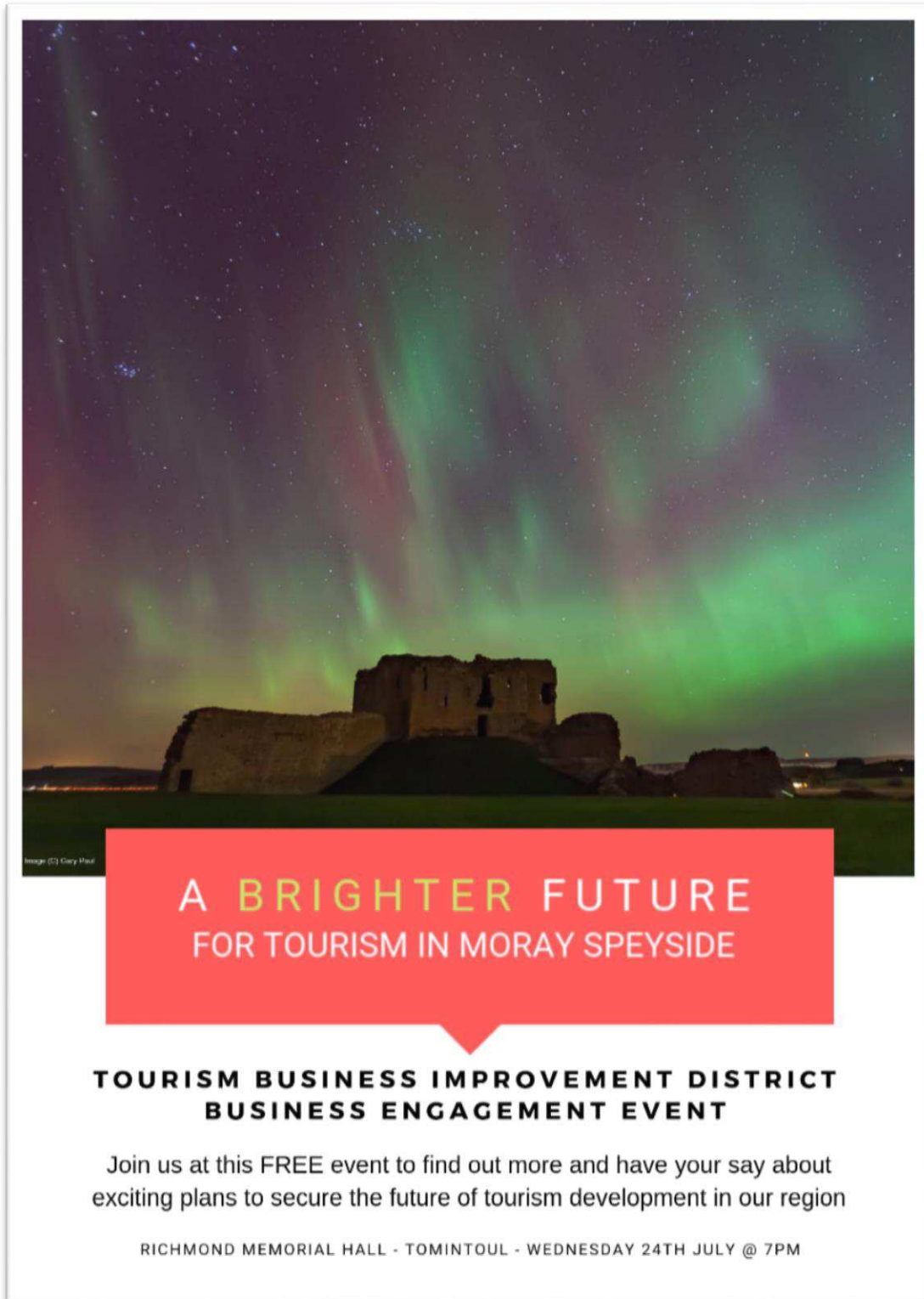


Appendix 2C - Examples of Promotional Materials and Media Coverage

Poster Advertising Engagement Event:



Email Advertising Drop-in Event:



Drop-in, Sit Down, Find Out!

