 'Minute of Agreement'. This details the delivery of regional VisitScotland marketing and visitor information expenditure for the Scottish Borders. The 2015/16 Minute of Agreement committed £108,000 from Economic Development budgets towards regional marketing and visitor information activity. This provides an annual commitment of £61,000 towards VisitScotland iCentres and £47,000 towards the regional marketing budget.

6.2 Risk and Mitigations

There is a potential reputational risk to the Council if VisitScotland is not as effective in promoting the Scottish Borders to national and international markets. There is also a reputational risk to the Council if local businesses and groups of businesses do not take up the marketing opportunities that are available from VisitScotland in terms of web presence and the Growth Fund. This will be mitigated through effective use of the Council's annual Minute of Agreement and associated funding provided to VisitScotland; and through additional awareness raising by VisitScotland, the Council, Business Gateway and the Area Tourism Partnership of the marketing opportunities on offer from VisitScotland.

6.3 Equalities

Equalities impact assessments will be encouraged for specific projects that come forward under the Growth Fund and the Year of History, Heritage and Archaeology, as appropriate.

6.4 Acting Sustainably

Increasing tourism activity in the Scottish Borders can help to make the local economy more sustainable. Assisting tourism businesses to market themselves more effectively can also help support the sustainability of individual small businesses in the area and improve the visitor experience. A high quality tourism product helps to make the visitor experience of the Scottish Borders more memorable.

6.5 Carbon Management

There are no direct implications for the Council's carbon emissions from this proposal.

6.6 Rural Proofing

Rural proofing is not required because this project does not change Council strategy or policy.

6.7 Changes to Scheme of Administration or Scheme of Delegation

There are no changes to be made to the Scheme of Administration or the Scheme of Delegation.

7 CONSULTATION

- 7.1 The Chief Financial Officer, the Monitoring Officer, the Chief Legal Officer,

the Chief Officer Audit and Risk, the Chief Officer HR and the Clerk to the Council are being consulted and their comments will be incorporated into the report.

Approved by

Rob Dickson **Signature**
Corporate Transformation & Services Director

Author(s)

Name	Designation and Contact Number
Bryan McGrath	Chief Officer Economic Development, Chief Executives, Tel: 01835 826525
Kate Pearson	Economic Development Officer – Tourism, Economic Development, Tel: 01835 826778

Background Papers: None

Previous Minute Reference: Executive Committee, 1 November 2016

Note – You can get this document on tape, in Braille, large print and various computer formats by contacting the address below. Bryan McGrath can also give information on other language translations as well as providing additional copies.

Contact Bryan McGrath, Council Headquarters, Newtown St Boswells, Melrose, TD6 0SA Tel: 01835 826525, email bmcgrath@scotborders.gov.uk

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UK & Ireland Marketing



Area Activity Summary 2015/16 – The Scottish Borders

Report on activity for the period 1st April 2015 to 31st March 2016

Global Brand Marketing Contact: Amanda Domin, Ast. Regional Brand Manager – 01750 723816 Amanda.Domin@visitscotland.com
Keith Campbell, Regional Brand Manager – 01750 723814 – Keith.Campbell@visitscotland.com

