

TUNE INTO TOURISM EXPERTISE

A series of live interactive
webinars with a focus on digital



FAST FACTS

DIGITAL TOURISM SCOTLAND (DTS)

DTS is a £1.2M programme to help tourism businesses across Scotland improve their digital skills and capitalise on the business opportunities that new digital technology offers. Running until June 2018, the programme will signpost businesses to existing digital support and provide access to new tourism specific support.

During this time, HIE will ensure that digital topics and podcasts are a regular feature of 'Tune into Tourism Expertise' and that they complement wider DTS activity.

If you have not already heard about DTS, here are some key facts about the project.

- DTS aims to help 3,000 businesses take a strategic approach to integrating digital technologies into their business over the next three years.
- DTS aims to equip Scottish businesses with the knowledge and skills to reach more customers using digital technology. With this in mind, trainers are already travelling the country to raise awareness of the latest social media platforms, help businesses develop digital strategies, showing them how to use analytics effectively, and inspiring them to create and use more compelling videos and imagery across their online presence.
- DTS will contribute to the mission of achieving annual visitor spend of between £5.5bn and £6.5bn by 2020.
- Highlands and Islands Enterprise has appointed a number of local industry groups to co-ordinate DTS activity across the region. To find out who is co-ordinating things in your area of the Highlands and Islands, please contact audrey.maclennan@hient.co.uk
- DTS provides a range of online resources to complement workshops including case studies and blogs. You can find these by visiting www.digitaltourismscotland.com
- DTS partners include; Scottish Enterprise (lead partner), HIE, The Scottish Tourism Alliance, Skills Development Scotland, VisitScotland, Business Gateway and Scottish Government.

INTRODUCTION

SERIES NINE



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www.hie.co.uk/tourism-webinars

Our very first tourism webinar attracted 67 businesses. The studio guests took to the sofa like ducks to water and handled all of the audience questions splendidly! Results were good, so continue we did. Now, a few years later, our most recent webinar attracted 319 businesses from all over Scotland and beyond.

Our special thanks go to DP Digital Media in Dingwall for their contribution to the programme's early success. We've got a brand new producer and presenter joining us this year, so we will be experimenting and doing things a little bit differently.

Keeping an eye on what other businesses are doing is a fantastic way of picking up new ideas and, equally, learning from their mistakes. You'll be able to take part in the discussions, ask questions and receive an instant reply, all from the comfort of wherever you choose to be. So, please join us in this latest series and remember that the onus is on you to do something with the information and ideas that you glean. Feel free to ask questions, listen out for tips, make notes and think about what you'll do differently in your business going forward.

Finally, thank you to all our industry experts past and present, for giving up your time for free and agreeing to share your own market and business insights with the wider industry.

A handwritten signature in blue ink that reads "Audrey Maclennan".

Audrey Maclennan
Senior Tourism Manager



RICHARD MELVIN
Producer

After taking all of the training that the business sector could offer, Richard followed his heart into media production. Head hunted from Beat 106, he then produced Fred MacAulay's BBC Radio Scotland show for five years, quickly rising to senior producer level.

Ten years ago he left to launch his own company, Dabster Productions, which currently has four different series either in production, or due for broadcast on BBC Radio 4, as well as three series broadcast on BBC Radio Scotland this year. Richard has executive produced numerous video projects for a wide range of clients – from Glasgow 2014, Cultural Olympiad, Amnesty International and Pleasance Theatre; and has also presented a number of shows for local and network radio.

Richard will be overseeing the production of all webinars.



JULIA SUTHERLAND

Producer/Presenter

Julia is a producer and presenter who worked for over 10 years at BBC Scotland. Whilst at the BBC, she worked on programmes as diverse as news, sport, religion and features but predominantly as a producer on Fred MacAulay's morning radio show which she also co-hosted. Subsequently she hosted five separate series on Radio Scotland, and presented her own show on BBC Radio 4.

