

# VisitScotland Borders Railway update Marketing, PR and Industry Engagement

(21 January 2016)



Scotland's National Tourism Organisation

Buidheann Turasachd Nàiseanta na h-Alba

## Marketing

VisitScotland is investing £367,000 in a unique three-year international marketing campaign to put the new Borders Railway on the map. The funding, provided by the Scottish Government, Scottish Borders Council and Midlothian Council, will be used to promote the Borders Railway to national and international markets.

## UK Marketing

Phase one of the campaign launched w/c 17 August 2015 and included outdoor, radio, and digital advertising:

- Radio Advertising of Borders Railway on HEART Scotland FM featuring the voice of Neil Oliver. 30 second trails ran over 3 weeks reaching over 3.9 million listeners.
- Outdoor promotion included large floor graphics at Glasgow Queen Street and Buchanan St Bus Station with a total reach of over 3.5 million people.
- Digital campaign work across a number of channels including paid for opportunities on Facebook, Display banners and Targeted Email, delivering over 6 million opportunities to see. A win message provided a strong call to action with a primary focus on data capture and generating business referrals.

Phase one of the campaign media schedule was shared with industry via regional industry groups and included in the [Borders Railway industry toolkit](#) to allow tourism businesses to piggyback on this regional promotion.



Facebook digital ads

## International Marketing

The international Borders Railway marketing campaign launched at the beginning of September 2015, with a fantastic competition promoted in three markets: Italy, US and Germany. The competition will run for 2 years and the winner will travel to Scotland in June 2017. The fantastic six day prize involves 12 different partners in Edinburgh, Midlothian and the Borders; Dalhousie Castle Hotel, Melville Castle Hotel, Kingsmuir House B&B, Glasshouse Hotel, Cocoa Black, Stewart Brewing, Abbotsford House, Traquair House, Borders Journey, Johnston of Elgin, Scotrail, Europcar.

Online paid activity will run in the USA and Germany over a period of two years:

### USA

Year 1 activities of the campaign ran for four weeks from 12 October 2015. This was an online paid media campaign with a mix of awareness and data acquisitions, via New York times, New York Magazine, Facebook and Conversant.

The campaign used email, banners and video content, and featured Stevie, the Scottish Borders 'Scot' from the Meet the Scots creative. These activities delivered a total reach of over 2.8 million people, generating over 29,000 unique landings on a dedicated page on [visitscotland.com](#) and received over 17,000 prize draw entrants.

## Germany

Year 1 digital activities of the campaign will run throughout March.

## Italy - Expo Milano

Expo Milano 2015 is the Universal Exhibition that Milan, Italy, hosted from May 1 to October 31, 2015. Over this six-month period, Milan became a global showcase with more than 140 participating countries and welcoming over 20 million visitors.

From 10 – 13 September 2015 VisitScotland had a presence in the UK Pavilion, which welcomed over 20,000 consumers each day. The Borders Railway consumer competition was a central part of the Milan Expo promotional activity and as well as being promoted by the staff directly, it featured on the main stand with a QR code beside images of Melrose Abbey and the Tapestry.

## Landing page

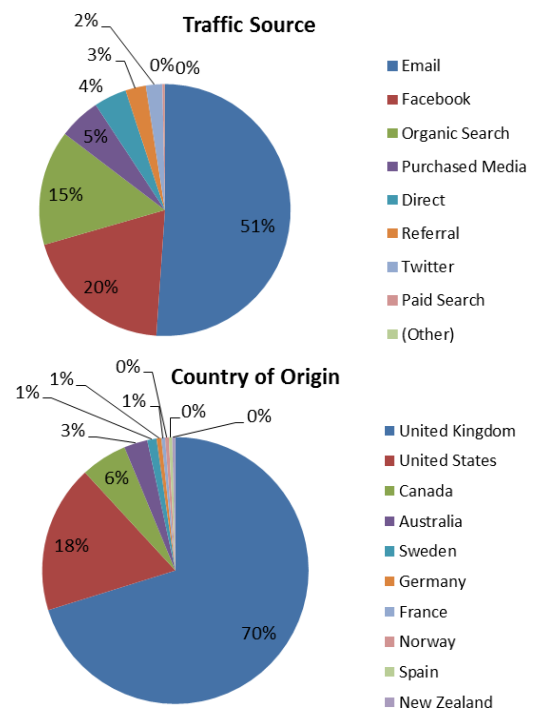
A blog page at [visitscotland.com/bordersrailway](http://visitscotland.com/bordersrailway) is highlighting attractions along the route and directing visitors to the destination web pages and to buy tickets.