To make sure that as many businesses as possible can get involved in the Tourism BID consultation, we've organised 3 **free informal sessions** which will offer an opportunity for tourism businesses to ask questions about any aspect of the Tourism BID, to highlight their priorities and to make sure their views are recorded as part of the consultation in advance of the publication of the final business plan later this year.

You can reserve your space by clicking on the appropriate arrow below.
(You don't have to pre-book, but it helps us know numbers for teas and coffees!)



Cullen Bay Hotel
Monday 19th
11am - 3pm



Horizon, Forres
Tuesday 20th
12pm - 5pm



Seafield Arms Rothes
Wednesday 21st
2pm - 5pm

Social Media activity:

Moray Speyside Tourism BID
Published by Laurie Piper [?] · August 8 · 🌐

Over the next few weeks we will be holding several drop-in events open to business owners in the area - why not pop-in to learn more about the BID and how it can benefit your business? 😊

Booking is not compulsory for these sessions however we would be grateful if you could confirm your attendance via the links below - attendance is free of charge. 📍

📍 Cullen 19th of August 11AM - 3PM
<https://cullendropin.eventbrite.co.uk> ... See More



**MORAY
SPEYSIDE
TBID**

DROP-IN DATES:

FORRES - 20TH AUGUST
CULLEN - 19TH AUGUST
ROTHES - 21ST AUGUST

Moray Speyside Tourism BID added an event.
August 9 · 🌐

If you run a tourism business in Moray Speyside, the Tourism Business Improvement District project affects you. Drop in to find out more!



MON, AUG 19

Tourism Business Improvement District - Drop-in - CULLEN BAY HOTEL

★ Interested

🌐 You like Moray Speyside Tourism BID



Moray Speyside Tourism
186 followers
1mo

Shared from Moray Speyside Tourism BID Group:

Moray Speyside Tourism has been consulting on the possibility of introducing a Tourism Business Improvement District (TBID) which would provide funding to continue marketing and promotion of the area beyond 2019.

You may have heard about these developments or taken part in consultations that included an online survey (November 2018) and ongoing discussions with tourism businesses.

The Tourism Business Improvement District is a blueprint for tourism in Moray Speyside – it would be 100% accountable to you, the members – a key benefit being that it would give your business a strong voice in the future direction of tourism in the Moray Speyside area.

Find out more here: <https://lnkd.in/gBkYfSV>

Please direct any queries to: laurie@morayspeyside.com or post any comments / information/ queries and points for discussion as a reply to this post.

[#MoraySpeyside](#) [#tourism](#) [#destinationmarketing](#)



A Brighter Future For Tourism in Moray Speyside

morayspeysidetbid.com

BBC TV Coverage of Tourism BID campaign:



Radio Scotland Coverage of Tourism BID Campaign:



Example of Press & Journal Media Coverage:



MAIN ATTRACTION: A Tourism Business Improvement District (TBid) for Speyside was launched at Balvenie Castle, Dufftown, with Laurie Piper, pictured front

Support growing for new tourism body, say bosses

Economy: Many businesses already backing attempts to form fresh group

BY DAVID MACKAY

Tourism bosses in Moray say their campaign to set up a new organisation to promote the region is gathering support.

Moray Speyside Tourism faces being shut down within a year due to a lack of funding - despite record visitor numbers to the area.

Officials have now pinned their hopes of saving the organisation on forming a tourism business improvement

district (TBid), which would involve tourist-related businesses paying an annual levy.

Companies will vote in December about whether they want to contribute to the scheme, which has already been supported by VisitScotland.

Yesterday, Laurie Piper, Moray Speyside Tourism's operations manager, revealed he had already received positive indications from about 90 of the area's 390 companies,

with talks still to be held with 160 of them.

He said: "We're hugely encouraged at the support we have received at this stage.

"Businesses are continuing to tell us what their priorities are, which we will incorporate into our final business plan in a couple of months' time.

"We want that plan to represent the priorities and aspirations for the industry for the future."

Forming a TBid group

is expected to more than double Moray Speyside Tourism's current annual budget to £150,000, with hopes the total could be pushed even higher.