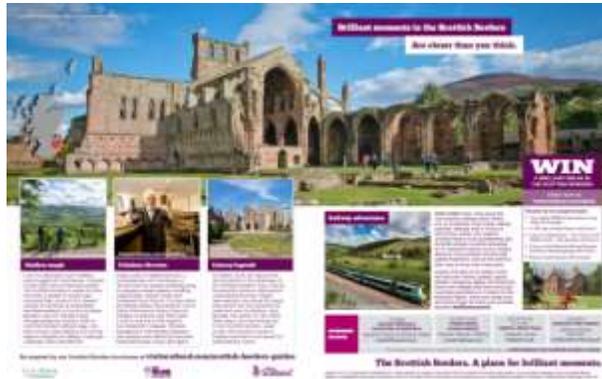
Executive Summary

<p><u>CURRENT STATUS:</u></p> <ul style="list-style-type: none">• Autumn '15 activity has been delivered• The Scottish Borders 16/17 MoA is signed• Work started on new Regional Marketing Strategy for 16/17.• Spring '16 campaign complete and results being finalised• Meeting took place with LA to discuss new brand and spring campaign.• Borders Railway spring activity is complete and results being finalised• Schedule content planning session / Marketing Interest Groups dates to be agreed looking for possible June 16 dates *tbc	<p><u>RECENT HIGHLIGHTS / RESULTS:</u></p> <p><u>Spring/summer 2016 campaign achieved:</u> <i>Results will be available once activity is complete</i></p> <ul style="list-style-type: none">• Total reach (OTS) – over 2.68 million• Total unique landings – 6106• Total prize draw entrants - 5000• Business referrals – 321 <p><u>Businesses involved in prize draws includes:</u></p> <ul style="list-style-type: none">• Buccleuch Arms Hotel / Kelso Racecourse / Abbotsford / National Mining Museum Scotland / Scotrail / Dalhousie Castle/Dryburgh Abbey Hotel/Rosslyn Chapel
<p><u>UPCOMING CAMPAIGN ACTIVITY:</u></p>	<p><u>RECENT ADDED VALUE VISITSCOTLAND ACTIVITY:</u></p> <ul style="list-style-type: none">• Daily Mail It's Friday feature: coverage of the Scottish Borders events/messaging detailed below• Additional coverage in VS core channels detailed below.

MOA Activity Details

Type of Activity	Detail/Visuals	Measures/Results																				
<p>Seasonal Area Campaigns – Autumn 2015</p>	<p>Complementing the national UK & Ireland Marketing Brilliant Moments campaign activity there will be an Autumn campaign promoting the Scottish Borders to inspire, engage, and motivate potential visitors to visit.</p> <p>Direct Mail activity: A solus Scottish Borders direct mail pack was distributed to 25,004 households w/c 31 Aug.</p> <div data-bbox="514 495 1327 755"> </div> <div data-bbox="661 792 1222 1068"> </div> <p>Press Activity:</p> <table border="1" data-bbox="430 1177 1501 1416"> <thead> <tr> <th>Medium</th> <th>Space</th> <th>Circulation</th> <th>Timing</th> </tr> </thead> <tbody> <tr> <td>Metro Liverpool</td> <td>Full page</td> <td>34,240</td> <td>w/c 7 Sept</td> </tr> <tr> <td>Daily Mail Tyne Tees</td> <td>Full page</td> <td>60,000</td> <td>w/c 14 Sept</td> </tr> <tr> <td>Metro Newcastle</td> <td>Dbf page spread</td> <td>55,543</td> <td>w/c 21 Sept</td> </tr> <tr> <td>TOTAL</td> <td></td> <td>149,783</td> <td></td> </tr> </tbody> </table>	Medium	Space	Circulation	Timing	Metro Liverpool	Full page	34,240	w/c 7 Sept	Daily Mail Tyne Tees	Full page	60,000	w/c 14 Sept	Metro Newcastle	Dbf page spread	55,543	w/c 21 Sept	TOTAL		149,783		<p>Results will be available within one month after campaign is completed.</p> <p>Opportunities to See/Hear (OTS/OTH)</p> <p>Direct Mail: 25,004 Press OTS: 149,783 Digital OTS: 2,287,690</p> <p>TOTAL REACH: over 2.46 million</p> <p>Results</p> <p>Direct Mail additionality figure will be available in Spring 2016.</p> <p>Total reach - 2.46 million OTS</p> <p>Total unique landings – 7,716</p> <p>Total prize draw entrants - 3,007</p> <p>Business referrals - 54</p>
Medium	Space	Circulation	Timing																			
Metro Liverpool	Full page	34,240	w/c 7 Sept																			
Daily Mail Tyne Tees	Full page	60,000	w/c 14 Sept																			
Metro Newcastle	Dbf page spread	55,543	w/c 21 Sept																			
TOTAL		149,783																				