This blog was also linked as a main feature on the homepage carousel around the launch.



Analytics of the blog page around the launch:

- Between its launch in June to end September 2015, this page experienced just under 20k (19,551) of visits.
- Over half the traffic (51%) arrived from Email, 20% from Facebook and 15% from organic search.
- 2/3 of visits originated from the UK. The US & Canada were also keen audiences.
- The majority of the audience was over the age of 55.
  - 27% over 65
  - 29% 55-65
  - 20% 45-54
  - 12% 35-44
  - 9% 25-34
  - 3% 18-24
- Just under half the audience was returning, 49%. Showed the article had a good pull.
- A small number booked directly from the page (16), however, there were over 200 referrals to businesses within the borders region from vs.com in the period. These were mostly links through to providers websites.



## Targetted digital promotion

- March 2015 – ‘Fascinating railways’ feature in international ezines to 1.1 million people highlighted the enchanting rail route opening in September amongst other iconic Scottish rail routes.
- June 2015 – A Borders Railway food and drink experience and itinerary was sent to all national and international ezine subscribers, totalling 1.1 million people.
- July 2015 – The Borders Railway opening and local events were promoted to UK subscribers totalling 800,000 people, with a particular focus in the Edinburgh regional ezine to 70,000 people.
- September 2015 - Dedicated Borders Railway email went out 1st week of September to Edinburgh and Glasgow databases: approx. 170,000 people.



## Consumer Social Media

Borders Railway content is regularly featured on VisitScotland’s Facebook and Twitter pages, including our international social media pages.



VisitScotland's Facebook page has over 615,000 followers, and over 162,000 follow the @VisitScotland twitter account.

## PR activities

### 'Hot for 2015' PR promotion

The Consumer PR team highlighted the Borders Railway opening as one of the top stories of 2015 to national and international press contacts, generating fantastic coverage in:

- The Financial Times Weekend as one of the 'Next Big Things'
- The Independent's 2015 Travel Special within the Holiday Hit Parade
- The Sunday Times Travel section
- The Press & Journal 'Your Weekend'
- Daily Star on Sunday within 'What's Hot for 2015'
- The Mirror's 'News'

The story was also covered in the New York Times Sunday edition, circulated to more than 2 million global readers. This edition's "How to Travel in 2015" feature is a trendsetter in travel journalism so invites increasing media interest in the Borders Railway project for 2015.



### Scotlanders Bloggers

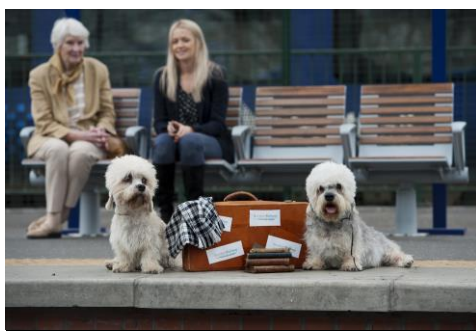
The Scotlanders blogger group press trip took place 11-14 June across Midlothian and the Scottish Borders. Extensive itineraries for six bloggers incorporated a wide range of attractions and activities, including Borders Book Festival, and generated engaging content across blogs and social media. The Scotlanders combined social media following is over 40,000 people in over one hundred countries.

