

SCOTLAND'S TAY COUNTRY

Business Toolkit



design your stay in
Scotland's Tay Country

WWW.TAYCOUNTRY.UK

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ABOUT SCOTLAND'S TAY COUNTRY



About us

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Section 1

- **About Scotland's Tay Country**
 - Map of the location covered
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Scotland's Tay Country



Scotland's Tay Country is a visitor destination on the east coast of Scotland, situated 1 hour north of Edinburgh, taking in the areas of Angus, Fife, Perthshire, and the city of Dundee.

The region offers everything from an inspiring visit to V&A Dundee, a game on the famous links at St. Andrews, a walk through the majestic forests of Perthshire or soaking up a sense of the past at Glamis Castle, every corner of this region is guaranteed to stir our visitors' emotions.

The region is well-connected - situated in the middle of the country and 90 minutes from 90% of the Scottish population.

This centrality gives us excellent links to Scotland's three largest cities - Aberdeen, Edinburgh and Glasgow and their international airports.

Dundee, the region's largest city has a direct service to London Heathrow. Dundee Airport is possibly one of the only airports within walking distance of its city centre at under 3km.

For visitors travelling from south of the Scottish Border, LNER operates the East Coast link and the Caledonian Sleeper offers a chance for visitors to experience their journey in comfort overnight. The well-connected road network offers visitors the chance to tour around Tay Country, by bus or car.

This destination is represented by

[Welcome to Fife](#)

[Visit Angus](#)

[Perth City & Towns](#)

[Visit Dundee](#)

Who work collectively to drive visitation into the Tay Country region.

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What We Do?

Scotland's Tay Country is the dedicated online resource and engagement channel for the professional travel trade. It lets travel agents, tour operators, DMCs and wholesalers know what is happening in the destination, offering several support services to travel trade interested in the region.

The following services are being delivered:

- ★ **Dedicated trade sales representative;**
- ★ **Travel Trade focused website with inspirational itineraries, videos, and image bank;**
- ★ **Product directory of trade-ready businesses;**
- ★ **Familiarisation trips for travel trade buyers;**
- ★ **Product presentations for travel trade buyers;**
- ★ **Travel Trade Training for regional businesses with 1:1 business development support;**



Scotland's Tay Country



How can businesses get involved and benefit

We encourage a two-way communication with all tourism businesses based in Fife, Angus, Perthshire and Dundee. Communication and the exchange of information is the key to achieving sustainable growth and driving awareness of Scotland's Tay Country.

Collaborative Marketing: By pooling information from multiple businesses we can create more effective and relevant trade marketing activities. By working together, businesses can reach a broader audience and attract more tourists to the region. It is important to think beyond your business and market the wider destination. Utilise the itineraries and video inspiration on the Tay Country website when speaking to the travel trade.

Market Research: We keep up to date with market research and understand international visitor trends and preferences. Tourism businesses can benefit from these insights, tailoring their services to meet the demands of the market effectively.

Networking: Scotland's Tay Country can provide a platform for networking and cross collaboration among businesses. These connections can lead to partnerships and product development enhancing the overall tourism experience in the region.

Product Development: We will provide insights into emerging trends and customer preferences and share these through the travel trade training sessions we make available. By staying updated with these trends, tourism businesses can develop new products and services that cater to the changing needs of tourists.

Training and Development: We offer regular dedicated travel trade training sessions to enhance the skills of tourism businesses. This continuous learning is invaluable for businesses to stay competitive and offer high-quality services. If you are looking to understand how the travel trade operates and what opportunities this collaboration would present to you, **get in touch** to be considered for the next training cohort.

Enhanced Visibility: Being part of our trade focused resource we can significantly enhance the visibility of individual tourism businesses as well as Scotland's Tay Country as a whole. This increased exposure can lead to higher visitor numbers and revenue and we can act as an extension of your sales and marketing team.

By engaging with Scotland's Tay Country we can promote your businesses at trade shows and operator training sessions. We can share your fact sheets, add you to newsletters, and ensure you are listed on the product directory, giving you a wider voice to talk about your bookable product and what Scotland's Tay Country has to offer to the travel trade.

GET INVOLVED now!