Newcastle Metro - double page



Liverpool Metro – full page



Daily Mail Tyne Tees – full page



Digital activity:

Channel	Format	Impressions/Contacts (OTS)	Timing
Facebook*	Dark posts	1,016,361	w/c 17 Aug – 9 Sept
Display*	Display banners	351,234	w/c 17 Aug – 9 Sept
Facebook	Dark posts	858,930	9 Sept – end Oct
Display	Display banners	42,000	9 Sept – end Oct
Teradata	Email	19,165	9 Sept – end Oct
TOTAL OTS		2,287,690	

*Tour of Britain promotion up until 9 Sept

Tour of Britain digi activity:

MPU's

Brilliant moments
Conquer the tour...

Tour of Britain 8 September, Floors Castle

The Scottish Borders
A place for brilliant moments.

...and discover them.

Floors Castle, near Kelso

Brilliant moments in the
Scottish Borders are closer
than you think.

BE INSPIRED
FOR MORE
BRILLIANT CYCLING
IN THE
SCOTTISH BORDERS

CLICK HERE ►

Share your
Scottish Borders
#brilliantmoments with

Visit Scotland

Leader boards

Brilliant moments
Cycle them...

Cycle loops abound, Scottish Borders

The Scottish Borders.
A place for
brilliant moments.

...and discover them.

Floors Castle, near Kelso

Brilliant moments in the
Scottish Borders are closer
than you think.

BE INSPIRED
FOR MORE BRILLIANT CYCLING IN
THE SCOTTISH BORDERS

CLICK
HERE ►

Share your
Scottish Borders
#brilliantmoments with us

Visit Scotland

Skyscrapers

<p>Brilliant moments Gear up for a tour...</p>  <p>Tour of Britain on 8 September at Floors Castle, near Kelso</p>	<p>...and discover them.</p>  <p>Stunning road cycling in the Scottish Borders</p>	<p>BE INSPIRED FOR MORE BRILLIANT CYCLING IN THE SCOTTISH BORDERS</p> <p>CLICK HERE ▶</p>
<p>The Scottish Borders. A place for brilliant moments.</p> 	<p>Brilliant moments in the Scottish Borders are closer than you think.</p> 	<p>Share your ScottishBorders #brilliantmoments with us</p> 

Facebook

 <p>Check out the Avon's Tour of Britain, 8th September, Floors Castle, near Kelso. The Scottish Borders. A place for brilliant moments.</p> <p>Brilliant moments in the Scottish Borders Your cycling adventure awaits.</p> <p>MORE INFO Discover over 50 cycle routes and tours in the Scottish Borders. www.visit-scotland.com</p>	 <p>Check out the Avon's Tour of Britain, 8th September, Floors Castle, near Kelso. The Scottish Borders. A place for brilliant moments.</p> <p>Brilliant moments in the Scottish Borders Your cycling adventure awaits.</p> <p>MORE INFO Discover over 50 cycle routes and tours in the Scottish Borders. www.visit-scotland.com</p>	 <p>Check out the Avon's Tour of Britain, 8th September, Floors Castle, near Kelso. The Scottish Borders. A place for brilliant moments.</p> <p>Brilliant moments in the Scottish Borders Your cycling adventure awaits.</p> <p>MORE INFO Discover over 50 cycle routes and tours in the Scottish Borders. www.visit-scotland.com</p>
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Autumn digital activity:

