Angus Tourism Framework

September 2023 - March 2025

Arbroath Smokies

Lunan Bay

Glamis Castle

Panmure Golf Course

Our Vision
To work together with pride and passion to create, deliver and share inspirational experiences for all visitors to Angus.

Arbroath Harbour

Strategic Themes

Four strategic themes have been identified as a priority for tourism in Angus including; Industry Leadership & Collaboration, Pride of Place, Product & Experience Development, and Marketing. Data & Insights is a further priority which cuts across each of the four themes.

The action plan focuses on the priorities for the tourism sector in Angus, with certain activity delivered regionally, where there is rationale for doing so. Where possible, activity is also aligned to the STERG National Action Plan.

Industry Leadership & Collaboration

Pride of Place

Data & Insights

Product & Experience Development

Marketing

V&A Dundee

Arbroath Abbey
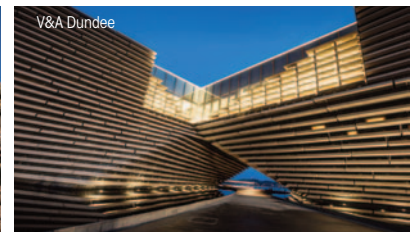
Angus Tourism Framework Leadership Group

A Leadership Group oversees, supports and ensures the delivery of the Angus Tourism Framework.

Tay Cities Region Tourism Strategy 2019-2024

The Tay Cities Region Tourism Strategy aims to grow the volume and value of tourism across the region, by working together and focusing on the region's strengths.

Three common strengths or 'connectors' have been identified for the region; culture & creative, food & drink and outdoor adventure.

Other connectors for the region include golf, business events and cruise tourism.

Regional activity will focus on building our capabilities, improving the customer journey and supporting leadership and collaboration.

Culture & Creative

Food & Drink

Outdoor Adventure

Action Plan 2023-2025

Industry Leadership & Collaboration (IL&C)

Lead

Angus Tourism Cooperative

Aim

To have an industry-led, collaborative approach to identifying opportunities for growth and for delivering support.

Objectives

a) Support Development and Delivery of the Angus Tourism Framework

b) Intelligence and Data Gathering, including successful use of information

c) Strengthen the Role and Reputation of the ATC

d) Improve the Capabilities of Tourism Businesses in Angus

e) Collaborate to provide leadership and guidance across Regional and National groups and events

f) Delivering the Strategic Tourism Infrastructure Development Plan

g) Building sector resilience

What	How	When	Outcomes
Support Development and Delivery of the Angus Tourism Framework	Create opportunity for Tourism Leaders		Networking and opportunity to participate in strategic planning for area.
	Collaboration and Networking around framework actions		Actions delivered.
	Recruit for Framework Groups		More participants on groups.
Intelligence and Data Gathering	STEAM – Ensure valid data is gathered, shared and used.		Increase awareness.
	Update how information is gathered		Influence how data is gathered and used in Angus.
Strengthen the Role and Reputation of the ATC	Tourism Leaders		Increase those participating in strategic level development.
	Collaboration opportunities		Increase engagement to allow collaboration.
	Membership Engagement 1 to 1		Increase engagement level across all activities.
	Peer Introductions Initiatives		Record number of introductions.

What	How	When	Outcomes
Improve the Capabilities of Tourism Businesses in Angus	- Training - Leadership Training - World Host - Digital - Travel Trade - Sustainable Business Action Plan		Increase participation on training Deliver training to meet the needs of tourism businesses.
	- Collaboration Opportunities - Signposting to existing opportunities		New Products.
Collaborate to provide leadership and guidance across Regional and National groups and events	- STA - SCOTO - Cairngorms - Regional Tourism Leadership Group - Angus Rural Partnership - Cultural Strategy Delivery Groups - Visit Scotland - Scottish Agri Tourism		- Raising awareness of Angus. - Knowledge gathering and sharing.
Delivering the Strategic Tourism Infrastructure Development Plan	- Motorhomes - Toilets - Signage - Carparks		- Identifying funding. - Prioritising projects for delivery. - Working with sector and partners to identify opportunities.
Building sector resilience	- Short Term Lets - Tourism Levy - Flooding		- Listen to industry. - Be industry voice in Angus.

Action Plan 2023-2025

Pride of Place

Lead

Norma Lyall

Aim

To harness the positivity and ambition of local communities to share their pride of Angus with visitors.