Scotland's Tay Country will work directly with the travel trade to showcase newly developed tourism products and experiences. We will work with the operators to develop programmes based in the region to increase stays, dwell time and spend.

DIRECTORY

If you are travel trade ready and not currently featured on the directory, simply complete your listing for authorisation [here](#) for the directory form.

NEWSLETTER

If you have relevant news for the travel trade on your business/product or have launched a new offering/tour/experience, please email traveltrade@taycountry.uk to let us know and we can include you in the next newsletter to the trade.

TRADE SHOWS & SALES MISSIONS

We regularly attend trade shows and meet with DMCs and operators, therefore if you have a product or experience ready for the travel trade then share details and images, to be considered for inclusion in the sales presentation.

MEDIA LIBRARY:

If you have images of your businesses and the destination that you are happy for us to add to our Flickr account, please email us to add them with any notes on permissions and usage.



"Scotland's Tay Country is a fantastic part of Scotland to visit offering variety and diversity for visitors across it's regions. As a DMC it is important for us to have strong partnerships with suppliers and Jemma Reid has helped us discover new product that we were unaware of and connecting us with the some of the smaller businesses in the area which has really helped us expand our product offering to our overseas clients."

Fiona Matthews

Director of Business Development

Angela Shanley Associates LTD (A.S.A)

BUSINESS SUPPORT



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Next steps for my business...

Whether you're a travel trade newbie dipping your toes in or a seasoned pro seeking new growth or simply need to check what else you can be doing, below we detail top tips and considerations depending on where you are in your journey.

We provide the support and signposts you need at every stage, from understanding the travel trade landscape to crafting targeted partnerships and marketing strategies.

Explore top tips, resources, and actionable steps to boost your sales in this exciting market.



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NOT WORKING WITH
THE TRAVEL TRADE ?

Help is at hand.

- Join one of Scotland's Tay Country Travel Trade Sessions
- Contact traveltrade@taycountry.uk to be added to the waiting list for upcoming training
- Speak with your regional Visit Scotland IRM

NEWLY TRAVEL TRADE
READY ?

Get your message out
there and build
relationships by
engaging directly with
operators and through
industry partners.

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- Share your travel trade fact sheet **us**.
- List your product on the Tay Country Travel Trade **Directory**.
- Share images and video with us for presentations and newsletters.
- Interested in getting involved in fam and press trips? Let us know.

VisitScotland

- Share your fact sheet with the regional Industry Relationship Manager (IRM).
- Not sure who your Industry Relationship Manager (IRM) is? You find the right contact for your region **here**.
- Get listed on the VS travel trade website.
- Ask about upcoming events and networking/ sales opportunities including trade shows, presentation days

YOUR
BUSINESS

TRADE READY?
But what next.

- Contact Tay Country to discuss new product development ideas.
- Consider expanding into new markets with market-specific products.
- Contact your VS Industry Relationship Manager about upcoming events and sales opportunities, share news and updates on your business/product for them to distribute through their comms and trade team.
- Explore suitable trade shows if financially viable.
- Collaborate with other businesses in your area - cross-pollination - create new collaborative bookable products based on consumer demand.
- Market your wider destination not just your own business - the trade wants to know what else there is to do in the area. Use and share Tay Country's marketing tools including the product directory, inspirational videos and itineraries.
- Improve your online presence and visibility. If consumers are inspired by a destination or business on social media, they will know what they want to do and where to go when speaking to an operator to book.
- Regularly reach out to your database of travel trade contacts, and develop and build relationships. Even invite them to your business to experience your bookable product?
- Could you better tell your story? Storytelling is key - be authentic, unique and compelling.

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F E E D B A C K



Louise Nicoll - Newton Farm Holidays

"For me, this year is a game changer for my business due to the travel trade training I received over a year ago. The most valuable was working on my travel trade brochure to understand what was important to include and the lingo required. This has given me the confidence to liaise and work with operators and I am now regularly working with 3 tour operators whom I would have had little opportunity to do so previously. I have six 44-seater buses visiting us this year which is tremendous and several other operators are trying us for the first time this year. Looking forward to how this progresses. It has also enabled me to recruit new staff. "

Aylwin, Kinclune Estate

" Yvonne Wagoun's training on the TT Factsheet and subsequent email support to iron that out was exceptional. Her instructions were clear and easy to follow, and her support was genuine and really encouraging. Cannot praise Yvonne highly enough and I think she has helped me to create a really super TT factsheet. I am also grateful for the opportunity to present via VisitScotland Connect 24 and Visit Scotland Tay County online meetings, including the luxury meeting."