MPU's



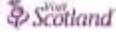
Leader boards



WIN A BRILLIANT BREAK IN THE SCOTTISH BORDERS

ENTER NOW ►

Share your Scottish Borders #brilliantmoments with us



Skyscrapers

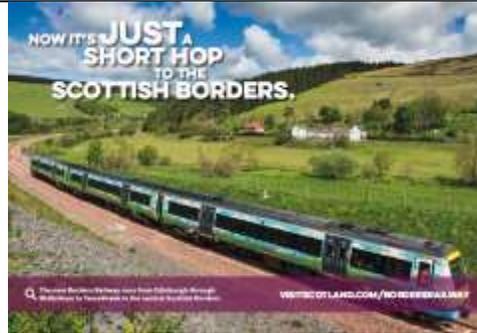
<p>Brilliant moments Spot them on a secret map...</p>  <p>MAPA Scotland: Edinburgh</p>	<p>...or in an old story.</p>  <p>Abandoned - The Home of Sir Walter Scott, near Melrose</p>	<p>WIN A BRILLIANT BREAK IN THE SCOTTISH BORDERS</p> <p>ENTER NOW ►</p>
<p>The Scottish Borders. A place for brilliant moments.</p> 	<p>Brilliant moments in the Scottish Borders are closer than you think.</p> 	<p>Share your Scottish Borders #brilliantmoments with us</p> 
<p>Brilliant moments Admire them from up high...</p> 	<p>...or from up close.</p> 	<p>WIN A BRILLIANT BREAK IN THE SCOTTISH BORDERS</p> <p>ENTER NOW ►</p>
<p>The Scottish Borders. A place for brilliant moments.</p> 	<p>Brilliant moments in the Scottish Borders are closer than you think.</p> 	<p>Share your Scottish Borders #brilliantmoments with us</p> 

Facebook



Autumn digital e-zines

		
<p>Seasonal Area Campaigns – Spring 16</p>	<p>Complementing the overarching Global Brand Campaign – Scotland. A Spirit of its own, the regional marketing team delivered a campaign specifically to promote breaks to the Scottish Borders. The campaign featured multi-touch point activity via direct mail, press and online channels to inspire engage and motivate potential visitors.</p> <p>Key themes included: walking, cycling, history & heritage, outdoor adventure, food & drink, Borders Railway. Content to focus on supporting the Year of Innovation, Architecture & Design 2016.</p> <p>Direct Mail activity: A solus Borders Railway direct mail pack distributed to 33,280 households.</p>	<p>Results will be available within one month after campaign is completed.</p> <p>Opportunities to See/Hear (OTS/OTH)</p> <p>Direct Mail: 33,280 Press OTS: 512,413 Digital OTS: 2,139,076</p> <p>TOTAL REACH: over 2.68 million</p>



This section contains a collage of promotional materials. At the top, there are several small cards with various headlines such as 'HERE, THE MAGIC OF THE SCOTCHMAN', 'DISCOVER THE ART OF JAWING ON THE BURNBY TANKS', and 'APRIL PRIZES CAN BE THE BEST OF BOTH WORLDS'. Below these is a larger card titled 'CATCH THE TRAIN AND EXPLORE MORE ATTRACTIONS.' which lists various sites and events. To the right, there is a 'SPRING EVENTS' section with details for 'KILN', 'IN APRIL - IN SCOTLAND', and '27 MARCH'. At the bottom right, there is a 'WIN' logo for 'MASCAL PRIZES'.

Results

Direct Mail economic impact figure will be available in TBC 2016.

Total reach - 2.68 million OTS

Total unique landings – 6106

Total prize draw entrants - 5000

Business referrals - 321

Press Activity:

Medium	Space	Circulation	Timing
Sunday Post in 10 Mag	DPS	168,100	3 April
Sunday Mail Magazine	Full Page	200,201	24 April
Dundee Courier	Full Page	45,064	15 April
Aberdeen Press & Journal	Full Page	58,502	25 March
Daily Express Scotland	Full Page	40,564	w/c 4 April
TOTAL		512,413	