Her television work has included production on a live Gaelic sports show on BBC 2 Scotland; developing the Host Broadcaster Training Initiative for the 2014 Commonwealth Games with Sunset and Vine Global TV; and appearing alongside Rory Bremner on 'Rory Goes To Holyrood' and 'Scotland's Historic Year', both on BBC 2, as well as short films for corporate clients.

Julia will host the webinars and ensure that viewers get as many of their questions asked as possible.



UNDERSTANDING DIGITAL TOURISM: WHY THIS IS CRUCIAL FOR YOUR BUSINESS

Tuesday 26 April 2016 9:30am – 10:15am

The consumer experience of the travel industry has been transformed by digital technology and has proved to be the catalyst for a shift in travel mentality. People prefer to see themselves as travellers rather than tourists.

They are now connected directly and learn from the rest of the world first hand. This offers your business an enormous opportunity. This first webinar in the series will explain what digital tourism means in 2016, why it's important for you and how you can use technology to transform the performance of your business.

We will be discussing digital channels for marketing, managing your reputation, thinking 'mobile first' for bookings and looking at the day-to-day operations and interaction with visitors.

GUEST SPEAKERS

Shane Wasik

Basking Shark Scotland
www.baskingsharkscotland.co.uk

Beppo Buchanan - Smith

Isle of Eriska Hotel
www.eriska-hotel.co.uk

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UNDERSTANDING THE DIGITAL TOURIST - PUT YOURSELF IN THEIR SHOES.

Thursday 28 April 2016. 9:30am – 10:15am

Sixty-five percent of all tourists under the age of 35 view their smart phone as an essential travel companion. You need to know how they are using technology to plan, experience and review their trip. What do they need to see to keep them interested and engaged? Knowing exactly who you're trying to target makes your job easier and makes better use of your budget.

We'll be exploring how to make use and sense out of the abundance of data and resources currently available; to help you understand your particular visitors better.

This session will take you on the tourist's digital journey - discover how they will find you, engage with you and ultimately help you to build your business, even long after they have returned home.

GUEST SPEAKERS

Gordon Pearson

WOW Scotland
www.wowscotlandtours.com

Caroline Gregory

The Lovat Loch Ness
www.thelovat.com

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WEBSITE MOT - PROMOTE, ENGAGE AND ATTRACT MORE VISITORS

Tuesday 3 May 2016. 9:30am – 10:15am

Are you sure your website is ready for the demands of the digital tourist? In this webinar we will look at the current expectations your site needs to fulfill. Are you linked to the correct social media platforms? Is your website secure and stable? Is your site responsive to look its best on the wide range of mobile platforms and screen sizes? We'll make sure you've got the right content, that your 'call to actions' are in the correct places and that you are represented as a modern, authentic visitor offering.

We'll seek to answer these and other questions during this webinar and connect you with the right people to help you make effective change within your budgets.

GUEST SPEAKERS

Alison Jordan, Scottish Dolphin Centre
www.wdcs.org/connect/wildlife_centre

David Sim, Openbrolly
www.openbrolly.com

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BEST IN CLASS **- CASE STUDIES FROM SUCCESS STORIES**

Thursday 5 May 2016. 9:30am – 10:15am

We are going to have a close look at the tourism professionals who have put the principles we have discussed in previous sessions to best use. We'll see how they've experienced an increase in visitor satisfaction and improved their own bottom line. We'll find out how they achieved this on a large scale and show how your business could benefit using the same methods.

This webinar includes valuable lessons learned from successful destination campaigns for Eindhoven and Iceland, as well as examples from small businesses here in Scotland.

Keeping your business in mind, we'll examine some common mistakes that small tourism businesses make and show how to avoid doing the same.

GUEST SPEAKERS

Ben Thorburn, Wilderness Scotland
www.wildernessscotland.com

Sally Devlin, Mikes Bikes
www.aviemorebikes.co.uk

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FUTURE PROOFING AND TRENDS - TECHNOLOGY AND TOOLS

Tuesday 10 May 2016. 9:30am – 10:15am

Get up to speed with the latest in technological advancements and see how keeping a global perspective can have real impact on how your business functions day to day. From the most significant trend: mobile, and how that feeds into every aspect of how business is done; through real-time marketing, the impact of new social media channels, and tech hardware which is further becoming part of our environment, such as wearables and contactless.