Jenny Thomson – Courses for Cooks

"Working with Yvonne to become travel-trade-ready has given me more insight, understanding and confidence to develop my travel-trade-ready products. Yvonne has been extremely supportive, helping to fill places on my FAM days with relevant connections. She is quick to reply and always has helpful advice. I feel that I have been supported through this process by someone who wants me to be successful. There are no bookings yet, but I have FAM days booked with 6 interested FIT company reps and 3 others who are adding my details to their portfolio."

HOW TO...

find additional information and advice

VisitScotland offers vital support to Scotland's tourism sector, offering crucial assistance to businesses. Through strategic guidance, marketing insights, and fostering industry collaboration, VisitScotland helps businesses enhance their appeal to a wide audience. The organisation actively engages in destination marketing, showcasing Scotland's diverse attractions, contributing significantly to the sector's growth and success.

SUPPORTING YOUR BUSINESS

VisitScotland offers a broad range of support for tourism businesses, including digital skills, marketing your business, responsible tourism and more. Click [here](#) for an overview.

MARKETING

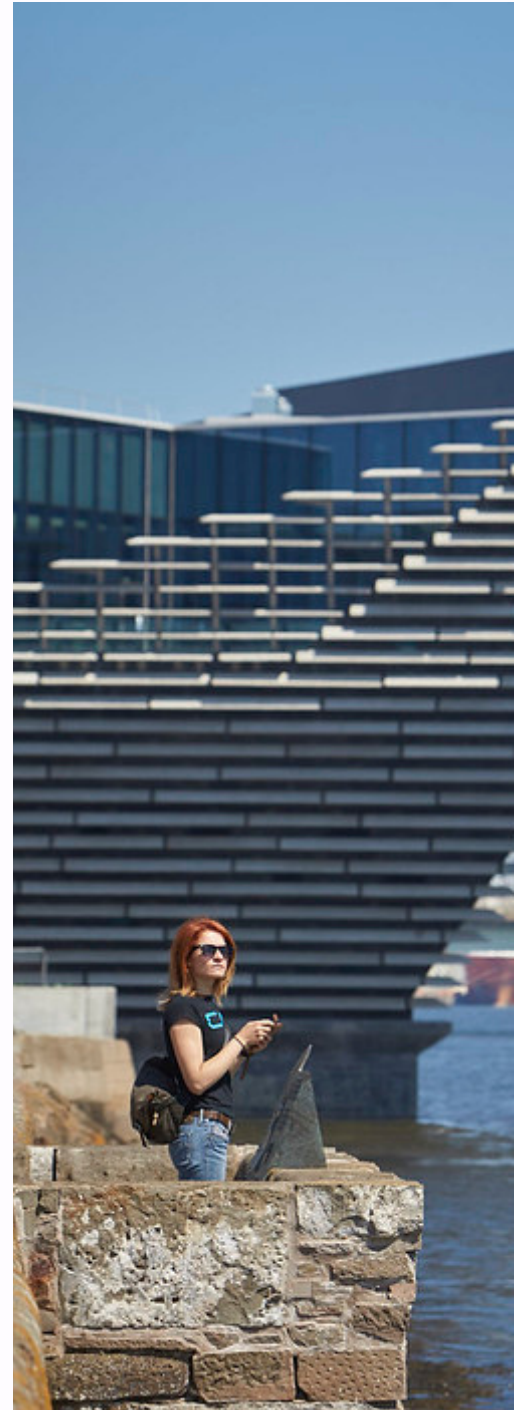
Follow this [link](#) to find information and guidance on marketing opportunities in collaboration with VisitScotland and various marketing toolkits.

TRADE SHOWS AND EVENTS

Working with the travel trade can be a key route to market and throughout the year VisitScotland provides a range of opportunities to connect businesses with the travel trade. Click [here](#) to find the calendar of events and cost guidelines.

