Angus Tourism ‘Enhancing Our Visitor Experience’ Workshop
Monday 30 September 2019
Summary of Workshop Outcomes

1 CONTEXT

The workshop was held under the auspices of Angus Council and Scottish Enterprise at the Webster Memorial Theatre in Arbroath on Monday 30 September 2019 and involved circa 20 representatives of the tourism sector in Angus. The workshop was facilitated by Kenneth Wardrop.

Participants explored the key market segments for Angus as identified in the Angus Visitor Survey of 2016-17 (see below) in the context of the ‘end to end customer journey’ and the holistic Angus Visitor Experience, focused on creating new visitor experiences and itineraries based on Angus’s destination assets that would appeal to these market segments, and attract additional visitors across Angus.

The objectives for the workshop are set out below.

Workshop Objective: ‘To work together to showcase the whole county through the development of new itineraries and experiences’
**Strategic Vision:** ‘To work together with pride and passion to create, deliver and share inspirational experiences for all visitors to Angus’

Tay Cities Region - 3 Connector Themes for the Region:

- Culture and Creative Industries
- Food and Drink
- Outdoor Adventures

Plus: Opportunities to develop new visitor experiences in Angus linked to the V&A Dundee

**Angus Visitor Survey 2016-17 identified five market segments for Angus:**

- Relaxers
- Sightseers
- Interactive (friends & family timers)
- Relaxing (friends & family timers)
- Event Goers

**While for Angus the main geographic markets are:**

- Primary Markets – Scotland, UK, Germany, Netherlands, USA, Canada & Australia
- Secondary Markets – France, Spain, Italy, Scandinavia & Emerging Markets

2 **OUTPUTS FROM THE WORKSHOP**

Workshop participants were allocated to 4 different groups and below firstly exploring ‘the end to end customer journey’ in relation to key market segments for Angus, were then asked to storyboard different visitor experiences and itineraries, and to then finally develop one or two visitor experiences or itineraries. Participants considered barriers and enablers that would assist in developing the itineraries/ creation of new visitor experiences. Next steps to help take forward the outputs were discussed at the conclusion of the workshop.

The outputs of the 4 Groups are set out below under three headings;

- ‘Customer Journey Components’.
- ‘Experience Themes’
- ‘Experience Idea’

**GROUP A (Market Segment: Relaxers)**
Customer Journey Components:

PLAN
- Location known (Event/ Previous Experience/ Place)
- Research (Social Media / Google / Tripadvisor)
- Eateries (affordable)
- Dogfriendly
- do not like change
- want to be seen as a ‘local’
- use same accommodation unless bad previous experience or unavailable (will plan)
- low budget spend
- flexibility
- ‘hidden gem’ desirable

PURCHASE
- Cross-sell (retail/ attractions/ accommodation/food & drink/ activities)
- Up-sell for a ‘one-off’ purchase but repeat customer guarantee
- ‘experiences’ pop up / on-line
- Personal interactions
- Investigate something new
- Signposting / social media

DEPARTURE
- Acknowledge returning guests

TRIP
creative crafts/ picnic/ coffee shops/ shopping
- ‘Living it like a local’ / a home from home
- single destination (walk) or bring a car (tour)

RETURN
- need visitors to share, review & like on social media / recommend (sell) to peers / businesses need to keep engagement to encourage and help in preparation for a return visit.

- Businesses need to already have an engagement plan in mind

**EXPERIENCE THEMES**

A Food & Drink Trail all over Angus & Tay Country (3-4 local F&D focused businesses telling their stories through immersive experiences) / opportunities around pick your own fruit (seasonal) – followed by cooking/ baking workshops / businesses / Game – from field to plate

History & Heritage – Scotland’s Birthplace (monastic sites tour) , Picts & Vikings (stones, forts, landscape), History of the land/ area – experiences connected with today’s offerings, Arbroath Harbour Area Walking Tour with historic dress guides, fisherfolk, with smokie making demo and tasting

Angus Coast Trail - Coastal Itinerary (harbours , beaches, seafood, watersports, nature) / sea based activities Lunan Bay with beach bonfire and picnic / Kinblethmont House Tour & History with vintage tea in the dining room

Outdoors Activity (Relaxers / Sightseers): 5 Glens / 3 Munros / 5 Days (on foot/ by bicycle) An Angus 200 route Dog Friendly / Angus Walking Festival / Local Wildlife Photography (self-guided / with an expert guide & instruction)