Sunday Post in 10 Mag



Sunday Mail Mag



Dundee Courier



Aberdeen P&J



Daily Express



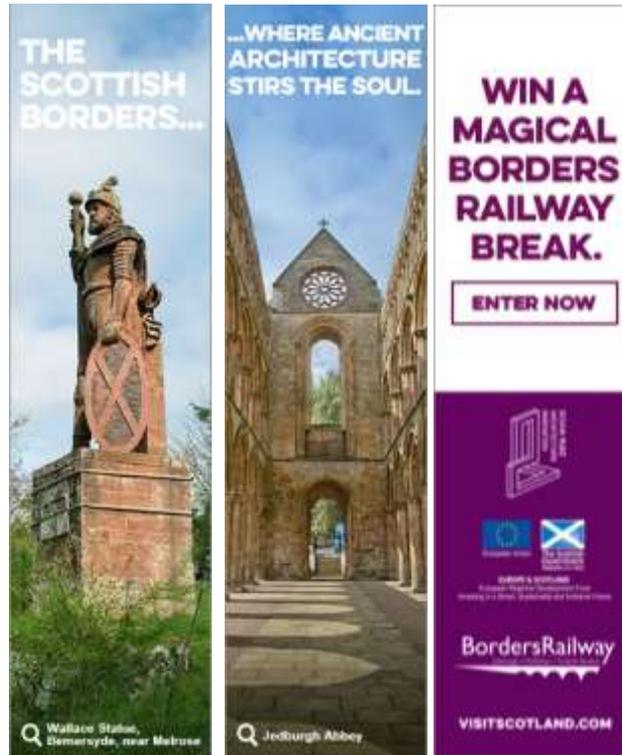
Digital activity:

Channel	Format	Impressions/Contacts (OTS)	Timing
Teradata	Solus email	278,824	March – May '16
Quantcast display	Banners – MPU/leader board / skyscraper	1,860,252	March – May '16
TOTAL OTS		2,139,076	

Solus email



Skyscrapers



MPU

THE SCOTTISH BORDERS...
7stanes Glenress Mountain Biking Centre, near Peebles

...ADMIRE TRUE GUTS AND DETERMINATION.
World famous Melrose Rugby Sevens

WIN A MAGICAL BORDERS RAILWAY BREAK.
ENTER NOW

SCOTTISH RAILWAYS
EUROPEAN UNION
THE SCOTTISH GOVERNMENT
BORDERS RAILWAY
VISITSCOTLAND.COM

Leaderboard

Borders Railway
THE SCOTTISH BORDERS...

Floors Castle, near Kelso
...DISCOVER A REGION WITH A SPIRIT OF ITS OWN.

WIN A MAGICAL BORDERS RAILWAY BREAK.
ENTER NOW

SCOTTISH RAILWAYS
EUROPEAN UNION
THE SCOTTISH GOVERNMENT
BORDERS RAILWAY
VISITSCOTLAND.COM

Additional VisitScotland Activity Details

Type of Activity	Details	Results
<p>Scottish Daily Mail – It’s Friday feature</p>	<p>24 Apr – Selkirk Mountain Bike Marathon</p>  <p>15 May – 7stanes Newcastleton</p>  <p>29 May – Kirk Square Kitchen</p>  <p>5 Jun – Return to the Ridings</p> 	<p>Daily Mail weekly circulation – 89,526</p>

28 Aug – Stowed Out / Bee Fayre 20 Nov – Velvet Hall Alpacas



27 Nov – Traquair Festival

4 Dec – Kelso Races



18 Dec – Tempest Brewery

it's friday! what's on



by Fiona McKay

THE HOME OF HOGMANAY!

Welcome 2016 in spectacular style



FESTIVE MAGIC OF THE FALKIRK WHEEL! A STORM IN A BEER GLASS

1 Jan – Kelso Racecourse

it's friday! what's on



by Fiona McKay

SHOWCASING SCOTLAND '16

Packed programme for year ahead

WARM TO THE WIDE RANGE OF WINTER ACTIVITIES

8 Jan – Borders Textiles

it's friday! what's on

Take a magical, mystical, musical tour of Scotland

A warm welcome to a Celtic winter

by Fiona McKay



IT'S TIME TO GET WARM AND TOGETHER FOR WORLD SNOW DAY

SENDING A TEXTILE MESSAGE?

LET YOUR OWN INSPIRATION

15 Jan – Burns / Cringletie

it's friday! what's on

FLAMING GREAT!