RESPONSIBLE TOURISM

Scotland is striving to become a leader in 21st-century responsible tourism. Discover more of the research that has been carried out by VisitScotland by following this [link](#).



OTHER INDUSTRY ORGANISATIONS

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SDMA

Scottish Destination Management Organisation

SDMA is the officially recognised and constituted Association for Scottish-based tour operators and destination management companies. [Click here](#) for their website and explore the DMC's and operators you should consider contacting.

Scottish Independent Tour Operator Association (SITOA)

SITOA gives representation and support to all Small and Micro companies in the Scottish Tours industry. You can view a list of operators on their website [Click here](#).

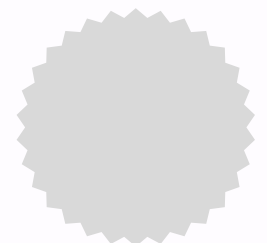
UK Inbound

Ukinbound is the leading inbound travel trade association in the UK. The association has around 400 members from all sectors of travel working with inbound tourism such as destination marketing organisations, accommodation providers, tourist attractions and experiences, restaurants, retail, transport, tour operators, destination management companies, private tour operators and more. Ukinbound provides several opportunities for buyer, and supplier engagement to allow our member businesses to develop inbound business from the travel trade. **Scotland's Tay Country** are members and we can include you in destination opportunities. [Click here](#) to view the website.

CTA - Coach Tourism Association

The CTA brings the two sides of the industry as the only UK-wide organisation that actively promotes coach tourism and delivers key benefits to operators and suppliers.

[Click here to find out more](#)



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Useful Links and Resources...

MEMBERSHIPS	WHO IS IT FOR	PRICE POINT (approximate)
<u>UK Inbound</u>	Tour Operators/ DMCs and Suppliers	£1320 plus cost to attend networking events from free to £1200
<u>CTA (Coach Travel Association)</u>	Coach Operators and suppliers	£600 plus cost to attend networking events from £150 to £350
<u>ETOA (European Tour Operator Association)</u>	Tour Operators/ DMCs, DMOs, and suppliers	£1660 plus cost to attend networking and sales events from £600 to £1200
<u>SDMA (Scottish Destination Management Organisation)</u>	Tour Operators/ DMCS	n/a
<u>SITOA (Independant Tour Opertor Association)</u>	Tour Operators, Day Tour Operators, Guides	n/a

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Useful Links and Resources...

KEY TRADE SHOWS	WHO IS IT FOR	PRICE POINT (approximate)
Britain and Ireland Marketplace (London/ January)	All markets Bookable product for Individuals, Small Groups, Groups, Luxury	£1050 + VAT plus travel
ITB (Berlin March)	German speaking markets Bookable product for Individuals, Small Groups, Groups	£2300 + VAT plus travel
VisitScotland Connect (Aberdeen/ Edinburgh/Glasgow/ April)	All markets Bookable product for Individuals, Small Groups, Groups, Luxury	£1900 + VAT plus travel
For more information on other trade shows and sales events follow this link to the VisitScotland website and speak with your regional VS Industry Relationship Manager.		

F E E D B A C K

Anna Black, The Hide, Lindores

"The travel trade training I have received from Yvonne from White Stag Tourism and the marketing support I have received from Scotland's Tay Country has been very high quality and pivotal in the progression of this new strategic direction. The impact on our business is noticeable and growing. The number of travel trade bookings in January 2024 has been greater than the total number of travel trade bookings in 2023 thanks to the introductions, FAM visits and new connections made over 2022/23. High net worth clientele are now spending more money and more time in Tay Country as a result.

The 1:1 training with Yvonne in March 2023 was key in creating a travel trade brochure and accompanying fact sheet that helps promote our business in a succinct, high quality and relevant manner. The two marketing items alone allow us to be an instantly bookable product that is attractive to the industry. Working with the travel trade team has helped us understand this new market. We needed to understand how the intermediaries operate, their timelines, and industry requirements and we needed up align our suppliers and collaborators which all takes time. The travel trade team have been an extended marketing arm of our business. Jemma Reid acts as a representative for our business and Tay Country and this is an invaluable resource for a small business with a lean marketing budget.