Objectives

a) Engage with local communities and businesses to capture activity and share that activity with visitors.
b) Support communities and businesses to welcome visitors to Angus in a responsible way.
c) Provide opportunities for local people to be advocates of and for Angus.
d) Participate in and create opportunities to share experiences and culture with locals and visitors.
e) Support communities and businesses to play a central role in place making across Angus.

What	How	When	Outcomes
Engage with local communities and businesses to capture activity and share that activity with visitors.	Plan audit of Community Led Tourism activity.	Jan 2024	Audit complete.
	Engage with marketing and PED groups to promote community-led activity.	Ongoing	Content shared.
	Share through networks and media channels.	Ongoing	Content shared.
	Encourage participation in Scottish Community Tourism BeLocal campaign.	Ongoing	Increased awareness and participation.
Support communities and businesses to welcome visitors to Angus in a responsible way.	Support content for marketing.	Ongoing	Work with marketing group to generate content for VA campaigns.
	Community run toilets, support inclusion on GeoTourism app.	Ongoing	Ensure community run toilets have the opportunity to be included.
	Toilets in Angus Partnership Scheme (TAPS).	Ongoing	Re-engage with AC.
	Highlight funding opportunities, e.g. through Angus Rural Partnership.	Ongoing	Joint funding application with ARP/ATC and AC.
	Motorhome facilities, next steps.	Nov 2023 to Mar 2024	Joint funding application with ARP/ATC and AC.
	Collaborate to support major events and festivals to be delivered responsibly.	Ongoing	Ensure positive outcomes for communities and businesses.

What	How	When	Outcomes
Participate in and provide opportunities for local people to be advocates of and for Angus.	Plan and begin delivery of Angus Ambassador programme.	March 2024	Explore how this can be achieved and what is required to make it happen. Review after delivery.
	Provide opportunities to share their passion through My Angus and VA marketing campaigns.	Ongoing	Monitor engagement levels with all campaigns
Create opportunities to share stories and culture with locals and visitors.	Deliver My Angus week, March 2024.	March 2024	Week of activity delivered.
	Insider's Guide - build on original content and refresh (digital/print).	March 2024	Funding secured and print produced.
	Raise awareness of local festivals and events which celebrate nature, environment, culture and place.	Ongoing	Increased content through ATC media channels.
Support communities and businesses to play a central role in place making across Angus.	Encourage representation and leadership through framework groups.	Ongoing	ATC networking events.
	Share and showcase examples of best practice.	Ongoing	Signposting and engagement.
	Support the delivery of Brechin Community Led Tourism project.	March 2024	Projects complete.
	Re focus and support the Ask Angus visitor information scheme to be more effective.	March 2024	Greater engagement with campaign.

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Product & Experience Development (P&ED)

Lead

Louise Nicoll/Jane Taylor

Aim

To deliver innovative and inspirational products and experiences for all visitors to Angus.

Objectives

a) Develop an improved understanding of our visitors to help meet their needs and expectations and maximise opportunities available.

b) Work collaboratively to develop a range of B2B and B2C products and experiences for visitors to enjoy all year round.

c) Maximise opportunities around major events, especially where these have capacity to grow or have an economic impact.

d) Create inspirational and invigorating new content to engage visitors.

What	How	When	Outcomes
Develop an improved understanding of our visitors to help meet their needs and expectations and maximise opportunities available.	Encourage a data informed approach to product and experience development.	Ongoing	- Clearly identified target market/visitor personas. - A range of products and experiences which are tailored to customer needs and wants.
Work collaboratively to develop a range of B2B and B2C products and experiences for visitors to enjoy all year round.	Develop products which showcase Angus' regional strengths including Food and Drink and Outdoor Adventure.	Ongoing	- Telling the Angus narrative through our products and experiences. - Number of new products created. - Increased volume/value of bookings.
	Position Angus as a responsible tourism destination, encouraging overnight stays and promoting Angus as a year-round destination.	March 2025	- Increased number of staying visitors - Grow the seasonal spread of visitors.
	Develop products specifically aimed at travel trade.	September 2024	- Increased volume/value of travel trade bookings. - Increased collaborative working/improved efficiencies. - Strengthen relationships with travel trade/no of engagements. - Increased knowledge and understanding of travel trade. - Increased number of businesses travel trade ready.