This session will explain how tomorrow's world has become today's reality, and how every advancement brings new challenges as well as opportunity for you and your business.

GUEST SPEAKERS

Ross Tuffee, DOGFI.SH
www.dogfi.sh

Kim Kjaerside, Apex Hotels & tourism blogger
www.apexhotels.co.uk
www.thescotlanders.com

Prof. Chris Speed, University of Edinburgh
www.eca.ed.ac.uk/school-of-design/chris-speed

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CONTENT CREATION - STORYTELLING AND BUILDING YOUR BRAND

Thursday 12 May 2016. 9:30am – 10:15am

From rich content on your business' website, supplemented through social media and channels such as Instagram and Tumblr, find out how you can make the most of your business' unique story. Your existing content can be used in new ways; learn about the power of personality online; how to make the most of photography, video and interactivity.

This is a masterclass in making impactful content for your business, with key pointers and practical advice from experts and influencers who have already turned the compelling power of storytelling into an effective business solution for the digital age.

GUEST SPEAKERS

Neil Robertson,

Turas Digital Marketing & travel blogger
www.locomotionscotland.co.uk
www.turasdigitalmarketing.com

Calum Rogerson,

Boots N Paddles
www.bootsnpaddles.co.uk

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MEET THE EXPERTS



SHANE WASIK

Basking Shark Scotland

www.baskingsharkscotland.co.uk

Shane is the owner of Basking Shark Scotland, a company based in Oban dedicated to water-based wildlife adventures. He's been a commercially trained diver since 2001 and now organises swims with seals and killer whales as well as tours to spot and swim with basking sharks.

Basking Shark Scotland is highly focused on digital tourism to ensure their message gets out there, both internationally and closer to home. The team have a background in both marine biology and photography which enables them to produce high quality visual media of exciting wildlife, stunning scenery and a rare window into the rich underwater world. However without the portal to communicate it with the world, this opportunity and asset is completely lost! Shane says: "We use our digital channels to maximise the exposure and impact of this to benefit and boost our business, and it's an important part of our marketing.

Having been on many digital media courses and our involvement with the HIE digital pilot last year helped us gain an understanding in harnessing the power of digital tourism, and how we benefit from this resource."



BEPPO BUCHANAN - SMITH

Isle of Eriska Hotel

www.eriska-hotel.co.uk

Beppo oversees the Isle of Eriska, a year round operation that employs over 50 full time staff and turns over around £2.5million per annum. The hotel has just celebrated its 40th anniversary under the guidance of the Buchanan-Smith family.

Twenty percent of their current business is done online with a projected increase to 25% in 2016 and beyond in 2017.

Their challenge has been implementing a digital strategy with limited digital access. They have addressed this from a customer point of view on arrival, with a digital concierge, increased wifi access and bonded broadband. Beppo says: "We cannot ignore that both areas need to be covered. Firstly attracting customers and secondly retaining them once they visit, by meeting customer expectations and delivering unique experiences."

Over 20% of the guests are from overseas and the property is a member of the internationally acclaimed Relais & Chateaux Hotel marketing consortium. Whilst one of the greatest challenges is to attract new visitors, they currently achieve a 60% repeat or referral ratio.



GORDON PEARSON

WOW Scotland

www.wowscotlandtours.com

Gordon Pearson founded WOW Scotland in 2010 and, since then, the company has grown to be one of the leading tour providers in the Highlands. In 2016 the company is expecting to welcome over 5,000 customers on their award-winning Highland tours. Gordon graduated from Strathclyde University with a BA in Economics. Prior to setting up WOW Scotland he worked in various outdoor and tourism-related roles, and spent three years living in Austria where he worked latterly, as an energy market analyst. He returned to his home town of Inverness in 2010 and now lives in Tomatin with his wife Kay, who also works for WOW Scotland, and their two year old son Struan.