Since beginning to market to the travel trade we have made 70 valuable intermediary connections through various channels such as FAM trips, following up leads, conferences, training, networking, Zoom call presentations and referrals.

Tay Country supported our business by financing high-production value content creation in the form of promotional videos. Not only did they allow us to use this content on our marketing channels but the team provided platforms to showcase our business offering to North American tour operators via conference calls."

TRAVEL TRADE OVERVIEW



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Travel Trade Toolkit

Unlock the world of possibilities and welcome a diverse stream of guests to your doorstep!

This section of the toolkit empowers tourism businesses like yours to navigate the exciting, yet sometimes complex, world of the travel trade. We'll guide you through the intricacies of working with tour operators, travel agents, and wholesalers, unlocking access to key target markets like USA, Canada, key European destinations as well as the UK market.

With practical insights, actionable steps, and valuable resources at your fingertips, you'll discover how the travel trade can become a powerful and profitable route to market your unique offerings.

Are you ready to tap into a global network of travel professionals eager to promote your experiences? Dive into this toolkit to learn more and get in touch with us for further support.

Email: traveltrade@taycountry.uk



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Jargon Buster

Travel Trade:

The term "travel trade" refers to the network of businesses and organisations involved in the travel industry, including travel agencies, tour operators, Destination Management Companies, Coach Operators, and other travel-related businesses. The travel trade is responsible for designing, marketing, and selling travel products and services to consumers directly (B2C) or through other intermediaries (B2B).

FIT:

Stands for "Free Independent Traveller" or "Fully Independent Traveller." Up to 6 pax are generally a FIT, and from 7 pax it becomes a group.

Pax: Passenger(s)

Fam Visit:

(short for familiarisation visit) is a trip that is organised for travel industry professionals, such as travel agents, tour operators, or DMCs, to experience a destination or travel product firsthand.

DMC:

Destination Management Company, UK UK-based organisation that creates, contracts, and manages travel arrangements on behalf of overseas-based operators.

DMO:

Regional destination marketing organisation.

Bookable Product:

Refers to any travel-related product or service that can be reserved or booked in advance by a traveller through a travel intermediary.

Intermediary:

A business or organisation that acts as a middleman between travel suppliers and travellers. Intermediaries can include online travel agencies, travel agents, tour operators, and other companies that facilitate the booking and sale of travel products and services.

Tailor Made:

Customised travel itineraries or packages that are designed and organised specifically to meet the needs and preferences of individual travellers or groups.

For more jargon-busting- visit this [link](#) to VisitScotland.

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Understanding your markets

Market	Total visits	Total nights	Total spend
USA	693,000	6,588,000	£1,197 million
France	267,000	2,272,000	£190 million
Germany	236,000	1,975,000	£171 million
Netherlands	212,000	1,268,000	£135 million
Spain	190,000	1,123,000	£111 million
Canada	142,000	1,663,000	£176 million
Ireland	137,000	462,000	£49 million

Source: VisitScotland/ International Passenger Survey 2022 (numbers have been rounded)

Scotland's Tay Country



Understanding your markets

When they plan/prior to travel	When they visit	Length of stay	Average spend per visit	Booking Behaviour	Motivations
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United Kingdom & Northern Ireland

