

AT Stakeholders Workshop – 16th March 10 Outputs

Is growth desirable?

Yes, but need to recognise that some Adventure businesses are lifestyle and will not aspire to growth potential

Yes, but we need to understand more about the market

Our aspiration (5-10 years from now)

To be the World Leader in AT (not a pipe dream)

Adventure capital of Europe (we have facilities and events)

Destination of choice for AT (top of mind)

As renowned for golf as an Adventure destination

Seamless Scotland – passing business back and forth

Be confident but don't oversell

Promote ourselves as an outdoor culture

To develop a globally understood brand

Sustainable growth with emphasis on quality

Guides rather than instructor culture

Innovations required?

Trade body for Adventure providing leadership and learning, business skills/training

Private sector takes the lead on developing policy

Public sector support to carry out research, funding, facilitation

Need an umbrella body to create a strategy

Carry out an audit of current provision and gaps

Effective distribution, especially trade – on the ground

Need to nurture relationships between businesses – fam trips, educating each other

Facilitation

Develop a code of practice/conduct

Product developers need to sit down together, not work in silo

Seamless transport – seat reservations, luggage space

What Experiences did we proudly deliver at AT Summit?

Best ever conference – slick, authentic, inspiring and uniquely Scottish

Economic/Social/Environmental

Interaction with locals

Iconic Scottish – A Taste of Scotland – Ceilidh, Trad music, Whisky, Storytelling, Dancing

Sense of place

Leave with a buzz – ‘Scotland is great!’

‘I have to bring my guests here’

Collaborative packages for all ages and budgets – geographically spread

Great welcome from quality, professional operators

Information widely available and accessible

Easily understood and accessible booking process

Fam trips delivering rich, memorable and authentic experiences across Scotland

Common marketing messages – all singing from the same hymn sheet

Scottish Welcome – from airport to accommodation to adventure experience

Brand – wilderness – dramatic – purity – culture

Legacy – easy to do business with, product easy to buy, portal site setting out offering

Buyers know where to go – sellers clear about what they are selling

All activity linked to the environment

Show that it is easy to get out of the cities for an Adventure

Show the world we can work together – collaboration not competition

Show you can have a different Adventure every day (or two or three!)

Show we have professionals who have the qualifications

Really accessible – ease of transport (good relationship with Scotrail/Airlines)

Manage expectations to travel lightly

Scottish businesses were competitive, ready and responsive

Obstacles

Issues of costs/budgets

Collaboration – large number of (fragmented) small operators and competitive

Understanding each others businesses

Lack of networking opportunities

Seasonality/staffing issues

Are professionals good ambassadors?

Need to share insights and best practice

Buy-in from businesses

Disneyfication – authentic experiences

International marketing communications – websites and social media

Providing a coherent message about our Adventure offer

Do we know what the customer wants? Do we understand their 'journey'

Enabling businesses to understand the importance of the environment

Overcome hesitation that everyone can benefit (Wildlife operators, Adv operators, Managers)

Lack of information – not providing info for all who want to be involved

Change the perception in Scotland of products

Practical stuff (flights, transport, luggage etc)

What we need to do NOW!

Short term 'Must Do's

What	Who
<ul style="list-style-type: none">- Steering committee to update and communicate where we currently are in the Project Plan (timeline, budget, what we can achieve pre and post October).	Steering Committee
<ul style="list-style-type: none">- Identify the critical gaps and outline actions and lead responsibilities in order to maximise the benefits of the summit	
<ul style="list-style-type: none">- Consider tapping in to the Year of Biodiversity	
<ul style="list-style-type: none">- Identify figureheads that could be linked ahead of and during the summit	
<ul style="list-style-type: none">- Outline Ministerial support required to take advantage of the summit	
<ul style="list-style-type: none">- Develop a communications plan covering Internal message to industry and External messages to attendees	
<ul style="list-style-type: none">- Use the ATTA forum on website to communicate messages	
<ul style="list-style-type: none">- Reflect on the Scottish Government's designation of 2010 as Year of Food And Drink in the quality of food offer at the summit	
<ul style="list-style-type: none">- Utilise this opportunity to gain Scotland specific research/insights into the Adventure market	
<ul style="list-style-type: none">- Capture market intelligence	
<ul style="list-style-type: none">- Evolution of trade body/industry leadership group (from existing bodies e.g Wild Scotland/Activity Scotland) to provide leadership and develop strategy	
<ul style="list-style-type: none">- Attract funding	