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Moray Speyside Tourism



**MORAY**  
**SPEYSIDE**  
**TOURISM**



- Formed in 2014
- Destination Marketing Organisation (DMO)
- Operated under the auspices of Moray Chamber of Commerce
- Funded by Highlands and Islands Enterprise and The Moray Council

**MORAY**  
**SPEYSIDE**  
**TOURISM**





## Moray Tourism Strategy – OBJECTIVES by 2025

- Double the value of tourism to the Moray Speyside economy
- Double the number of people working in the tourism economy
- Increase average occupancy to 65% in non-serviced / 75% in serviced

**MORAY**  
**SPEYSIDE**  
**TOURISM**



## TRADE

- Advocacy and lobbying
- Partnerships & Collaboration
- Training and Development
  - i.e. Digital Tourism Scotland
- Events and Exhibitions – VisitScotland Expo
- Annual Summit

## CONSUMER

- Website
- Social media
- Press and PR
- Media visits and fam trips
- Special projects (C2C2C, Laich of Moray, IV36)



- [www.morayspeyside.com](http://www.morayspeyside.com) – free listings
- @morayspeyside on Twitter, Instagram
- [www.facebook.com/morayspeyside](http://www.facebook.com/morayspeyside)
- Monthly Trade Newsletter
- Moray Speyside Videos
- Coast - <https://vimeo.com/181755717>
- Food and Drink - <https://vimeo.com/187800682>
- Cycling - <https://vimeo.com/181755716>



**MORAY**  
**SPEYSIDE**  
**TOURISM**



- 
- VisitScotland / EventScotland
  - Scottish Tourism Alliance
  - Scottish Government
  - The Moray Council
  - Local Groups and organisations (FACT, MCTG, 4TP)
  - Accommodation providers, activity & adventure, producers, crafters... everyone involved in the tourism ecosystem

**MORAY**  
**SPEYSIDE**  
**TOURISM**



- Development of our Accessible tourism offer
- A focus on development of Business tourism + conferencing / incentive opportunities
- Working in partnership with Scottish Golf to improve promotion of Golf Tourism, with Spey Fisheries Board and others to develop tourism on the Spey itself
- Supporting the Year of History, Heritage and Archaeology by helping our Cultural & Heritage Tourism businesses to maximise the benefits of the theme year

**MORAY**  
**SPEYSIDE**  
**TOURISM**





PRESTONFIELD GOLF CLUB, EDINBURGH



## | SCOTLAND, THE HOME OF GOLF

- Almost 600 golf courses
- Open and accessible to all
- Average green fee £40
- Unrivalled golfing history
- Strong regional golf groups
- Annual programme of major golf events
- Strong Golf + offering (cities, heritage, whisky etc)





## OUR CORE MESSAGES

- Scotland is the Home of Golf
- Scotland is synonymous with the most prestigious events in world golf, inspiring millions of potential visitors around the world
- Scotland is an accessible, affordable and available golf destination
- Scotland offers Championship courses to undiscovered gems and value for money for all budgets
- Playing golf in Scotland is a unique feeling following in the footsteps of the legends of the game
- Golf in Scotland is about more than the golf, our hospitality, friendliness and social nature means the experience stretches to the 19<sup>th</sup> hole and beyond
- Golf in Scotland is a way of life, not just a game



PHIL MICKELSON, SCOTTISH OPEN 2014





WORTH OVER  
**£220M**  
ANNUALLY TO SCOTLAND

**4,400**  
JOBS DIRECTLY SUPPORTED BY  
GOLF TOURISM

**700,000+**  
VISITOR ROUNDS PLAYED  
ANNUALLY IN SCOTLAND

EVERY £1 SPENT ON GREEN FEES  
**£5**  
IS SPENT ELSEWHERE IN HOTELS,  
RESTAURANTS AND RETAIL

**220,000**  
ANNUAL GOLFING VISITORS TO  
SCOTLAND

A GOLFING VISITOR SPENDS  
**2.5 X**  
MORE THAN AN AVERAGE VISITOR





## **SELLING SCOTLAND**

- **£3m annual investment in golf marketing and events**
- **Attendance at key events and trade shows**
- **Targeted activity in key markets**
- **Annual Guide to Golf in Scotland**
- **Dedicated website listings for golf-tourism businesses**
- **Support for media/trade FAM trips**
- **Help and advice on marketing campaigns**



# WHICH SEGMENTS DO WE TARGET?



## **GOLF PURISTS**

Regular golfers who aren't looking for most expensive or most well-known courses to play. Solely concerned with quality of their golf and come purely to play .



## **GOLF FANATIC**

Golfers who want the best of everything; to play signature courses, stay in luxury accommodation and eat in good restaurants. Most likely long-haul markets.



## **GOLF BUDDIES**

most likely members of clubs or societies who travel in groups to play. Likely to be a level of competitiveness as well as a focus on great social experience off the course.



## **GOLF FANS**

this group are unlikely to play much golf, but enjoy watching live golf by visiting the destination Particularly interested in Major championships like The Open and Ryder Cup



# *Sharing the story of Golf*

Social Media



**MORAY**  
**SPEYSIDE**  
**SPIRIT OF SCOTLAND**



# *Scottish Golf's* **AUDIENCE**



*13k followers*



*12k followers*



*1040 followers*

*#scottishgolf 5K*

*#scotlandgolf 4K*



# *Moray Speyside* AUDIENCE



*2762 fans*



*2161 followers*



*1037 followers*

*#morayspeyside 2.2K*



# *How can MST help?*



*Who looks after your online marketing & creates your content?*

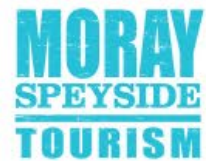
*How often are you tracking your platforms?*

*Analytics – digging deeper & building meaningful relationships*









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# Made in Moray Speyside

Uniquely, authentically, memorable



# Make sure you're listed on MoraySpeyside.com

[Trade](#) | [Visitor Information](#) | [About us](#)

[f](#) [t](#) [v](#) [i](#) [p](#) #madeinmoray [♥](#)



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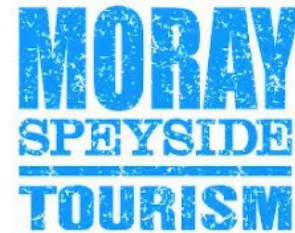
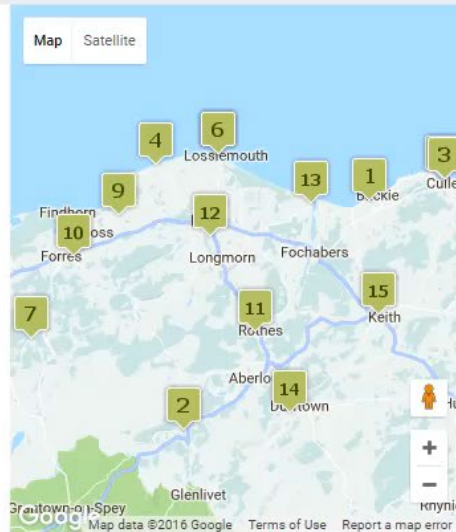
Activity: Golf [v](#)

All Moray Speyside [v](#)

FIND ATTRACTIONS AND ACTIVITIES

All / part of business name

FIND BUSINESS



## 1. Buckpool Golf Club

Buckie

Activity: Golf

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## 2. Ballindalloch Castle Golf Course

Ballindalloch

Activity: Golf

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# THETA RICOH 360







<https://youtu.be/DPI27lpEOCI>



# *Digital Tourism* **SCOTLAND**





Let's welcome...

David Stewart  
Highland Retail Academy

