



VISIT  
MORAY  
SPEYSIDE

# 2024 TOURSIM CONFERENCE

Event Sponsor  
THE  
**MACALLAN**



SCOTTISH  
TOURISM  
ALLIANCE  
Your voice in tourism matters



VISIT  
MORAY  
SPEYSIDE



# VISIT MORAY SPEYSIDE

## BOARD OF DIRECTORS



**LISA FARLEY (CHAIR)**  
JOHNSTONS OF ELGIN



**ED TENNANT**  
INNÉS HOUSE



**CAROLINE RONALD**  
THE ROYAL OAK HOTEL



**OLIVER LYON**  
SPEYSIDE GARDENS CARAVAN  
PARK



**STEWART FOTHERINGHAM**  
CREEGAN TALENT



**JAMES CREANE-SMITH**  
SPEYSIDE COTTAGES



**VENA KIMBER**  
ISLA BANK HOUSE



**ESTHER GREEN**  
THE MACALLAN ESTATE



**IAN CHAPMAN**  
GORDON & MACPHAIL

## OPERATIONAL TEAM



**GEMMA CRUICKSHANK**  
CHIEF EXECUTIVE



**DAVID WILSON**  
MARKETING &  
DEVELOPMENT MANAGER



**BROOKE FINNIE**  
TOURISM PROJECT  
COORDINATOR



**EUAN ARMSTRONG**  
TOURISM PROJECT  
COORDINATOR

# AGENDA

- 10:00 - 10:30 | Arrival, Networking Teas and Coffees
- 10:30 - 10:45 | Welcome to 2024 Conference  
w/ Gemma Cruickshank & Helen Smith
- 10:45 - 11:30 | ASVA Update  
w/ Michael Golding
- 11:30 - 12:30 | Morning Breakout Session
- 12:30 - 13:20 | Lunch Break
- 13:30 - 14:00 | VisitScotland Update  
w/ David Jackson
- 14:00 - 14:30 | How To Work With Influencers to  
Promote Your Business  
w/ Kelly & Adam, Haim & Awa
- 14:30 - 15:15 | Afternoon Breakout Session
- 15:15 - 15:30 | Conference Close  
w/ Gemma Cruickshank

## Morning Breakout

- Breakout Room 1 - Gemma Cruickshank, VMS Future
- Breakout Room 2 - VisitScotland, How To Create a Climate Action Plan



## Afternoon Breakout

- Breakout Room 1 - Andy MacDonald, Creating Moray's Next Great Event
- Breakout Room 2 - Angharad Rogers, Town Centre Taskforce Update

# PRESS AND MEDIA TRIPS

Over the last year VMS have worked with a number o bloggers, influencers, content creators and helped facilitate numerous press trips to help promote the region on a worldwide scale.

In 2023, Visit Moray Speyside, marketed the region as All Within Your Reach. This highlighted the fact that region was small but had something on offer to everyone through media trips targetted at audiences that we had not reched previously such as ThankFiFi who looked at shopping in Moray. In 2023 we also worked with The Loft to bring Wheely Braw to the region and our golf courses were showcased to a younger audience through the Absolute Bandits Golf Channel.



In 2024, VMS will encourage visitors to Escape Your Everyday and celebrate the things that make our region unique. Each town and village will be celebrated in seperate weeklong social media takeovers.

Media and Press trips will also focus on the unique side of Moray with plans to celebrate some of the historic anniversary dates such as Macallan's 200 year anniversary and Grant Park's 100th Year. Further press trips will look at Luxury Travel, Family Adventures and couples and wellness holidays.



Visit Moray Speyside is dedicated to helping businesses in the region improve and evolve. We have run a number of workshops based on what businesses have told us they need and what is important based on industry trends.

In the past year Visit Moray Speyside have run digital workshops surround video creation, back-to-basics social media, the use of AI, Creating an International Marketing plan and more with Tuminds, Business Gateway and Stephen Whitelaw.

As well as digital marketing, VMS hosted workshops around creating a travel trade product, working with the chinese market and sharing your sustainable stories.



# TRAVEL TRADE

Reflecting on our accomplishments from the past year, Visit Moray Speyside has continued its commitment to promoting the region's diverse offerings to travelers worldwide. Last year, we proudly introduced the Travel Trade product guide, a comprehensive resource highlighting all Travel Trade-ready products across Moray Speyside. This invaluable tool enables operators to curate bespoke packages for their clientele, showcasing the region's rich heritage and breathtaking landscapes. We took this guide to ITB Berlin, VisitScotland Connect and more solidifying Moray Speyside as a premier travel destination.

Creating this client base has allowed us to start our quarterly Travel Trade specific newsletter which aims to keep operators informed about the latest developments, product highlights, and upcoming events within Moray Speyside.



Visit Moray Speyside hosted a regional FAM Trip this past November. Where Travel Trade representatives from 13 different Tour Operators were invited to discover Moray and help grow inbound tourism. This two day event was held in conjunction with UKInbound saw tour operators visit a number of different sights across the region before having 78 one-to-one meetings with businesses in Moray Speyside.