In the summer Gordon focuses on guiding WOW's regular coach tours. In the winter months, his primary responsibilities are business and new product development, staff recruitment and training and management of the business' website, online booking functionality and payment systems. Over the last few months, this has entailed a move to mobile booking software, a simpler smoother payments infrastructure, as well as ways of engaging with user generated content, via social media channels.



CAROLINE GREGORY

The Lovat Loch Ness

www.thelovat.com

After completing an MA in Law and Business Management at Glasgow University; solo travelling the globe for a year; then working in event management in London - Scotland beckoned, with her father needing a new hobby and Caroline a new challenge - The Lovat was re-born in 2015.

The hotel's development has been revolutionary in technological and environmental terms. Remarkably, in 10 years, the hotel gained four AA stars, three rosettes as well as being crowned with some prestigious accolades and awards. Caroline was awarded the much sought after Acorn Award and The Young Ambassador of the Year Award for both Food and Drink and then Tourism. She's backed up by a great team who share her vision to be a leading hotel on Loch Ness.



ALISON JORDAN

Scottish Dolphin Centre

www.wdcs.org/connect/wildlife_centre

Originally from Merseyside, Alison studied Zoology at the University of Durham, and has been based in north east Scotland since 2009. Manager of the Scottish Dolphin Centre in Spey Bay since 2012, her role involves overseeing the visitor centre, café and education programmes that are run by Whale and Dolphin Conservation (WDC) from the centre.

She has a background in Zoology and environmental education, having spent three years previously working as WDC's education officer, delivering outdoor activities to local schools. She has been enjoying developing skills and experience in the tourism sector including marketing and developing the visitor experience at the Dolphin Centre. With an up-to-date website, and constantly monitored social channels, the centre is very good at sharing user generated content.





DAVID SIM

Openbrolly

www.openbrolly.com

With a background in both business and information technology, David Sim has helped communities and tourism businesses make effective use of the internet since the late 1990s.

Today he co-owns software development company and consultancy Openbrolly. He works with business owners to design and develop systems and websites that drive sales, increase awareness and avoid the risks often associated with an online presence. David is a frequent public speaker and has a reputation for being able to communicate technical concepts in plain English. He works with the community through Rotary and is a (very) occasional runner.



BEN THORBURN

Wilderness Scotland

www.wildernessscotland.com

Based in Aviemore, Ben leads the marketing team at award-winning adventure tour operator Wilderness Scotland and in his spare time he's found exploring the Cairngorms either on his skis or bike. His current role is to develop strategy and lead transformational projects for the company where his team are responsible for a 25% annual increase in web visits, a 50% year on year increase in leads and an incredible 49% increase in online revenue in the last year alone. Ben also volunteers his time to the board of the Cairngorms Business Partnership where he provides direction on the promotion of the Cairngorms National Park as a tourism destination.

He's an accomplished and innovative marketing professional who graduated with a Masters degree in Management and Marketing from RGU.



SALLY DEVLIN

Mike's Bikes

www.avimorebikes.co.uk

Established in 2008, Mike's Bikes in Aviemore are a family owned bike shop and all of the staff are experienced cyclists (mountain bike, road, cross, trials & BMX). For the past five years has been involved in the family business and being the youngest, took on responsibility of their online presence. She is a keen mountain and road biker and enjoys taking her experiences into the business and inspiring others to ride their bikes. Sally finds the best way to do this is through the internet, whether it's Facebook, Twitter, websites or forums.

Having an active online presence enhances their business and has helped them to create a community around the store. Engaging with that community both on and offline, through events and active social media accounts has been key to building the businesses reputation. They have a large and varied online following, which Sally has successfully developed over the past five years.