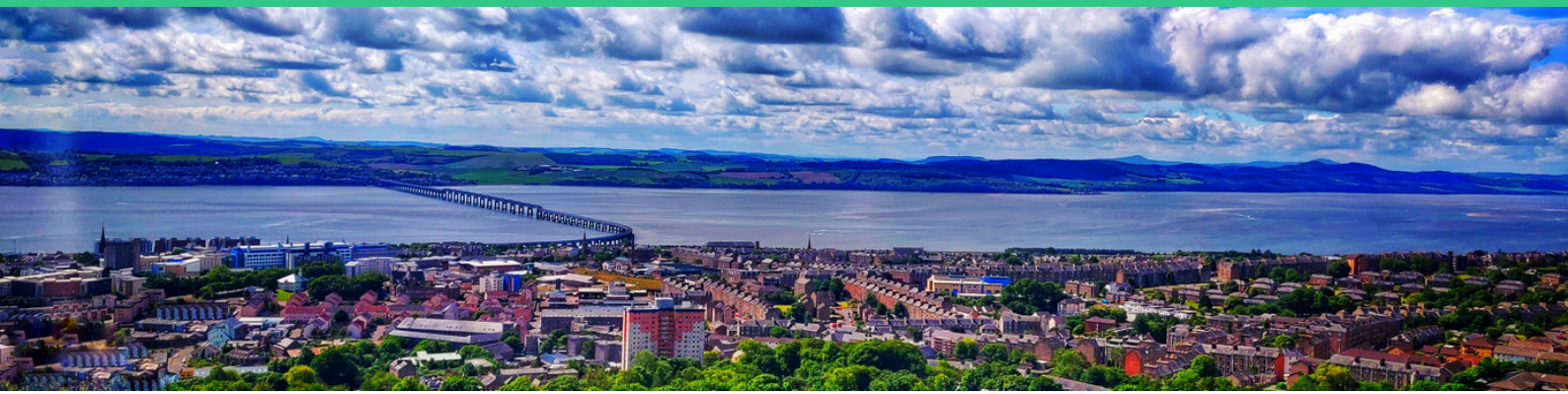
1 – 3 months (30-40%)	July – Sept & Oct – Dec	2.7 – 3.9 nights	£260	The domestic visitors to Scotland utilise a range of channels to plan and book their visit to Scotland. OTAs are used by 40-50%, VisitScotland website 20 – 30%. Direct bookings via desktop and mobile are estimated to be 20-30%. Only 10-20% of domestic visitors book via a travel agent or tour operator.	Holiday visits were the most popular type of overnight trip to Scotland during the second quarter of 2023, followed by visits to friends and family and other types of trip. A quarter of holiday trips are to the North of Scotland.
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United States

6 + months (60%)	April – June & July – Sept	9.5 nights	£1728	31% of travellers book in the three to six months window before the arrival. 55% of visitors will book with a travel agent or tour operator.	To "feel" the mysteries of the past stands out for American visitors, in particular being able to see castles. They also anticipate vast landscapes which (unlike the United States) are wild and not managed, green and not dry. The American market wants to feel a spiritual connection with Scotland (the land, history and people). They also expect to "feel at home" when visiting Scotland.
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Scotland's **Tay** Country



When they plan/prior to travel	When they visit	Length of stay	Average spend per visit	Booking Behaviour	Motivations
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France

6 + months (67%)	April – June & July – Sept	8.5 nights	£711	37% of bookings were made in the three to six month window before the arrival to Britain; however, more than half of French bookings happened within two months before the trip. 48% made their booking with a travel agent, tour operator or comparison website.	Tangible features of our vast and beautiful landscapes, castles, lochs, golf, whisky and hiking are all top of mind for French visitors. But there is a strong expectation in this market that Scotland has an atmosphere all of it's own. A sense of history and a mythical quality are anticipated.
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Germany

6 + months (57%)	April – June & July – Sept	8.4 nights	£726	Almost half of German visitors looked at options and prices between three and six months ahead of their trip and 44% also made the booking in the same time frame. 71% chose to book it through a travel agent, tour operator or travel comparison website.	The openness, remoteness and ruggedness of Scotland's landscape are all perceived to be string benefits of a holiday in this country by German travellers.
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Netherlands

6 + months (31%), 3 + months prior (60%)	April – June & July – Sept	6 nights	£636	29% of bookings were made in the three to six month window before the arrival however, more than half of Dutch bookings happened within two months before the trip. 47% of those who booked accommodation combined used a travel agent/tour operator or travel comparison website.	The allure of its stunning natural landscapes, rich cultural history, and the opportunity to experience outdoor activities and friendly local hospitality.
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Scotland's **Tay** Country



When they plan/prior to travel	When they visit	Length of stay	Average spend per visit	Booking Behaviour	Motivations
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Spain

6 + months (40%)	July – Sept	5.9 nights	£581	More than 60% of Spanish bookings happened within two months before the trip. Almost three-in-five Spanish currently see bookings with a travel agent as the safest option to mitigate risk.	Experiencing different scenery and landscape, as well as our cities is key for Spanish visitors to Scotland. Key drivers for the destination choice will be the provision of good value for money.
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Canada