"We're hugely encouraged at the support"

Mr Piper explained talks with businesses so far had encouraged the group to continue to prioritise

marketing the area as a destination for tour operators to ensure large groups visit.

An event will be held at Forres Enterprise Park on Tuesday between noon and 4pm with Scotland's only existing TBid group, Visit Inverness Loch Ness.

Chief executive Graeme

Ambrose will visit to answer questions about how the initiative has run in the Highlands. Mr Piper added: "There's a lot to market here aside

from the obvious whisky and coast." The results of the TBid vote are expected in mid-January. Further consultation events will be held next week on Monday at the Cullen Bay Hotel from 11am to 3pm and at the Seafield Arms in Keith on Wednesday from 2pm to 5pm.

Last year, the industry was worth £130 million to the region, the third fastest-growing destination in the UK over the last five years.

Key player in tourist industry backs plan for TBID



Laurie Piper believes creating a Tourism Bid Improvement District in Moray is crucial to its economic future.

Why we need a tourism taskforce

By Alistair Whittield
a.whittield@moray.gov.uk

A NEW Tourism Bid Improvement District (TBID) in Moray will ensure years of hard work promoting the area as a top-quality destination for visitors is not wasted.

That is the claim made by Laurie Piper, Moray Speyside Tourism's operations manager, who is strongly in favour of the proposed scheme.

The plan is to turn Moray into only the second region in Scotland with a dedicated tourism taskforce, which is run by the industry itself.

A ballot will begin in

December asking all the region's 400 businesses with a connection to tourism if they want to set up a TBID.

Due to the level of interest, three extra drop-in sessions have been arranged for next week to allow local business people to find out more about the proposed TBID. That is in addition to 11 consultation events which have already taken place over the past fortnight.

Mr Piper pointed to the success of a similar scheme in Inverness, where businesses recently voted with an increased majority to retain their TBID for another five

years. He said: "This might sound a bit 'bucaly', but there is no plan B.

"After this year Moray won't be getting any money from Highlands and Islands Enterprise to support tourism. Meanwhile, Moray Council has already cut the £17,000 grant it used to pay.

"My fear is that if the TBID doesn't happen, then all the good work which has been done in the recent past to promote Moray as a tourism destination will have been for nothing."

In 2010 there were 629,000 visitors to Moray. Last year that figure had risen by more

than a quarter to an all-time high of 797,000.

These visitors generated £130 million for the local economy and supported the equivalent of 2800 full-time jobs.

Last year's figures also backed the general trend across Scotland, where numbers fell slightly.

Mr Piper said a large reason for this was the strengthening of contacts with international travel operators.

If the majority of the 400 local businesses connected to tourism agree to the creation

TURN TO PAGE 3

Businesses to be balloted on BID plan

BUSINESSES across Moray/Speyside are to be balloted on the establishment of a Tourism Business Improvement District (TBID).

Moray Council's economic development and infrastructure services committee last week agreed to back a poll of around 420 firms working in the sector - including many in the Keith area - after a request from Moray Speyside Tourism (MST).

Established in 2014, the destination marketing organisation was supported with a funding package from Highlands and Islands Enterprise (£355,000) and the council (£105,000). That is coming to an end and, with future funding unclear and in a move to become self-sustaining, MST is leading the development of a Tourism BID.

A steering group, including 14 representatives from the sector, has been established to drive the project forward.

A report to the committee stated: "The creation of a Tourism Bid will provide a sustainable model which would

By Sarah Rolfe
s.rolfe@moray.gov.uk

focus on delivering key strategic tourism development projects and services for Moray.

"It's supported, it is democratic, time-bound, accountable and provides a clear mandate for action.

"If the ballot is successful, the BID's identified key priorities so far include marketing the visitor offer, lobbying on behalf of the region, extending the visitor season, improved visitor signage, events and festivals over the next five years."

Members heard that in 2017, tourism generated £129.6 million for the Moray economy - the equivalent of £20,000 extra per day compared to the previous year.

Committee chairman

“Six or seven years ago, tourism in Moray was worth £94 million. It is now worth £130 million.”

John Cowe



Moray councillor John Cowe believes the Business Improvement District would further boost the local tourism industry.