### PR Forum

VisitScotland hosts regular PR Communicators' Forums which are open to PR practitioners working in tourism, leisure or related industries to network and discuss upcoming opportunities. The 6 September 2015 PR Forum event welcomed 45 attendees from across Scotland and was themed around Borders Railway, featuring presentations from VisitScotland Regional Director Paula McDonald and Borders Railway Blueprint Project Manager Sam Smith.

### Sir Walter Scott's birthday

In addition to regular media promotion of the tourism potential of the Borders Railway, the Corporate PR team held a photocall on the anniversary of Sir Walter Scott's birthday in August to promote the imminent arrival of the Borders Railway, also featuring Dandie Dinmont Terriers, the dog breed famously named and owned by Sir Walter Scott.



## **Media launch day**

Our corporate and consumer PR teams maximised the media engagement and coverage around the Borders Railway opening celebrations with a dedicated media day on Friday 4 September, taking 93 influential media contacts on an exclusive trip to Tweedbank and back.

With 85% of media attending from Scotland and the UK, this was a fantastic opportunity to promote the regions to these priority markets, as well as further afield with key global press agencies and journalists from as far across the world as the US, Canada, France, Germany and Ireland in attendance

While enjoying the picturesque setting of this Great Scenic Rail Journey, the journalists, broadcasters, bloggers and Instagrammers were given information about each region, held interviews with VisitScotland's Chairman Mike Cantlay and other Borders Railway project partners, and enjoyed tasty samples from the regions with picnic hampers and goodybags. Even Sir Walter Scott joined the trip to share his own local insights.

Imaginative press releases and photo calls also captured the attention of national and international media, highlighting the rich heritage, attractions and events of each region along the route. From supermodel Anna Freemantle dressed in Pringle, to Midlothian schoolchildren decked in boiler suits and hard hats outside the National Mining Museum, finally guests were welcomed by riders and horses from Gala and Melrose Common Ridings at Tweedbank.

**This dedicated media day resulted in over 270 pieces of coverage, including across broadcast stations, with a total reach of over 51 million readers, viewers and listeners.**

[Watch some highlights from the day on our YouTube channel.](#)

**The hashtag #mybordersrailway was trending on Twitter reaching a potential audience of 29.2 million people.**

Following the 'Golden Ticket' Day on 5 September, public services began on 6 September welcoming more than 2,500 passengers on the first day.

VisitScotland was ready to welcome them with a stand throughout the first three weekends of September at Edinburgh Waverley, to enhance the experience for both visitors and locals alike.

The line was officially opened to grand fanfare by Her Majesty The Queen on 9 September, the day that she became Britain's longest serving Monarch. The Union of South Africa was used to haul the Royal steam train and will now be used for additional steam train journeys which will run every Wednesday, Thursday and Sunday until 18 October.





## **Launch weekend – PR group trip**

A global group press trip was created and delivered with 6 key travel journalists from Departures (Canada), the Globe and Mail (USA), Prisma (Germany), La Vie du RAIL (France, The Independent (UK) and Irish Daily Mail (Ireland).

Media spent two days in Edinburgh exploring the cities' cultural highlights, before travelling on a special preview train journey and spending a further two day days in Midlothian and the Scottish Borders discovering the heritage, literature and food and drink offering.

Resulting coverage from this trip will pepper throughout the next 6 months allowing the excitement of the new railway line to continue to grave travel pages as international marketing campaign is activated.

One highlight is that as a result of the group press trip and media day, the Independent on Sunday featured Borders Railway on the front page of its Travel section, along with a double page spread celebrating the Borders' regional identity and "a more authentic Scotland".

"For many this was not just a railway, but also a symbol of the greatness, passion and romance of the Border Country, with its massive castles, grand estates, and romantic ruined abbeys, and a world-famous wool and textile industry."



## Instameet

On Saturday 24th October 2015 VisitScotland arranged an Instameet, bringing 15 Instagram users together to take photographs together, which typically generates a considerable volume of social media content and engagement around the location in which they take place. 15 Scottish Instagrammers from Edinburgh, Glasgow, Falkirk, and Stirling attended the Instameet, including 4 of the 6 most popular Instagram accounts in Scotland in terms of number of followers. They were accompanied by two VisitScotland staff.