Golf Experience alternatives – Morning: Alpaca Walks, Flower arranging / Afternoon: Barry Mill, Glamis Castle, Selkie Rock Adventures

Accommodation Upsell / Day Trip (for Relaxers) – Morning: Golf Clinic with Scottish Coach, Lunch focused on local produce / Afternoon: 18 holes at world’s first 18 hole course, gin, whisky tasting (Gin Bothy) [upsell – merchandise/ transport]

[Observations: Travel trade opportunities with small group tours (e.g. Rabbies / Timberbush/ Heart of Scotland) & Cruise Liners call in to Dundee / Digital Connectivity and Angus App]

**EXPERIENCE IDEA : ‘5 GLENS, 5 DAYS, 3 MUNROS – CHALLENGE YOURSELF’**

*[Dog Friendly / Self Guided Graded Itinerary/ Tour or nature guide/ Angus Alive]*

Day 1: Glen Isla & Cateran Eco Museum/ Glen Isla Hotel

Day 2: Glen Prosen & Airlie Monument / Robert Falcon Scott Memorial/ Drovers Inn (local produce menus)

Day 3: Glen Doll, Jock’s Road (oldest Drover’s route) / Rangers Base

Day 4: Glen Clova/ Loch Brandy & Wharral/ Glen Clova Hotel

Day 5: Glen Esk

[Add ons: Raptor Experience / Sheepdog Trial / Clay Pigeon Shoots/ Horse Riding. It was noted that the Cairngorm National Park are looking at opportunities to develop new visitor experiences/ product in the Angus Glens to draw more visitors to the National Park to this area.]
GROUP B (Market Segment : Sightseers)

Customer Journey Components

PLAN
- Visitors undertaking on-line research aided by information easily sourced in one place e.g. Visit Angus Website / VisitScotland (social media)
- Good quality images video / photos
- Simple maps with trails

PURCHASE
- Self–catering (Sykes.co.uk / cottages.co.uk)
- Serviced Accommodation ( Trip Advisor/ Booking.com / Expedia/ Hotels.com etc…)
- Importance of own website (linked to other websites)
- Utilisation of customer’s email contact to enhance engagement and upselling of destination offer activities etc.)

DEPARTURE
- Email engagement with customers “ Looking forward to seeing you”
- Provide information on what is on locally / link to airport transfer or local taxi service/ directions/ suggestions of things to see and do and places to eat

TRIP
- visitor information in room (relevant & current) / offer personal knowledge, insights and experience

EXPERIENCE THEMES

Wildlife & Nature Tours [Wild Angus] (stay longer/visit in different seasons) - Wildlife watching Guides and Itineraries. How many Curlews / Porpoise did you see?/ identify different wild flowers / activity books & online; ‘Wild South Esk Project’ (current project insitu signage and panels and online to enhance interpretive signage and website with access routes promoting walking, cycling local wildlife and pictish link) - Seasonality is a strength for wildlife tourism due to changing flora and fauna. Improve visitor information on wildlife- When to see Puffins / migrating geese/ salmon run/ wild fruits, flora and funghi

An Angus Nature Week (following on from Angus Coastal Festival and 2020 Rivers Festival (Spring/ Summer/ Autumn or Winter?)

Food & Drink: From Farm to Plate; Farm Tours (with locally sourced food); Cook Schools (Farm Produce/ Game/ Fish/ Foraged)/ Farmers Markets [Forfar/ Kirrie/ Montrose/ Arbroath] Trail (map, times, producers – more food trucks) / Farm Shops
**Adventure Tourism** - cycle and mountain bike trails / kyaking

**Walking / cycling/ self – drive and by public transport tours** (Angus towns/ coastline/ wildlife) – Multi-ticket Tours e.g Glamis, Arbroath Abbey, V&A…. 

**Wet Day Options** – experience the Angus landscape through visits to local art galleries & museums

**Non- Golfers** – half and one –day itineraries for non-golfers (themed food & drink, cultural/ history & heritage, retail

[Observations: Make Visit Angus website more interactive – GIS linked / Archeology/ History & Heritage/ Landscape & Geology / Wildlife / Visitor Attraction opening times Whats App Group / A Marine Life Angus Website / extend visitor attraction opening times in to the evenings (minimum one day a week – continental visitors expect this)]

**EXPERIENCE IDEA :**

‘**ANGUS PHOTOGRAPHY EXPERIENCE’**

Photography (and moving image) – focus on tuition / teaching of different techniques and skills. Focus on different themes e.g. landscape & scenery/ flora and fauna/ historic buildings and heritage/ coastal / Angus people and life e.g. an Arbroath Smokies storyboard). A Photography Festival/ Link to Exhibitions and Competitions. Locally based professional photographers / local photography clubs.