Graham Leadbitter (Elgin City South) said: "This doesn't commit the council to any financial commitment at the moment, it is simply giving them permission and officer support to run the ballot."

A further report detailing the priority projects, costs and a business plan will now be worked up and is expected back before the council in June.

It is envisaged voting would then take place in the summer, with results announced at the end of July.

Councillor John Cowe (Holdon and Laich) welcomed the idea, stating "Six or seven years ago, tourism in Moray was worth £94 million. It is now worth £130 million. It is now, at this time, £10 million more a year than what Lossiemouth airbase will be worth to the local economy in 2020, so it is going in the right direction and doing extremely well.

"Laurie Piper, of MST, and his team are working extremely hard on this and I wish them success."

While BIDs are generally thought

to be based on a geographical area, such as the Elgin BID, they can also be established on a thematic basis.

The committee heard: "BIDs are developed and managed by the business sector, with projects being partly funded through a corporation levy, which can be calculated on the non-domestic rates valuation. All tenants and, if applicable, property owners who will be asked to pay this contribution will be invited to vote on whether a BID proposal will go ahead or not."

REGIONAL ECONOMY

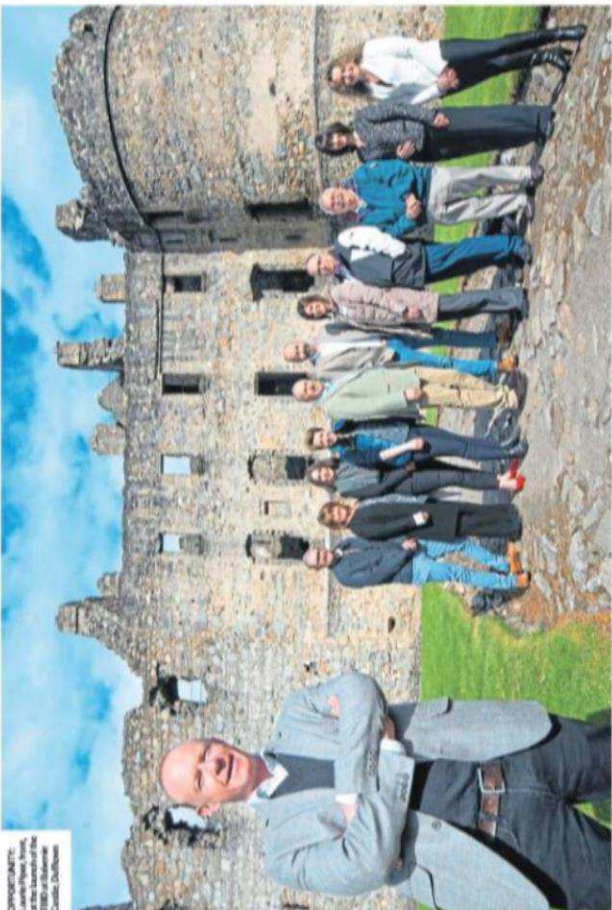
Moray tourism campaign wins support from VisitScotland

‘Once in a generation’ opportunity would allow local businesses to shape their future

BY DAVID INGLIS
 The Moray Speyside Tourism Business Improvement District (MST BID) has secured the support of VisitScotland for its ‘Once in a generation’ campaign. The campaign aims to help local businesses shape their future through a series of workshops and events. The BID is currently developing a business plan for the region, which will be used to secure funding from the Scottish Government and other sources. The campaign is a key part of the BID’s strategy to improve the tourism experience in the region and attract more visitors. The BID is currently in the process of developing a business plan for the region, which will be used to secure funding from the Scottish Government and other sources. The campaign is a key part of the BID’s strategy to improve the tourism experience in the region and attract more visitors.

This campaign is a culmination of three years of hard work
 The BID has spent the last three years working on a series of projects to improve the tourism experience in the region. This includes developing a marketing strategy, improving the infrastructure, and working with local businesses to create a more welcoming environment for visitors. The BID is currently in the process of developing a business plan for the region, which will be used to secure funding from the Scottish Government and other sources. The campaign is a key part of the BID’s strategy to improve the tourism experience in the region and attract more visitors.