The 15 Instagrammers split into two smaller groups to cover as much of the line as possible. After leaving Edinburgh, one group travelled to Midlothian and the other to the Borders to ensure that both regions received coverage. Their itinerary was flexible to enable them to visit a wide range of attractions in each region.

Content generated by the Instameet had a reach of over half a million people and generated a substantial amount of engagement on social media, surpassing the objectives for the activity.

- o 76 photos of Midlothian and Scottish Borders published on Instagram
- o Audience Reach of 534,250 people
- o Total impressions / Opportunities To See (OTS) of 2,113,552
- o 38,520 total likes on posts
- o 742 total comments on posts

## It's Friday

VisitScotland works in partnership with the Daily Mail (Scotland) on a regular 'It's Friday! What's On' double-page feature to showcase things to see and do in Scotland's regions, particularly highlighting things to do over the upcoming weekend. Borders Railway featured in the 'It's Friday' feature on 12 June 2015 and 4 September 2015, increasing exposure to the Daily Mail's weekly circulation of 89,526.

## Saks 5<sup>th</sup> Avenue

Our consumer PR team worked with Saks 5th Avenue to create Scottish content for a new customer 'magalog' (high-end magazine meets catalogue) in September, going to 500k of Saks top customers (customers who have spent \$1m in the last year) – profiling suggests 80% of whom love to travel internationally. In addition to fashion shoots in the Lothians, this included a page of editorial on Scotland, and Borders Railway featured as the top story.

## Customer Experience – Launch Weekend

VisitScotland had a Customer Experience team on the ground around the Borders Railway opening, responsible for enhancing the experience for both visitors and locals alike.

### Edinburgh Waverley

- Saturday 5 - Sunday 6 September
- Friday 11 - Sunday 13 September
- Friday 18 - Sunday 20 September

### Galashiels, pop-up gazebo at Stirling Street (outside Transport Interchange)

- Sunday 6 September



## **Industry Engagement - meetings and events**

Public workshops and industry meetings targeted to maximise the tourism potential of the Borders Railway have been taking place in the Scottish Borders and Midlothian since May 2013. Recent activities included:

### **23 January 2015 and 6 March 2015 - Borders Business Forum events**

The Borders Business Forum held two meetings, titled "What do Borders businesses need to profit from the railway?" hosted by the Forum at Scottish Borders Council's headquarters, on Friday 23 January and Friday 6 March. The events included guest speakers Michael Moore MP, Councillor Stuart Bell and Sam Smith, Programme Manager of the Borders Rail Blueprint. VisitScotland staff attended the March event and were available to speak to businesses with specific enquiries following the meeting.

### **20 May 2015 – Edinburgh Tourism Showcase**

The Edinburgh Tourism Showcase was organised by the Edinburgh Tourism Action Group (ETAG). VisitScotland was able to secure space for representation of the Borders and Midlothian as well as Abellio/Scotrail.

### **28 May 2015 - Midlothian Tourism Forum event including SBTP attendance**

A half day workshop hosted by Midlothian Tourism Forum, Midlothian Council and Scottish Borders Council surrounded tourism opportunities and issues around the new Borders Railway. Scottish Borders businesses were also invited to attend this event via the Scottish Borders Tourism Partnership and local Business Gateway. Speakers included Sam Smith, Programme Manager for the Borders Rail Blueprint, Tourism and Leisure Solutions (TALS) presenting findings of the Tourism Destination Audit, Abellio Scotrail's James Ledgerwood and Keith Campbell, Regional Brand Manager for VisitScotland. This event officially launched the Borders Railway industry toolkit.

### **3 June 2015 – Audit presentation to Scottish Borders Tourism Partnership (SBTP)**

At the quarterly meeting of the Scottish Borders Tourism Partnership on 3 June, attended by VisitScotland and Scottish Borders Council and private sector representatives, the findings of the Tourism Destination Audit were presented by Sue Crossman on behalf of TALS.