*Come Talk to Us*

**DYW Moray are hosting a stand at the Visit Moray Speyside Tourism Conference 2024**

Come find out from us, how you can:

- Give back to young people
- Increase competitiveness
- Raise company profile
- Network with others like you
- Streamline recruitment
- Develop your staff

**Emma Winchester**  
DYW School Coordinator

**Beth Pickup**  
DYW School Coordinator



**MORAY**  
Developing the  
Young Workforce



**Keith offers a Friendly Town welcome with an abundance of independent retailers, eateries, hotels and services that deliver that personal touch.**



Keith's central location offers first class connections to coastline and mountains, castles and distilleries, angling and other outdoor adventures.

**Good transport links makes Keith the perfect base to explore Moray, Speyside and beyond....**

[www.inkeith.com](http://www.inkeith.com)



# VISIT MORAY SPEYSIDE WEBSITE

## YOUR LISTING

Ensure your website listing on the VMS website is up-to-date. Remember to keep your imagery fresh and current. Check the details we currently have for you and reach out to [david@morayspeyside.com](mailto:david@morayspeyside.com) for any necessary updates. David can also provide you with login details to update your own listing.

## STLR LICENSE

Soon, accommodation providers will be able to display their STLR License number on the VMS website. Look out for notifications on when and how to do this in upcoming newsletters.

## ADD EVENTS

Quickly add your events to the VMS website. This allows us to promote them on social media and through our events and travel trade newsletters, reaching a wider audience every month. If you need any help with this please contact





# MORAY SPEYSIDE WINTER FESTIVAL

Visit Moray Speyside was thrilled to have presented the Moray Speyside Winter Festival, a spectacular showcase of the region's best winter events. Running from November 2023 to January 2024, the Winter Festival Programme promised a magical experience for locals and visitors alike which extended the tourism season.

Moray Speyside is renowned for its enchanting landscapes and rich cultural heritage, and we invited everyone to immerse themselves in a winter adventure like no other during winter 23/24. The festival offered a diverse range of events suitable for all ages, ensuring there was something for everyone during the festive season.

To promote the incredible events in the region VMS created a booklet that curated all events taking place in the region and even helped fund new, exciting events from local community groups and business providing around £10,000 worth of funding.



**YOUR NEXT  
GOLF ADVENTURE  
STARTS HERE**

**MORAY  
SPEYSIDE  
GOLF**

**Unlock  
Opportunities in  
Moray Speyside  
with Moray  
Chamber of  
Commerce**

MORAY CHAMBER OF COMMERCE

**GreenPath**

**#Together  
WeGrow**

**Your Key to Thriving  
in Moray Speyside  
Join Us Today!**

*Representing Your Interests*

We have over 220 members across Moray and beyond and they all have a voice. We represent this voice at local and national government, on policy and legislative items that matter. Whether you are a sole trader or a world-renowned brand, your contribution to Moray is important and our aim to ensure Moray is vibrant place to live, work, study, and visit.

*Raising Your Profile*

We welcome all businesses to be part of our network. From really exciting sole traders to world renowned, multi-national brands. From Cullen, to Brodie, to Glenlivet (and even further afield), all genders and business sectors. Our all inclusive approach gives great value to those within the membership as there is strong collaboration and networking opportunities.

*Member Benefits*

We have some great cost saving benefits that you can use free of charge. Our most popular service is our HR & Legal portal and phone line. With over 400 documents and someone at the end of the phone it's no wonder that this service is vital to many of our small businesses. From employee contracts and handbooks to health & safety the portal is great tool for businesses with limited resources.

**MORAY  
CHAMBER OF  
COMMERCE**

**A Greener Future  
with GreenPath**

# TASTE OF MORAY SPEYSIDE

This past year VMS have created and developed the Taste of Moray Speyside brand which looks to showcase the wonderful food and drink offering that our region has to offer the world.

Taste of Moray Speyside allowed VMS to create a food and drink trail that visitors and locals alike could explore and perhaps even complete. The idea of the trail was to promote various locations that don't receive the publicity that they deserve along with some of the world-recognised brands that already exist in the region. The original trail was created and showcased through the brand-new website dedicated specifically to food and drink, the website was also joined by a new Instagram and Facebook to highlight the new work and initiatives.

Since the Taste of Moray Speyside began we have run the first Restaurant Week and Cocktail Week which allowed all participating members to create menus, special dishes and unique menus to entice customers in what would generally be less busy periods. Farm to Fork will be running from the 23rd of March until the 31st of March and will be a celebration of the rich farming heritage in our region.

VMS have worked alongside a number of different food and drink bloggers during this time including Julia Bryce and today's speakers Haim and Awa.



V  
TASTE OF MORAY  
SPEYSIDE







CHECK OUT OUR SOCIAL MEDIA CHANNELS @MORAYSPEYSIDE OR MORAYSPEYSIDE.COM TO DISCOVER YOUR YEAR ROUND DESTINATION AND GETAWAY FROM YOUR EVERYDAY!



# ESCAPE YOUR EVERYDAY

VISIT MORAY SPEYSIDE



PLAN YOUR TRIP TO OUR REGION NOW





THE  
MACALLAN

∞  
YEARS YOUNG



CIRQUE DU SOLEIL®

# SPIRIT

AN EXCLUSIVE SENSORY EXPERIENCE

THE MACALLAN ESTATE, SCOTLAND

MAY 9-31 2024



BOOK NOW

CRAFTED WITHOUT COMPROMISE. PLEASE SAVOUR THE MACALLAN RESPONSIBLY. ONLY GUESTS AGED 18 AND ABOVE CAN BE ADMITTED TO ENJOY THIS EXPERIENCE.