ROSS TUFFEE

DOGFI.SH

www.dogfi.sh

Award winning mobile software development company DOGFI.SH Mobile Ltd was co-founded in 2009 by Ross Tuffee and Paul Burrowes. It has quickly become the leader in its field, delivering technical solutions to a number of high profile clients in the travel sector. Their groundbreaking company has delivered enterprise grade mobile solutions for major global travel brands such as TUI Travel (eg, Thomson, First Choice, Crystal Ski, LeBoat & Exodus Travels), enabling them to increase their customer reach and drive richer customer engagement.

In tandem with this expansion of the mobile market, DOGFI.SH has quickly grown from a small start-up to a large team of "mobile passionate" professionals, delivering mobile strategy and enterprise mobile solutions to leading brands across a number of sectors including leisure (Merlin Entertainments and English Heritage), retail (Value Retail, IKEA) and utilities (Network Rail, SSE and SGN).



KIM KJAERSIDE

Apex Hotels & tourism blogger.

www.apexhotels.co.uk / www.thescotlanders.com

Kim has a great insight into what travellers want and how to engage them prior to and during their travels. With over 15 years' experience working in the hospitality and tourism industry in London and across Scotland, Kim is also a travel blogger. Kim says: 'I created my blog to inspire others to also visit Scotland to appreciate its beauty and give travellers hints and tips on my favourite sights'."

Over the last few years Kim has been involved in social activities, steering groups and digital tourism events both at Apex Hotels, also locally in Edinburgh and at Scotland events.



PROF. CHRIS SPEED

University of Edinburgh

www.eca.ed.ac.uk/school-of-design/chris-speed

Chris Speed is Chair of Design Informatics at the University of Edinburgh where his research focuses upon the Network Society, Digital Art and Technology, and The Internet of Things. He is Co-Director of the Design Informatics Research Centre that is home to a combination of researchers working across the fields of interaction design, temporal design, anthropology, software engineering and crypto currencies.

Chris worked on a £40K feasibility study that explores parallels between virtual society (Internet) and actual society (communities); Was co-investigator to the Sixth Sense Transport RCUK funded Energy project (£900k) which explores the implications for the next generation of mobile computing for dynamic personalised travel planning. He is also Principal Investigator for the Travel Behaviours network funded by the RCUK Energy theme (£140k) and Co-I to both the EPSRC Creating trust through digital traceability project (Hull) and Learning Energy Systems project (Edinburgh).



NEIL ROBERTSON

Turas Digital Marketing & travel blogger

www.locomotionscotland.co.uk

www.turasdigitalmarketing.com

Neil splits his time between consultancy for Turas Digital Marketing and travel blogging his way around Scotland. Having lived and worked in destinations ranging from Brussels to Wuhu in China, travel has always been Neil's ultimate passion. Now based back home in Scotland he continues to grow that passion through his love of Scotland and his blog, Travels with a Kilt.

Going hand in hand with digital marketing, blogging requires expertise in social media, web traffic driving and, of course, high quality content. Using that content to build a brand identity and deliver that identity to the market is what excites Neil most and this has seen him work with small but growing businesses across various industries to maximise their potential. He also co-created some of the most successful social media projects in the Scottish tourism industry last year including #Isleathon and the #Scotlanders blogging collaboration.



CALUM ROGERSON,

Boots N Paddles

www.bootsnpaddles.co.uk

Calum joined Boots N Paddles office staff in March 2009, after 14 years working with a large financial services provider, much of that time being spent as a project manager in Marketing Division. When the opportunity arose to join Boots N Paddles, he jumped at the chance to get involved in an industry he loves. He enjoys nothing more than the mountains, mountain bikes and paddling canoes or sea kayaks.

As Sales & Marketing Manager at Boots 'n' Paddles, he has marketing and website responsibilities, as well as getting involved in many different aspects of the business including bookings, social media and business development. They're currently developing a presence across multiple social media platforms, including Facebook, Twitter, Google+ and Pinterest, as well as linking in to new business opportunities through Trip Advisor.

**FOR MORE INFORMATION
PLEASE CONTACT**

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