### **17 June 2015 - Borders Railway Tourism meeting with ScotRail**

This business event was held by ScotRail in partnership with Scottish Borders and Midlothian Councils. ScotRail provided updates on scheduled Borders Railway programmes and opportunities around Marketing, Ticketing and Integrated travel. VisitScotland's Regional Brand Manager for the Scottish Borders, Keith Campbell, also outlined opportunities for businesses to get involved with VisitScotland Borders Railway marketing, including the industry toolkit.



## **Industry engagement - additional support and communications**

### **Borders Railway industry toolkit**

VisitScotland launched a Borders Railway industry toolkit on 28 May 2015:

[http://www.visitscotland.org/business\\_support/advice\\_materials/toolkits/borders\\_railway\\_toolkit.aspx](http://www.visitscotland.org/business_support/advice_materials/toolkits/borders_railway_toolkit.aspx)

This toolkit includes free to use marketing tools for businesses, such as promotional wording, banners, images, and the Borders Railway logo, as well as providing information to businesses about other resources and support, including ways to link in to VisitScotland and Scotrail's marketing activities and consumer promotions. The toolkit also includes a link to the Borders Railway tourism destination audit.



*Borders Railway promotional banners available for businesses to download from the toolkit.*

### **Corporate communication channels – events and news**

VisitScotland [eUpdate](#) industry newsletter - Borders Railway updates and news stories have been regularly included in this monthly newsletter, such as marketing promotions and opportunities for businesses to register an interest in participating in VisitScotland familiarisation trips for press or travel trade.

The VisitScotland corporate twitter [@visitscotnews](#) has been used to promote Borders Railway news and events.

The VisitScotland corporate website [visitscotland.org](http://visitscotland.org) has listed publicly available workshops and events.

### **Press trips and consumer promotions**

VisitScotland will be organising familiarisation trips for international travel trade and consumer journalists throughout the Borders Railway marketing campaign.

If you would like to register an interest in working in partnership with us to deliver accommodation, attractions or food and beverage, please outline how you would like to get involved, specifying “Borders Railway” within the comment box on this page of [visitscotland.org](http://visitscotland.org):

[http://www.visitscotland.org/business\\_support/marketing\\_opportunities/consumer\\_promotions.aspx](http://www.visitscotland.org/business_support/marketing_opportunities/consumer_promotions.aspx)

Our teams will work with local partners as relevant but not all businesses may be contacted.

### **Visitscotland.com listings**

Our Borders Railway marketing activity signposts consumers to the landing page at [visitscotland.com/bordersrailway](http://visitscotland.com/bordersrailway) which highlights attractions along the route and directs visitors to the destination web pages, including accommodation, food and drink and attractions business listings.

VisitScotland is providing digital platforms for every business, large or small, to take their message across the world. These business listings are a free opportunity to be seen by the 20 million visitors to our website each year.

Find out more about setting up a listing, or improving an existing listing, on [visitscotland.org](http://visitscotland.org):

[http://www.visitscotland.org/business\\_support/promote\\_your\\_business/our\\_national\\_tourism\\_website.aspx](http://www.visitscotland.org/business_support/promote_your_business/our_national_tourism_website.aspx)

Or contact your Industry Relationship Manager in the Scottish Borders, H el ene Sinclair:

[Helene.Sinclair@visitscotland.com](mailto:Helene.Sinclair@visitscotland.com)

### **Business Gateway**

Fergus Watson has been appointed to Business Gateway as part of a partnership between Scottish Enterprise, Midlothian Council and Scottish Borders Council. His role will be to work with individual tourism businesses, business groups and collaborations looking to take advantage of the railway, encouraging and assisting businesses to take up opportunities open to them and identified in the recent Tourism Destination Audit and new Business Opportunities Guide, which utilises VisitScotland industry resources including the Borders Railway industry toolkit.

### **Industry-led Partnerships**

#### **Edinburgh Tourism Action Group**

VisitScotland has raised the opportunities around the Borders Railway at meetings of the Edinburgh Tourism Action Group (ETAG) and meetings with the Economic Development team of CEC.

