

Dear Colleagues,

MORAYSPEYSIDE GOLF – ACTIVITY UPDATE

I hope this email finds you well. The past year or so has been the worst, with the impact of COVID-19 being felt across every nation and in every area of life. Tourism has been particularly hard hit and in Moray Speyside the COVID-19 pandemic has seen the end of almost ten years of continued growth in our tourism industry. Instead of building on years of success, we must now look to rebuild and recover as quickly as possible.

Visit Moray Speyside have not been idle over the past months; in addition to provision of advice on funding and business support, delivering 20+ online seminars and events, producing a region-wide contact tracking platform (<https://protect.morayspeyside.com>) undertaking ongoing marketing and continuing our travel trade engagement, we have also been working on several initiatives aimed specifically at supporting our golf clubs and I am delighted to share the following update with you today.

SPECIALIST GOLF MARKETING SUPPORT FOR EACH CLUB

VMS have engaged the services of dedicated golf marketing agency [Platform 77](#) to offer each of our levy paying and opt-in golf clubs a tailored sales and marketing plan. You may remember Managing Director, Liam Barn, who joined us in January 2020 in the Sunninghill Hotel as part of our golf packages event. Between them, Liam and his Business Partner Chris have over 50 years-experience working in the golf industry.

Our partnership with Platform 77 will see Liam and Chris working with clubs individually to develop a practical, doable sales and marketing plan that they can then take forward and implement.

The project will be delivered in the following stages;

- Platform 77 will forward a sales, marketing and communications template plan to clubs and set up an online meeting with representatives of each club to discuss their existing digital and other marketing activities – meeting duration likely 2-3 hours
- Following discussions, Platform 77 will then develop a bespoke plan for each club to take ownership of and implement, which will consider the in-house resources available to deliver each of the elements
- A follow-up meeting will be held with each club to talk through the plan and answer any questions they may have – Platform 77 will supply a further version of the plan at this stage if any edits are required
- Once complete, VMS will support clubs to roll-out individual marketing plans which support regional activity, as well as coordinating the production of a region-wide golf marketing toolkit.

Platform 77 have contact details for each club, however, we would strongly advise getting in touch with Liam or Chris directly to arrange a suitable time to meet.

Liam's email address is liam@platform77.co.uk | Chris' email address is chris@platform77.co.uk

MORAY SPEYSIDE GOLF PASS DEVELOPMENT

Work on the new Moray Speyside Golf Pass (agreed by clubs in late 2019) was paused due to COVID-19. The break allowed us the opportunity to revisit the most appropriate way to implement the pass and having undertaken a review of similar products across the UK, we have decided to develop an online golf pass, which will not only be more flexible and customer-focused than a printed pass, but it will also enable better reporting and easier online sales.

We are inviting up to two representatives from each club to attend a scoping meeting with the developer later this month. The meeting will allow us to discuss and agree the best way of rolling out the pass so it's easy for the customer and the clubs.

Please note that Visit Moray Speyside will host this meeting using our Zoom platform to maximise the opportunity to attend without having to travel across the region.

WE WILL SEND A LINK TO A DOODLE POLL TO IDENTIFY SUITABLE DATES LATER IN JUNE

MORAY SPEYSIDE GOLF FULL PAGE AD IN BEDROOM FOLDERS

Moray Speyside Golf is promoted to visitors with a full page inside front cover advert in 2500 copies of the Moray, Nairn & Banffshire Bedroom Folders, produced by Landmark Press. In addition, a smaller ad is featured in an additional 11,400 copies of the Aberdeen City & Shire Bedroom Folder, and online at www.daysoutscotland.com – be sure to ask your visiting golfers where they heard about the club!

REDEVELOPED MORAY SPEYSIDE GOLF WEBSITE

The Moray Speyside Golf website has undergone a significant upgrade in recent months with the implementation of a host of 'back-end' improvements to increase the site's search engine position, customer experience and visual appeal.

Please take a few minutes to check your listing on the site: <https://morayspeysidegolf.com/where-to-play/> - please ensure prices are correct and that all contact details, social media etc are included. Please also remember that VMS funded and supplied each club with professional photography by Ross Cooper (you might want to use some of these on your listing)

Please advise us of any changes on a Word Document using the golf@visitmorayspeyside.com email address.

REDEVELOPED MORAY SPEYSIDE GOLF FACEBOOK

The [Moray Speyside Golf Facebook](#) page has also been given a bit of a boost in recent months and has grown both follower count and reach significantly. Please like and follow the page – if you have news, offers or promotions, be sure to tag @morayspeysidegolf or @golfmoray and we will pick up and share your content.

CLUB CONTACT DETAILS

We know that committees and boards regularly change, and that the people involved with the Moray Speyside Golf group at the start of the project may no longer be involved. Please take a minute to help us make sure we are getting information to the right people at your clubs – if you can let us know the names, positions and contact details for the key people we'll make sure they get our updates and info.

NEW VISIT MORAY SPEYSIDE STAFF

I would like to introduce David Wilson who has recently joined us as Operation and Marketing Coordinator. David is from Forres and is not just a keen golfer and photographer, he will also be your point of contact for all matters relating to the Moray Speyside Golf project. David will work to ensure each of you gain maximum benefit from our refreshed online and social presence and can advise and signpost to the company's wider business activities.

You can contact David by email at david@morayspeyside.com

FINALLY

Our work to support the region's golf industry at national level continues through our membership of the Scottish Golf Tourism Development Group, which over the past months has been busy pulling together a revised nationwide golf strategy. We are glad that our region's golf industry is being acknowledged at national level and are keen to support the rollout and implementation of new initiatives which aim to bring more visitors to play in Moray Speyside.

Thank you for your time and attention, if you have any questions about the Moray Speyside Golf project, just get in touch with us on our dedicated golf email address: golf@visitmorayspeyside.com

Kind regards,

A handwritten signature in black ink, consisting of a series of loops and a long horizontal stroke at the end.

Laurie
CEO