What	How	When	Outcomes
Maximise opportunities around major events, especially where these have capacity to grow or have an economic impact.	Adopt a partnership approach to developing and delivering a plan which delivers success for Angus businesses and communities. Senior Open.	July 2024	- Increase footfall to the event. - Increase awareness of Angus as golf/visitor destination. - Support local supply chain e.g., food and drink. - Encourage people to stay in Angus during the event. - Increased business participation in activity.
	Support event organisers where growth opportunities exist e.g., new events or where these have capacity to deliver a positive impact on businesses and communities.	Ongoing	- Grow the number of events in Angus. - Increase the economic impact of events. - Support events to become sustainable
Create inspirational and invigorating new content to engage visitors.	We will create a suite of engaging new content including imagery and film, for use across a range of digital platforms.	June 2024	Create a library of new digital assets for own and partner use.

Action Plan 2023-2025

Marketing

Lead
Gillian Black

Aim
To promote Angus as a responsible visitor destination to local, domestic, and international visitors over the next 12-18 months.

Objectives
a) Utilise the Visit Angus campaign to increase awareness of the region and encourage visitors.
b) Develop new creative campaigns for Visit Angus to encourage visits to the region and increase overnight stays.
c) Maximise current Visit Angus digital channels and deliver specific campaign activity to increase website sessions and engagement across social media.
d) Encourage the tourism sector to engage with the Visit Angus campaign and ensure there is effective communication between Visit Angus and the tourism sector.
e) Maximise opportunities for Visit Angus to collaborate with stakeholders and partners to increase awareness of Angus.

What	How	When	Outcomes
Utilise the Visit Angus campaign to increase awareness of the region and encourage visitors.	Review any available information/statistics/industry trends which are relevant to Angus.	Ongoing	Review information available from VisitScotland, STEAM etc and how these relate to Angus to help inform our approach to delivering the Visit Angus campaign.
	Establish the narrative and key messages for Visit Angus and ensure these are relevant to current trends.	May 2024	Key messages and narrative to be reviewed and updated.
	Establish the requirement for printed promotional materials and action.	May 2024	Research what, if any, printed assets are required, and produce recommendations for implementation of these.
Develop new creative campaigns for Visit Angus to encourage visits to the region and increase overnight stays.	Development of one or more creative campaigns which can be used to promote Angus as a visitor destination, from April 2024 to March 2025.	March 2025	Work with a creative agency to develop a minimum of one creative campaign to promote Angus as a visitor destination.

What	How	When	Outcomes
Maximise current Visit Angus digital channels and deliver specific campaign activity to increase website sessions and engagement across social media.	Ensure the Visit Angus website listings and content are up to date and encourage businesses to review content regularly.	Ongoing	- Annual listings review to be completed to ensure information is up-to-date and accurate. - Remove businesses who are no longer operating. - New listings to be added on request where appropriate and relevant.
	Utilise the Visit Angus website and social media channels to share Angus content and encourage visitors to Angus.		- Increase visitor sessions on Visit Angus website. - Increase reach on Visit Angus Facebook. - Increase impressions on Visit Angus Instagram.
	Deliver regular enewsletters to the Visit Angus B2C database to inform of things to see and do in Angus.		- Distribute a minimum of one enewsletter each month to the tourism B2C database. - Increase subscribers from 374 to 425.
Encourage the tourism sector to engage with the Visit Angus campaign and ensure there is effective communication between Visit Angus and the tourism sector.	Provide toolkits for businesses to enable them to engage with Visit Angus and share relevant content.	Ongoing	Update all relevant toolkits, following the completion of the brand review and narrative development.
	Deliver regular enewsletters/social media content to inform the tourism sector of relevant news and opportunities.		Distribute a minimum of one enewsletter each month to the tourism B2B database.
Maximise opportunities for Visit Angus to collaborate with stakeholders and partners to increase awareness of Angus.	Align Visit Angus messaging where appropriate to VisitScotland marketing.	Ongoing	Maintain awareness of VisitScotland campaigns and align Visit Angus messaging to these where appropriate and relevant.
	Engage with Scotland's Tay Country partners to deliver the regional marketing plan.		Work with Scotland's Tay Country partners to ensure Angus has good coverage within travel trade communications/promotions.
	Engage with stakeholders as appropriate on collaborative activity.		Work with relevant stakeholders as appropriate.