#### **Midlothian Tourism Forum**

The Midlothian Tourism Forum is the destination organisation for the area and regularly discusses the opportunities available to businesses. Meetings of the Midlothian Tourism Forum and/or its sub-groups are attended by VisitScotland.

Midlothian Council has also held workshops for general businesses in Midlothian.

#### **Scottish Borders Tourism Partnership**

The Scottish Borders Tourism Partnership (SBTP) incorporates private sector representatives from across the Scottish Borders tourism industry and public sector members including Scottish Borders Council and numerous VisitScotland representatives. A representative from Campaign for Borders Rail has also previously sat on the SBTP for numerous years.

The Borders Railway is a regular agenda item on the Scottish Borders Tourism Partnership agenda and features in the Scottish Borders Tourism Strategy, which the Scottish Borders Tourism Partnership directs.

The SBTP also provides a channel of information to the wider Scottish Borders tourism community, via sector representatives and the SBTP Facebook page via which Borders Railway events and opportunities are promoted.

## **Industry Initiatives**

Many Borders and Midlothian businesses are incorporating Borders Railway into their tourism packages, such as:

**ScotRail** offers businesses the chance to piggyback on their 2for1 and Kids Go Free promotions in order to reach consumers through their channels, and this has been taken up by **Abbotsford House**. They are launching a new series of consumer promotions in spring 2016 dedicated to the Borders Railway line – VisitScotland is providing support in communicating these opportunities to industry.

The **County Hotel in Selkirk** is capitalising on their heritage as a historic coaching inn to launch an innovative service for Borders Railway passengers.

The hotel used to provide a horse drawn carriage service to visitors in the late 1800s, which shuttled guests from the railway station. The Flower of Yarrow' was the name of the coach and the big wheels from the coach can still be seen in the Brasserie of the hotel today. The Hotel is now working with tour company Borders Journey to provide a new package tour option for passengers. Pre-arranged tours will now be available for guests checking in at the hotel, who will be given the choice of guided tours of the region, followed by dinner and an overnight stay at the County Hotel.

The County House is also going to be employing a Sir Walter Scott impersonator to greet passengers aboard the steam train experiences from Tweedbank and bringing visitors into Selkirk to experience 'The Scott Re-enactments' before their return journeys.

**Burts and Townhouse Hotels in Melrose** are located just a mile and a half from Tweedbank Station. The hoteliers have developed seven all inclusive packages, from food and drink to shopping, walking and cycling, gardens, rugby and Sir Walter Scott.

With the seven packages incorporating collection from the railway, Burts and Townhouse Hotels hope to appeal to different customers throughout the year. They even plan to offer steam train passengers a dedicated lunch over the six week period.

**Born in the Borders**, award winning food and drink experience and visitor centre with its own brewery near Jedburgh, will now be operating a new café at Galashiels Transport Interchange.

**Rosslyn Chapel** are now working with Aerial ABW Cabs, the largest taxi and private hire company in Midlothian, to meet passengers from the railway. Dedicated taxis will meet trains at the new Eskbank station and provide a shuttle service to Rosslyn Chapel.

**Traquair House** is welcoming the coming of the Borders Railway with some special offers in September and October this year. Visitors who have used the Borders Railway to visit Traquair will be offered a 50% discount on normal admission prices. In addition, guests who would like to take the opportunity of staying at Traquair in one of our three luxurious bedrooms will be collected and returned free of charge from regular bus services in Innerleithen that connect to Galashiels.

**The Borders Weaver** bus is a hop-on hop-off bus service linking the Borders Railway with Borders communities and visitor attractions. Provided by Scottish Borders Council and branded with the Borders Railway train wrap imagery, the bus route links Newtown, Bowden, Melrose, Darrick and Gattonside with stations at Tweedbank and Galashiels and visitor attractions Abbotsford House, Melrose Abbey and Scott's View.