Aim to bring visitors out of season / extend length of stay

Link to #MyAngus and #VisitAngus on Instagram / Twitter - generate social media content.

Help visitors access photogenic spots – photography tour with transport.

‘**FROM SOURCE TO SEA: RIVER ROUTE’**

Itenerary starting in the Angus Glens and plotting the route of the rivers and life along the river banks to the sea – drawing wildlife / fishing / food and drink and key settlements (Kirriemuir/ Finavon/ Aberlenno/ Montrose – sea fishing)

**GROUP C (Interactive Friend & Family Timers)**

**Customer Journey Components:**

**PLAN**

- Recommendations from Friends/Family
- Previous Experience/ knowledge of the area

Potential planned their visit around and event

**PURCHASE**

- An Angus and /or a Tay Visitor Card
- Opportunities for businesses to cross sell e.g. food & drink cycle & car hire….

**DEPARTURE**

- Use of Technology has helped notifications
- Air BnB concept
- Working with transport providers (local coach and taxi operators / car & cycle hire)

**TRIP**

- Heavily reliant on Friends & Family
- How to get information on Angus (print/ leaflets) to visitors
- How to get more digital information points – bus stations / visitor attractions etc..
- Push traffic to online sources e.g. App (develop) / Website (constantly enhance) / social media
- QR/ Signposting of walking and cycle routes
- Businesses recommending places to visit and things to see and do
- Link with town regeneration plans

**EXPERIENCE THEMES**

Events: An Angus Music Festival; more live music (folk sessions) / better cross promotion of events / Dragon Quest Matrix re-introduced @ outdoor park / Theatre trip packages with accommodation / Theatre workshops, behind the scenes at the Theatre, a Theatre based immersive experience /

Food & Drink Trail: (Gin, Vodka, Craft Beer, Distillery producer tours) / Visit a Smokehouse/ Develop foodie ideas- ‘Carnoustie Cuisine’ and ‘Forfar Food ‘for example / A ‘Sprit of Glamis’ tours [Castle and Gin Bothy combination], Soft Fruits and Jam Making / Foraging

Outdoor Activities: Package / combine different ‘soft-adventure’ activities (a days activities) / Guided cycle/ mountain bike tours / develop more cycle trails and links in to the national cycle route network for long distance cycling / Family focused outdoor activities, walks & experiences (Lunan Bay Coastal Walk) – ‘Wee Walkies’

Itineraries and activities for the non golfers (golf widows & widowers) / Wet weather itineraries

Wildlife Tourism: Explore through visits to wildlife centres at Arbroath / Montrose/ St Cyrus/ Fowlheugh (RSPB)

History & Heritage: pictish history & standing stones [Meigle Museum, Aberlemno, Saint Vigeans Stones and Museum (Arbroath)] / Historic Houses (e.g. Glamis Castle/ House of Dun)

[Observations: Better QR points/ More collaborative working and joined up thinking/ Need to improve transport links – especially in land / the Glens]
EXPERIENCE IDEA:

‘An all Angus’ Itinerary

Heritage: Glamis / Arbroath Abbey / Pictish Stones / House of Dun/ J M Barrie/ Caledonian Railway/ Barry Mill/ Montrose Air Station/ Gardens / Local Museums/ Earth Houses/ Theatre Tours & Shows/ Geneology & Family History

Food & Drink: Production (e.g. Smokies, Bridies, soft fruits, chocolates, Gin Bothy/ Ogilvy/Arbickie/ Glencodam/ Craft Beer/ Bouvrage/ Appley Ever After) / Farm shops and farmers markets and Delis / Quality Restaurants with locally sourced food – ButnBen/ Roo’s Leap/ Armstrongs/ Drovers/ Gordons/ Sinclairs/ Glen Isla Hotel/ Milton Inn/ Glen Clova / Farm Tours

[Add ons: Self drive or small group tour operator/ Promotion Visit Angus / DAVAA/ ATC and Angus Tourism Businesses]

‘A two day itinerary’

Day 1 – A farm tour / Barrie’s Birthplace (check capacity for groups) / Peel Farm Glen Isla (Coffee stop)/ Glamis Castle/ The Gin Bothy (Ogilvy as an alternate option) [ideal capacity group of 20] / Armstrongs for meal