6 + months (59%)	April – June & July – Sept	11.7 nights	£506	37% of travellers booked in the three to six months window. 37% made their decision three to six months before departure. 55% book a combined holiday (transport, accommodation, activities) via a travel agent / tour operator / travel comparison website.	With strong ancestral ties between the two countries, Canadian visitors to Scotland enjoy exploring many parts of Scotland and hearing unique stories of regional history and culture.
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Scotland's **Tay** Country



When they plan/prior to travel	When they visit	Length of stay	Average spend per visit	Booking Behaviour	Motivations
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 **Ireland**

3 + months prior to travel	Jan – March & Oct – Dec	3.4 nights	£358	No VS/ VB data available but we know from anecdotal evidence, similar to the domestic UK Markets, many bookings are made last minute and directly or via OTA websites.	With ancestral links and a shared language, we have many friends on the Emerald Isle.
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 **China**

3 + months (53%)	July – Sept	8.2 nights	£827	Chinese travellers have a very short lead-in time: 75% of Chinese visitors to Britain booked their trip within 2 months of their departure. 58% of Chinese travellers would use an online travel agent or online tour operator to book their next trip, and 27% would use a travel comparison website.	Chinese holidaymakers were motivated by seeking quality time in natural beauty, soaking up the local culture and getting away from it all.
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Want to deep dive?

You find Scotland-specific inbound market information and up to date insights on the following two websites:

[VisitScotland.org](https://www.VisitScotland.org)

[VisitBritain.org](https://www.VisitBritain.org)

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Benefits of Working with the Travel Trade

The travel trade plays a crucial role in bringing visitors to a destination, and its importance stems from several key factors:

Economic Impact: Tourism is a significant contributor to the economy. When visitors come to a destination, they spend money on accommodation, food, transportation, shopping, and various activities, stimulating local businesses and creating job opportunities. This economic impact can cascade, benefiting various sectors like hospitality, retail, transportation, and more.

Destination Promotion: The travel trade, including travel agencies, tour operators, and wholesalers, actively promotes destinations to potential travellers. Through marketing and advertising efforts, they showcase the unique attractions, culture, and experiences a destination offers. This promotion helps raise awareness and interest in the destination, enticing more people to visit.

Access to a Wider Market: Travel trade companies often have a well-established network and access to a broader market of potential travellers. They can reach out to potential visitors across different countries and regions, which might be challenging for individual destinations to do on their own.

Distribution Channels: The travel trade acts as a distribution channel for tourism products and services.

They package and sell travel experiences, making it convenient for travellers to choose and book their trips. By aggregating and bundling various components of a trip, they make the process simpler and more accessible for consumers.

Expertise and Assistance: The travel trade provides valuable expertise and assistance to travellers, especially those planning complex itineraries or travelling to unfamiliar destinations. They offer personalised recommendations, handle logistical aspects, and provide support before, during, and after the trip.

Balancing Seasonal Demand: The travel trade can help balance seasonal demand for a destination. They might create specific travel packages or promotions to attract visitors during off-peak periods, thereby reducing the strain on the destination's infrastructure and ensuring a more sustainable tourism flow throughout the year.

Relationships with Suppliers: Travel trade entities often have long-standing relationships with various suppliers, such as hotels, airlines, and local activity providers. These partnerships can lead to better deals and arrangements for travellers, making the overall travel experience more affordable and enjoyable.

It is the role of **Scotland's Tay Country** to ensure that the travel trade are aware of and engage with the businesses in the regions that deliver outstanding experiences and quality product for the international visitors to Scotland. We maximise the opportunities for businesses by putting the region front of mind.

WTO

books through the travel trade

FIT (Fully Independent Traveller):

Often opting for self-drive programmes or city breaks, FITs book a base package including accommodation, car hire, and ferries or some elements of their holiday prior to arrival. They organise most of their trip independently.

Group Tour:

Purchasing a pre-organised package from a tour operator or travel agent, the tour programme is either general or a special interest itinerary, often fully inclusive (transport, guide, entrances, experiences, meals). It can be a SIC Tour (sit-in-coach tour with individuals travelling together) or a tour with groups such as an association, a club, or a group of friends. Group tours range from small group tours (up to 26 people) to larger group tours (up to 50 people).