**Scottish Borders Food Network** has developed a fantastic food and drink trail of the Borders' best eateries and suppliers, accessible from the railway.

Businesses who are not offering specific packages around Borders Railway are still meeting visitors' expectations by offering directions from the Railway to their Borders business on their website and social media.

### **Travel by public transport**

**Train services** direct from Edinburgh Waverley to Tweedbank, just over a mile from Abbotsford, take just under an hour and run 7 days a week. Tweedbank Station, and the earlier stop at Galashiels Interchange, is served by a scheduled 'Border Weaver' bus service to Abbotsford taking only minutes and dropping off outside our Visitor Centre. Please check the schedule to ensure your train is met by a bus, alternative bus services stop at the Tweedbank roundabout, a short stroll from Abbotsford and may be more convenient.

#### **Border Weaver Bus timetable 2015-16**

Alternatively there is a dedicated Shuttle service between Tweedbank Station and Abbotsford for £1.50 per person out-with bus times with **Bordoors2Door shared Shuttle Service**, for more information call 0748 6626 484.

From Sept 10th to Oct 18th 2015 steam train excursions will run 3 days a week from Edinburgh, with an option to tour Abbotsford, check availability on [www.steamdreams.com](http://www.steamdreams.com).

## Borders Railway Ambassadors

Scottish Borders Council is funding the provision of Borders Railway Ambassadors, giving rail visitors to the Borders a cheery welcome at Stow, Tweedbank and Galashiels.

Clad in bright red and seeking out visitors, the ambassadors are able to handle accommodation queries, advise on things to see and do as well as provide information on local events and are promoting the wonderful local food and the wide variety of places to eat out.



Business has been brisk so far, with the ambassadors all on duty for the first day of public services on Sunday and extra shifts added on Monday, Tuesday and of course the Royal Opening Day. They will be on hand every Friday to Sunday until November and will also be in attendance on each day the steam train service operates during this time.

Scottish Borders Council receive regular updates from the ambassadors and whilst the first couple of weeks were mainly transport enquiries, more tourism enquiries are now being received. One couple came from Texas just to travel on the new Borders Railway and stayed for 3 weeks travelling around Scotland!

	Tourism	Rail	Bus	Other	<p><b>Galashiels</b> Enquiries on Sunday were from people who had travelled from Germany (our new fluent German speaking Ambassador came in handy), America, Australia, Duns, Dumfries, Moffat, Berwick-upon-Tweed, Dunbar, N Berwick, Musselburgh, Glasgow, Blackpool, Rochester, Manchester, Newcastle, Carlisle &amp; Cumbria.</p> <p><b>Tweedbank</b> enquiries were from Australia, Kent, Newcastle, Swindon, Bournemouth, Dunbar, Aberdeen, Edinburgh, Nottingham (star trek themed stag do coming to the rugby), Shropshire (rover p6 meeting up north, stopped by to see rail), Lancashire.</p>
Gala Wed (Steam)	47	65	11	5	
Gala Thu (Steam)	18	56	6	8	
Gala Fri	44	7	2	8	
Gala Sat	97	5	4	17	
Gala Sun (Steam)	47	17	4	9	
Tweedbank Wed (Steam)	48	32	13	35	
Tweedbank Thu (Steam)	43	29	13	11	
Tweedbank Fri	13	2	2	9	
Tweedbank Sat	151	14	19	31	
Tweedbank Sun (Steam)	106	39	31	13	
Stow Sat	6	14	0	3	
Stow Sun	10	6	0	12	

Some additional information from ambassadors about Gala town centre:

- 4 of 5 shops approached by our lead ambassador reported doubling in takings and one café is taking on more staff and a clothes retailer now opening on Sundays.
- Some eating establishments were struggling to cope with demand in the first few weeks although this may have settled to a more manageable but still increased level.
- A social enterprise bakery at Tweedbank is now open for teas and coffees as a trial.
- Abbotsford extremely pleased with increased visitor figures
- The Gala museum now opens on a Sunday solely due to the railway and its visitor figures are up.