Day 2 – Arbroath Signal Tower / Smokies Experience (need to develop experience consistent and regular and throughput of visitors) / Smithies Deli & Gin Emporium (check capacity for groups)/ Arbroath Abbey / Craft Brewery (to be identified) / But’n’Ben (for food)

[Observations: Self-drive or guided with transport and if so who?/ foreign language options/ check accessibility and capacity constraints/ terms & conditions re booking if small group tour]

GROUP D (Relaxing Friend & Family Timers)

Customer Journey Components:

PLAN

- Word of Mouth / friends & family recommendations/ local suggestions/ social media

- Child & family friendly- accommodation & activities

- Good value for money (Kids go free)

- Different travel options

PURCHASE

- Loyalty Card

- Good information and signposting

- Businesses share offers and collaboration

DEPARTURE
- Importance of good welcome
- Follow up once booked
- Offer incentives for return visit
- Sharing on social media
- Individual/ bespoke response

**TRIP**
- Residents week
- Local Face Book Groups
- Visit Angus
- Dog Friendly
- Availability of promotional leaflets
- Joint ticketing
- Similar experiences working together
- Child led – to suit family / an Educational (entertaining) focus
- Good value for money
- Connecting with local community and culture

**RETURN**
- Collect feedback (mainly from attractions)
- People and personal experiences

**NEXT TRIP**
- Share on different sites (Visit Angus website - build in more content for the area / what's on/ visitor guides/ incentives and offers)
- Establish digital profile and maintain engagement (follow up dialogue)

**EXPERIENCE THEMES**

Food & Drink: A joined up food & drink experience & tour (Arbroath Smokies/ Jam making workshop/ chocolate making workshop/ coffee roastery visit/ orchard & fruit juices) – link to landscape, heritage and people. Seafood (& smokies) , fisher stories (meet a fisherman) / Alternative distillery tour & tasting / Cookery experiences using local produce and linked to restaurants and hotels / Make more of food markets
Skills & Crafts: Educational experiences – learn a new skill / craft / Painting & Photography (wildlife photography) – link to V&A and Hospital Filed / Link to independent retailers (local producers, crafts people and artisans with demos and talks)

Outdoor Activities: Scenic Angus Tours / Waterways Tours Arbroath / Montrose / East Haven / Carnoustie and the Angus Coast / Cycle Touring / Animal Tours (Alpacas / Highland Cows / Donkeys @ Muirton / Horse riding) / Wildlife Tourism / Country Sports (Grouse / Salmon Fishing / Stag – all in a day ‘The MacNab Challenge’) / Cycle -hire, tours, guides, trail / Family Friendly Outdoors [Morning: Private Group Meet the animals and farm tour @Muirton followed by free play in the park, then lunch in Muirton Tea Room Afternoon a visit to Sinclairslarder & farm shop then walk to Balgavies Loch followed by a visit to House of Pitmuies Gardens] / activity or touring triathlon - different activities/ modes of transport in a day cyle, walk, kayak?

Accommodation in action – Heritage Houses / unique places to stay / have an activity or artisan linked to each property

Special transport round Angus (themed or vintage vehicle ‘charabang’ bus) / hop on hop off bus connecting to Dundee

Events: Coastal / Sea Celebrations and Festivals

Community Tourism: Forfar in bloom / East Haven / Montrose Cinema / Arbroath ‘Fit o the Toon’ / Kirrie Regenerationb / Brechin 2020 / Arbroath 2020

EXPERIENCE IDEA:

‘Taste of Angus Trail’ (2 Days) [Coast and /or Country

Day 1

Morning:

Sacred Grounds - Arbroath Harbour / Signal Tower Museum / Smoke House or Abbey (story telling throughout)

or

Lunan Bay (Paddle Boarding) / Foraging

Lunch: But’n’Ben or Foraged Lunch (cookery class on the beach)

Afternoon:

Meet the Fisherman / Go sea angling

Or

Hospitalfield and Hope Garden

DAY 2
Morning: Farm to Fork – Meet the farmer – purchase local produce (Ogilvy Vodka / Peel Farm/ Orchard/ Gin Bothy/ Pick your own fruit)

Lunch: Drovers

Afternoon: Rottal Estate – Cooking Demonstration / Visit to an Angus Market Town

‘Active Angus’ (One day water / one day land based activity)

Water Based: Boat Trips / Fishing & Sea Angling / Paddle Boarding / Canoeing/ Kayaking

Land Based: Horse Riding (on the beach) or Trekking / Walking/ Cycle touring / Mountain biking

[Observations: How to make it happen?]

