

# THE ANGUS TOUR

Adventure designed by you



Aim: to create a new travel route around Angus to increase the number of visitors to Angus to support the tourism sector post-covid.

## £75,000 VisitScotland Destination Marketing Fund

- Develop 12 new itineraries
  - History and Heritage
  - Food and Drink
  - Outdoors
  - Dog-friendly
- Align to VisitScotland post-covid trends
  - Localism and authentic experiences
  - Wellness tourism
  - Adaptable adventures
  - Artisanal food and drink

*Visit***-ANGUS**

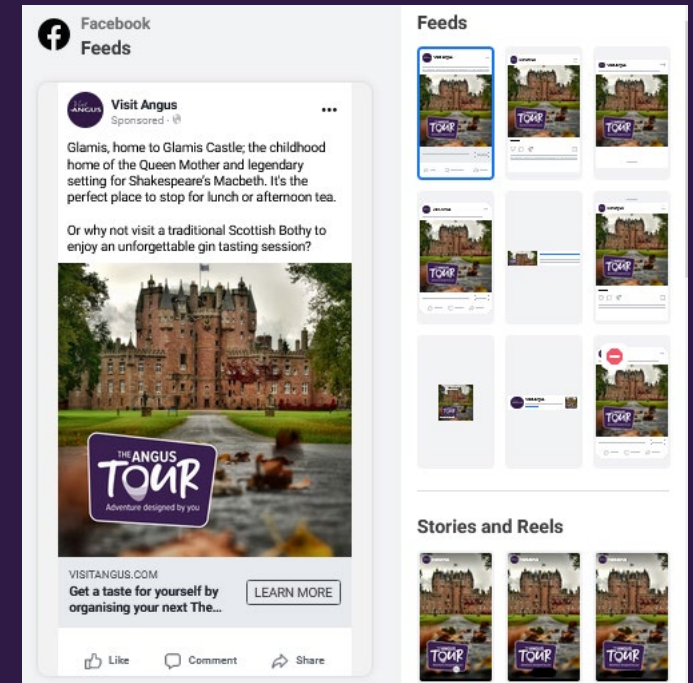
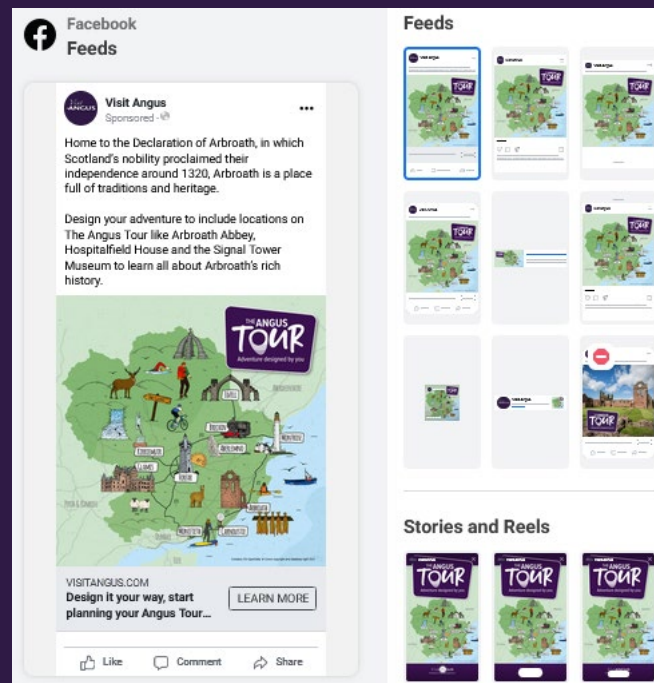
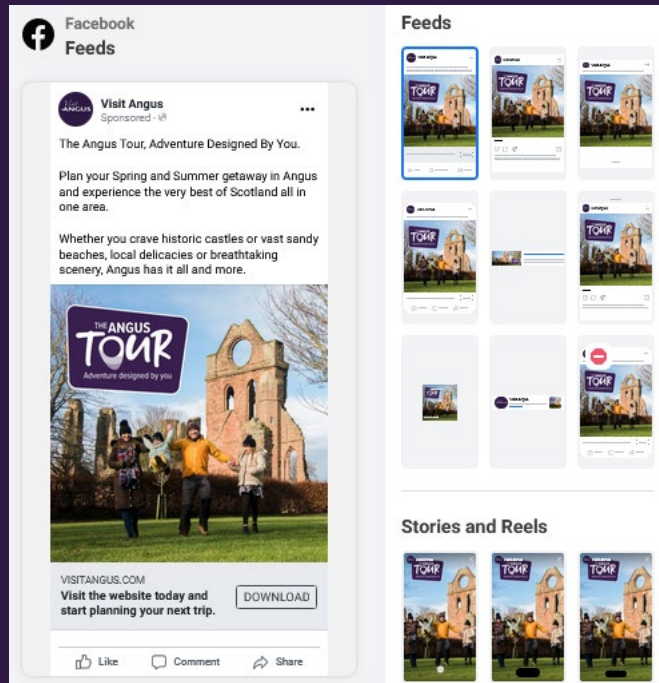
# Target Audience