Proposed Scheme will follow in the footsteps of Visit Inverness Loch Ness
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COMMISSIONER
 LAURENCE
 at the University of
 Aberdeen
 Credit: C. O'Brien

‘Huge loss’ to region if MST closes down
 The Moray Speyside Tourism Business Improvement District (MST BID) is facing a significant challenge as it seeks to secure funding for its proposed scheme. The BID is currently in the process of developing a business plan for the region, which will be used to secure funding from the Scottish Government and other sources. The campaign is a key part of the BID’s strategy to improve the tourism experience in the region and attract more visitors.

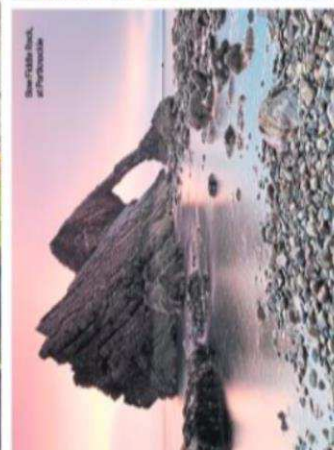
BUSINESS IMPROVEMENT DISTRICT
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Old Bridge
 at Perth

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Businesses voice support for plan to boost tourism

Community: Tourism Business Improvement District idea finds favour

BY DAVID WALKER

Ambitious plans to promote tourism in Moray have been given a boost after winning the backing of businesses.

Four fifths of the 120 businesses surveyed backed the idea of setting up a Tourism Business Improvement District (TBid), similar to the one in Inverness that has helped boost occupancy rates in hotels and create jobs.

Tourism businesses across Moray would pay a levy to the Bid which would then be invested in projects to improve trade and ensure visitors come back time and time again.

The idea was put forward after Moray Speyside Tourism warned last month it could be forced to close after its funding stops.

“Overwhelmed that they have endorsed our proposals”

The body, which acts as a tourism board, receives £66,000 from Highlands and Islands Enterprise and a further £16,000 from the local authority.

However the council recently announced that due to its own financial crisis, it will no longer be able to offer the funding.

Last night, Moray Speyside Tourism’s operations manager Laurie Piper said he believes the TBid is the only sustainable future for the tourism industry in the region, and welcomed the results of the survey.



FUTURE: Laurie Piper at the Eight Acres Hotel, where he is hosting the Moray Speyside Tourism Convention. Photograph by Jason Hedges

“I’m absolutely delighted that at this early stage of proposals the companies have engaged and have an appetite for a brighter future for tourism in the region,” he said.

“I’m overwhelmed that they have endorsed our proposals and if today’s positivity in the conference is a reflection of strength in tourism in the region, the future is very bright.

“The TBid is absolutely critical as without it, there won’t be a tourism destination marketing organisation in Moray. This is the only show in town.”

Tourism businesses from across the region met at the Eight Acres Hotel in Eight

yesterday for the annual conference organized by Moray Speyside Tourism.

During the event, businesses also identified some aspects of tourism in the area that they would like to see improved through the scheme, such as improving local roads and pavements and amending trading hours to meet visitor needs.

They also agreed initial priorities should include marketing the visitor offering across the region, improving transport around Speyside and extending the holiday season.

It was also suggested that TBid should act as an

advocate for local tourism businesses while dealing with the government and other large organisations.

Now the survey has been carried out, the next part of the plan is a formal consultation that will involve the TBid steering group holding one to one meetings with tourism businesses to find out what they want.

Mr Laurie added: “This is really encouraging as I firmly believe that a TBid will provide the sustainable solution the region needs.

“Most heartening though was the majority view that Moray Speyside is a better place to do business in 2018 compared to five years ago.”

Aberfeldy
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COACH HOLIDAYS 2018

Chatsworth and Chertie: 1 Day, 19 November	£295	Strictly Come Dancing: 2 February
St Nicholas Fairs, York: 4 Days, 23 November	£265	NEW FOR 2019
Motto Centre, Newcastle: 3 Days, 23 November	£160	Mossdale: 5 Days, 18 February