3 NEXT STEPS

- Work up itineraries and promote via the Visit Angus Website
- Work as a pilot with an identified group of proactive businesses to foster collaboration in the creation of bespoke visitor experiences linked to itineraries and key themes
- Work with Angus businesses unable to participate in the workshop who can bring to life the itineraries
- Explore with ‘small group tour operators’ / DMC’s adding Angus itineraries (perhaps linked with V&A Dundee visit) to their programme of tours
- Work with Angus based transport operators to explore how they might assist in realising public transport options for specific itineraries
- Explore with Business Gateway and Scottish Enterprise potential support mechanisms to advance enhancement of the visitor experience
LIST OF WORKSHOP PARTICIPANTS

Louise Nicoll, Newton Farm Holidays
Norma Lyall, Flourish 9
Sophie Thompson, Murton Trust
Jade Mitchell, Selkie Rock Adventures
Claire Moncrieff, The Bothy Experience
Louise Small, Rottal Estates
Audrey Hood, ANGUSalive
Barrie Jack, Duntrune House
Olwyn Jack, Duntrune House
Ciaran Quigley, Barry Mill
Brian Boyd, Panbride Holiday Lets
Mhairi Preston, Glen Clova Hotel
Stuart Wilson, Forfar Golf Club
Jessica Ramsay, Kinblethmont Estate
Alison Beddie, Scottish Enterprise
Kelly-Ann Dempsey, Angus Council
Mark Johnston, Angus Council
Jane Taylor, Angus Council
Lynsey Pattie, Angus Council
Millie Clarke, Angus Council
Gillian Black, Angus Council
<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Facilitators</th>
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<tbody>
<tr>
<td>10.00-10.20</td>
<td>Arrival &amp; Registration [Coffee &amp; Tea]</td>
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<tr>
<td>10.20-10.25</td>
<td>Welcome</td>
<td>MC/AB/KW</td>
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<td>10.25-10.30</td>
<td>Introduction to the objectives for the workshop - Kenneth Wardrop [Facilitator]</td>
<td>KW</td>
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<tr>
<td>10.30-11.00</td>
<td>Icebreaker / Participants introduce themselves and their business/ organisation</td>
<td>KW/All</td>
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<tr>
<td>11.00-11.30</td>
<td>Short overview of the Key Market Segments for Angus, Angus Tourism Strategy, the concept of the ‘End to End Customer’ (&amp; Digital Customer) Journey, and explanation of the concept of experiential tourism and experience design / Questions &amp; discussion</td>
<td>KW</td>
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<tr>
<td>11.30-12.30</td>
<td>Small group activity to explore the ‘Co-creation of Customer Journeys’ for the identified market segments to Angus linked to the ‘connector themes’ / short all group discussion</td>
<td>All</td>
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<td>12.30-13.00</td>
<td>Networking Lunch</td>
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<td>13.00-14.00</td>
<td>Small group ‘storyboarding activity’ generate and articulate ideas for visitor experience / itinerary development</td>
<td>All</td>
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<td>14.00-14.45</td>
<td>Small group activity complete ‘storyboarding activity’ through refining the ideas - using a tool like S.C.A.M.P.E.R [Substitute/ Combine/Adapt/ Modify/ Eliminate / Reverse]</td>
<td>All</td>
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<td>14.45-15.00</td>
<td>Comfort Break</td>
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<td>15.00-15.30</td>
<td>Full group sharing and exploration of ideas being generated</td>
<td>All</td>
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<td>15.30-16.00</td>
<td>Identification by participants through dialogue of appropriate follow-on implementation support and what the next stages to help take forward ideas should be</td>
<td>All</td>
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<tr>
<td>16.00-16.20</td>
<td>In pairs (then as a group) participants will conclude the day by sharing reflections (key ‘take-aways’) from the day</td>
<td>All</td>
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<tr>
<td>16.20-16.30</td>
<td>Clarification on the next steps</td>
<td>MC/KW</td>
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<tr>
<td>16.30</td>
<td>Finish</td>
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N.B. Timings are indicative / In advance of the workshop please look at the web links to the background papers: Angus Tourism Framework, 2019-2024; Angus Visitor Survey Key market segments; Tay Cities Region Tourism Strategy; Summary of Visit Scotland’s Key Market Segments.