Feasting, fire and fun at Shetland's Up Helly Aa



by Fiona McKay

Fire display to forge a lasting link at Burns head

LIMBEX CABARET AND THEATRE

29 Jan – Snowdrop Festival

It's Friday! what's on

Almost 60 venues open up for Snowdrop Festival

Blooming display of flower power

By Fiona McKay



Flower power is in full bloom as the Snowdrop Festival opens up almost 60 venues across the country for a weekend of music, art, and food.

The festival, which runs from Friday to Sunday, offers a diverse range of activities for all ages. From live music performances to art installations and food stalls, there's something for everyone.

One of the highlights is the 'Blooming display of flower power' at the Edinburgh Festival Fringe. The display features a variety of snowdrops, including rare and unusual varieties. It's a beautiful sight, especially in the heart of the city.

Other venues include the Glasgow Science Centre, the National Museum of Scotland, and the Scottish Parliament. Each venue offers a unique experience, from interactive science exhibits to historical tours.

The festival is a great opportunity to enjoy the outdoors and appreciate the beauty of the snowdrop. It's a celebration of nature and community, and it's sure to be a memorable weekend for all who attend.

File choice with high drama

There are several film screenings as part of the festival. One of the featured films is 'The Last Days of Pompeii', a high-drama historical epic. It tells the story of the city of Pompeii in the days leading up to its destruction by Mount Vesuvius.

Another film is 'The Book of Eli', a post-apocalyptic action thriller. It follows a man who carries a sacred book through a dark, violent world.

The festival also features a variety of other activities, including workshops, talks, and performances. It's a great way to spend a weekend in Scotland, enjoying the best of what the country has to offer.

A jewel for arts, crafts and music

The festival is a true celebration of Scottish arts, crafts, and music. There are many stalls and workshops where you can learn about traditional Scottish crafts, such as tweed weaving and basketry.

There are also many live music performances, including traditional Scottish folk music and contemporary acts. It's a great opportunity to experience the rich musical heritage of Scotland.

The festival is a wonderful event that brings people together to enjoy the best of Scotland. It's a weekend of culture, nature, and community, and it's sure to be a highlight of the year.

IN ASSOCIATION WITH VISITSCOTLAND.COM

12 Feb – Eastgate Arts Theatre/Sunshine on Leith

It's Friday! what's on

ORKNEY, I'M IN LOVE

Treat yourselves to a romantic break with island style

By Fiona McKay



Discover the beauty of the Orkney Islands with a romantic break. The islands offer a stunning landscape, from rugged coastlines to peaceful inland villages.

There are many things to see and do in the Orkney Islands. You can explore the ancient ruins of Skara Brae, visit the Orkney Islands Museum, or enjoy the beautiful scenery of the islands.

The Orkney Islands are a perfect destination for a romantic break. There are many lovely hotels and B&Bs where you can enjoy a peaceful stay. You can also enjoy the local food and drink, which is delicious and fresh.

There are also many activities to enjoy in the Orkney Islands. You can go fishing, hiking, or simply enjoy the view. It's a wonderful place to spend a few days, and it's sure to be a memorable experience.

TO THE LIGHTHOUSE FOR A BITE TO EAT

There are many lovely cafes and restaurants in the Orkney Islands. One of the best is the Lighthouse Cafe in Stromness. It's a lovely place to enjoy a coffee and a cake, with a view of the sea.

There are also many other lovely places to eat in the Orkney Islands. You can enjoy the local food and drink, which is delicious and fresh. It's a wonderful place to spend a few days, and it's sure to be a memorable experience.

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26 Feb – Festival of Architecture

It's Friday! what's on

THE ROYAL REALM

Why Decade simply dazzles our monarchs and their families

By Fiona McKay



Festivals of architecture are a great way to celebrate the built environment. The Festival of Architecture is a weekend of events that celebrate the best of Scottish architecture.

The festival features a variety of activities, including tours, talks, and exhibitions. You can see some of the most beautiful buildings in Scotland, and learn about their history and significance.

One of the highlights is the 'The Royal Realm' exhibition. It celebrates the 100th anniversary of the coronation of King George VI and Queen Elizabeth the Queen Mother. The exhibition features a variety of royal memorabilia, including crowns, sceptres, and other regalia.