Demographic	Empty Nesters (55+)	Families (16 - 54 with children)	Older Independents (35 - 54)
Location	Scotland - Major cities inc west coast. Newcastle, Birmingham	Scotland - Major cities inc west coast. Newcastle, Birmingham	London, Newcastle, Birmingham
Length of Stay	1-3 nights	1-3 nights	1-3 nights
Disposable income	High	Low	Moderate
Accommodation	Friends/family Hotel B&B	Self Catering Caravan/Camping	Hotel
Interests	-Localism and authentic experiences -Artisanal retail and food & drink - Wellness tourism	-Adaptable adventures -Artisanal retail and food & drink - Wellness tourism	-Localism and authentic experiences -Artisanal retail and food & drink - Adaptable adventures
Media consumed	Facebook, Instagram, Youtube		



# Social Media Advertising

- 105 social media adverts across Facebook, Instagram and YouTube



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# Social Media Advertising Results

23 Nov 2021 – 31 August 2022

Total spend: £34,786

6,636,166

Reach

ROI: £0.005

16,212,211

Impressions

ROI: £0.002

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# Media Engagement

- 5 press releases
- 3 media trips
- STV coverage
- Radio Tay – news feature
- 62 pieces of coverage online and offline
- 17m reach – digital news, magazines, newspapers, TV, Radio



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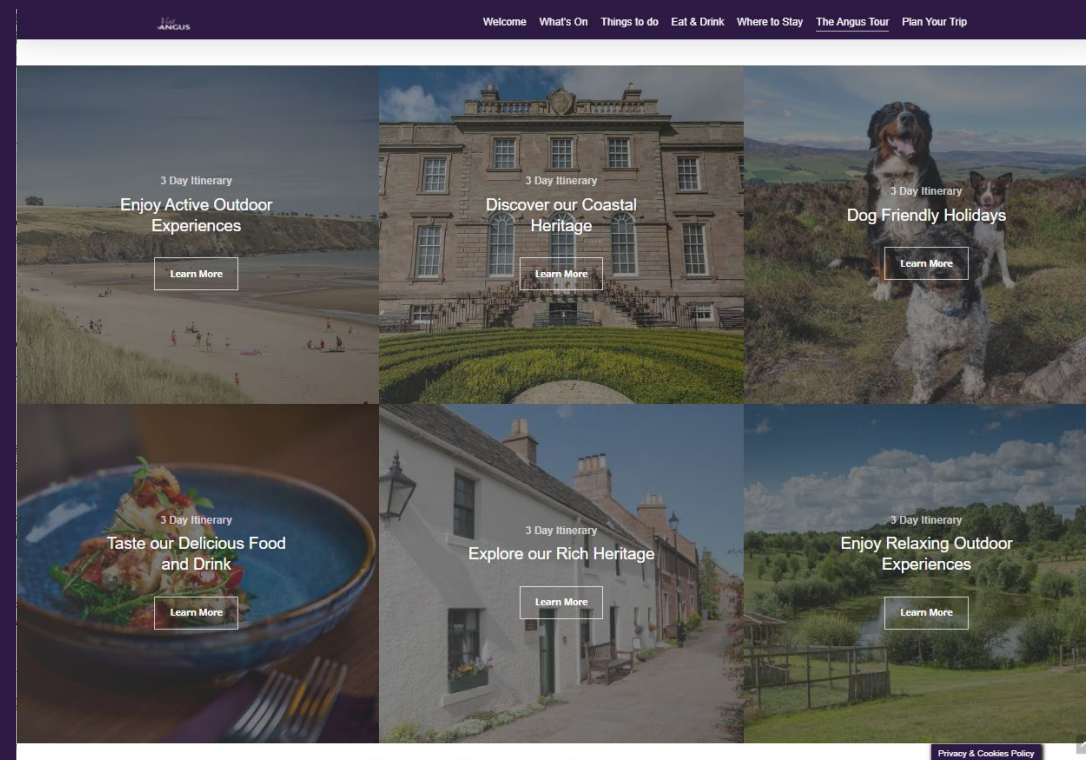


# Did We Reach Our Target Audience?

23 Nov 21 – 31 Aug 22 vs previous year

- 244% increase in visitors from London
- 258% increase in visitors from Birmingham
- 63% increase in visit from Newcastle
- 37% increase in visitors from Edinburgh
- -24% increase in visitors from Glasgow\*

\*75% increase compared to 2 years ago



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## What next?

- Update itineraries for autumn/winter
- Promote organically
- Continue working with local ambassadors
- Industry engagement – how businesses can help amplify the Angus Tour.