Visiting Friends and Relatives (VFR): Travelling to visit friends or relatives, VFR travellers explore beyond the family base and rely on recommendations and advice from friends and relatives when planning their trip.

Youth/Backpackers: Similar to the FIT market, youth and backpackers spend at least one night in a backpacker/youth hostel during their stay. They are highly independent and are more likely to purchase travel experiences directly while travelling. Generally, aged between 18 and 25, although the age profile is changing, they heavily rely on the internet and social media for information.

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Special Interest Groups: These groups have personal interests, such as gardens, health, active, museums, history, and heritage. They book through tour operators who specialise or have a high level of expertise. The itinerary includes lectures and location visits. Special interest groups can be high yield but low volume.

Education Travellers:

Student groups or international students fall under the category of education travellers. They have specific requirements for accommodation and parts of their itineraries. They tend to stay for extended periods within the country while studying and have the flexibility to spend extra time travelling. Long-term students generate more visitors, as their parents and friends often visit them during their stay.

Advantages of working with the travel trade:

- ⇒ They partner with you to market and sell your product.
- ⇒ They have market knowledge and are experts in their field.
- ⇒ They have well-established and wide-reaching distribution channels and an established customer base.
- ⇒ They act as an extension of your own sales team to market your business and product if you are trade-ready.

WHO makes up the travel trade

The primary travel trade distribution channels include:

- **DMCs** (Destination Management Companies)
- **Wholesalers**
- **Tour Operators**
- **Travel Agents**
- **Coach Operators**
- **OTAs (Online Travel Agents)**

With the rise of the internet, many conventional travel distributors like wholesalers and travel agents are adopting an online approach, either alongside or instead of operating from physical retail outlets.

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Wholesalers, Tour Operators, and Travel Agents often depend on recommendations from DMCs, who are based in the UK and possess extensive knowledge about tourism products and experiences. DMCs serve as a single point of contact for these entities.

Both online and traditional distribution partners can collaborate with each other and directly with local tourism operators providing various tourism products such as accommodation and tours. Understanding each partner's role in the travel trade is crucial, enabling local tourism businesses to leverage their position within the distribution network. The travel trade and its distribution network are dynamic, with new players, products, and experiences continually entering the market.

Key Take Aways

Understanding your markets

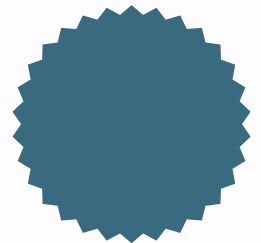
- ➔ Recognise that overseas markets are highly competitive. You're not just competing against companies offering similar products but also against other international destinations.
- ➔ The initial step in selling your product involves promoting your region and setting the scene around it by informing the trade about your destination and its unique features.
- ➔ Determine the specific markets you are targeting and create a detailed marketing plan and budget for each market you intend to focus on.
- ➔ Conduct thorough research before engaging in any activity to ensure you are well-informed about market demands and trends.
- ➔ Customise your product offerings, messaging, and delivery to suit the nuances of each market. Provide excellent customer service to both your trade partners and visitors.
- ➔ Be prepared and consistently work on building long-term relationships with the travel trade.



design your stay in
Scotland's Tay Country



You would like to learn more about the Travel Trade?



We can help.

We conduct highly practical travel trade training sessions at regular intervals. Additionally, one 2 one mentoring sessions can be made available to businesses ready to enhance their existing product or develop new products for the trade.

CONTACT US
traveltrade@taycountry.uk

"There is so much to do and see in Tay Country, and it is one of the fastest growing areas in Scotland for our group travel.

Our tours to this region are usually based in Perth, Dundee, or Montrose offering touring opportunities in Perthshire, Fife and Angus, and allowing guests to experience the excellent hospitality in each.

We specialise in holidays for seniors by coach travel and the selection of visitor attractions throughout this region are almost tailor-made for this market; from Scone Palace near Perth, Teasses Estate in Fife to the House of Dun in Angus. The east coast of Scotland has long played second-fiddle to the west, but this region proves there is more than one dimension for clients to discover."

Robert Ramsay, The Albatross Group

Scotland's **Tay** Country

www.taycountry.uk