There are also many other activities as part of the festival. You can enjoy live music, dance, and other performances. It's a wonderful weekend of culture and architecture, and it's sure to be a highlight of the year.

MINI'S A CYCLE TRAILBLAZER

There are also many other activities as part of the festival. You can enjoy live music, dance, and other performances. It's a wonderful weekend of culture and architecture, and it's sure to be a highlight of the year.

THE PERFECT TRAMPER SPOT TO BRING OUT YOUR BEARING SKIN

There are also many other activities as part of the festival. You can enjoy live music, dance, and other performances. It's a wonderful weekend of culture and architecture, and it's sure to be a highlight of the year.

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25 Mar – Scottish Borders / Rabbits Tours / Easter

It's Friday! what's on

Marvel at a Georgian gem beside the Dolphin Coast

THE BORDER LINE

Newest rail link offers fast track to Sir Walter Scott country

By Fiona McKay



Welcome to the Scottish Borders, a beautiful region with a rich history and stunning scenery. The newest rail link offers a fast track to Sir Walter Scott country.

The rail link connects Edinburgh to the Scottish Borders, making it easier than ever to explore the region. There are many lovely places to visit in the Scottish Borders, including the ruins of Melrose Abbey and the beautiful scenery of the Borders.

There are also many activities to enjoy in the Scottish Borders. You can go hiking, fishing, or simply enjoy the view. It's a wonderful place to spend a few days, and it's sure to be a memorable experience.

POEMS AND PROSE AT GLAMIS CASTLE

There are also many other activities as part of the festival. You can enjoy live music, dance, and other performances. It's a wonderful weekend of culture and architecture, and it's sure to be a highlight of the year.

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15 April – Borders Railway /
YIAD / Hawick Alchemy Fest



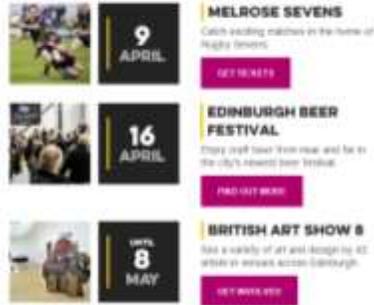
29 July – Main article featuring events



e-zines
ebrochures

May E-zines

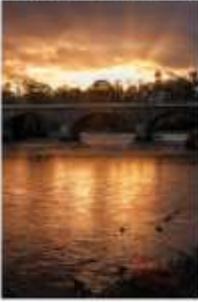
March '16 – Melrose Sevens



April – Gardens & Museum open days



OTS = 210,000 (based on all 4
Scotland e-zines.

<p>Social Media</p>	<p>Facebook</p> <p>8 April – Scottish Borders</p> <p>VisitScotland added a new photo to the album: The Scottish Borders 8 April at 10:19 · open</p> <p>If benches could talk, we wonder what this one would have to say about its surroundings. Well, turns out they can't, so you'll just have to come & see the breathtaking Scottish Borders for yourself! http://go.visit.scot.nhs.uk</p>  <p>Like Comment Share</p> <p>22k</p> <p>388 shares</p> <p>15 Apr – Dawyck</p> <p>VisitScotland posted 4 new photos. 15 April at 10:24 · open</p> <p>Scotland's 4 Royal Botanic Gardens are becoming renowned! http://bit.ly/1vK0Y5C #NationalGardeningWeek</p>  <p>Like Comment Share</p> <p>1k</p> <p>17 Apr - Kelso</p> <p>VisitScotland added a new photo to the album: The Scottish Borders 17 April at 10:31 · open</p> <p>It was up early for Fenwick & Photography to capture sunrise over the River Tweed at the Heriot Bridge, Kelso. Isn't this stunning?</p>  <p>Like Comment Share</p> <p>4.2k</p> <p>412 shares</p> <p>30 Apr - Borders Abbey Way</p> <p>2 May – Tweeddale Blend</p>	<p>Facebook likes – 690,657</p> <p>Twitter followers – 177,000</p> <p>Instagram followers – 156,000</p>
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