

industry update

SEPTEMBER 2020

Introduction

Sail Scotland has had a busy year on behalf of member businesses. A record-breaking marketing campaign was launched in January then paused at the outbreak of Covid-19. In response Sail Scotland fully engaged with Scottish Government and public agencies securing access to hardship grants for operators in the marine tourism sector.

In response to the Covid-19 Pandemic and wishing to make membership more accessible the Sail Scotland board agreed to reduce membership fees broaden the membership categories and offer a more flexible way to engage in marketing initiatives.



MARKETING



211,900 views

👁️ 1,683 hours watched



97,300 views

👁️ 2,700 hours watched
1,115% subscriber growth



**TOTAL VIEW TIME
ACROSS ALL
CHANNELS?**

4,383 hours
182.6 days or 6 months!

(Feb - August)

#MustSeaScotland

Our **#MustSeaScotland** campaign kicked off in January and immediately broke records! In partnership with co-funders: NTS, Calmac and Diageo eight drone filmed 360 degree virtual reality videos were shot at: St Kilda, Mingulay, Canna, Staffa, Islay, Skye, Oban and Inverness. Each film aims to inspire viewers to come to Scotland and sail to these stunning locations We are now working on maximising the key messages of; book for 2021 and plan for 2022.

<https://www.sailscotland.co.uk/news/posts/2020/mustseascotland-360-videos/>



BOOT Dusseldorf 2020

Sail Scotland took a stand at Europe's biggest consumer boat show. Supported by SDI, the 7 day show was a great success with volunteers and board members engaging with a wide range of quality enquiries. Following the show, we forwarded member offers to 75 contacts.

2020 Magazine

We engaged Landmark Press to distribute the brochure to a record 92 location across Scotland and also to key locations in NE and NW England and Northern Ireland. In response to Covid-19 we upgraded the brochure to a digital format allowing advertisers to embed videos into their adverts. Planning is underway to make the 2021 edition more appealing, informative and a wonderful read.

<https://www.sailscotland.co.uk/plan/sailscotlandbrochure/>



Good to Go

In partnership with VisitScotland we were included in the first round of the UK wide Good to Go scheme giving Sail Scotland members preferential access to the national scheme.

<https://goodtogo.visitbritain.com/>



Respect the Destination

As an extension to the Covid-19 Safe Sailing Guidelines we developed the #RespectTheDestination campaign. This was in response to ongoing concerns about visiting remote coastal and island communities. In June we invited RYAS, Wild Scotland and British Marine to join the initiative asking yacht crews to respect local wishes and guidelines when stepping ashore.

<https://www.sailscotland.co.uk/news/posts/2020/respect-the-destination/>



Shop to Ship

Sail Scotland launched a new sales platform to better connect visiting yachts with local businesses. The Shop to Ship scheme promotes the purchase of local seafood, fresh food, arts and crafts but also respects the wishes of communities, moorings and harbours regarding visitors stepping ashore. Supported by Food & Drink Scotland the scheme is being piloted with potential of a wider roll out in 2021.

<https://www.sailscotland.co.uk/news/posts/2020/shop-to-ship/>



2021 Marketing

We are in discussions with partners to develop a strong campaign to attract more UK, Eire and N European yachts to cruise and relocate to Scotland, secure more charter bookings and more sail and cruise holidays. The campaign will support the recovery and sustainability of our sector. For information and to join the campaign please contact alan. rankin@sailscotland.co.uk



Scottish Marine Tourism Conference 11th March 2020

Sail Scotland hosted the annual Marine Tourism conference at West Kilbride. The event was sponsored by North Ayrshire Council. 97 people attended. Cabinet Secretary Fiona Hyslop MSP opened the conference with many positive messages around the growth of the sector and the opportunities that the Themed year presented to businesses. The Conference Theme was Sea to Shore and brought together speakers to emphasise the opportunities in connecting water-based activities and businesses with shore-based businesses and destination groups. Marc Crothall STA gave an outline of the new National Strategy Scotland Outlook 2030. The Giant Strides MT Strategy was launched with a panel session inviting questions from the audience.

Coronavirus Pandemic

Having doggedly fought for many weeks through the STA Council and Scottish Government we pressed the case for marine tourism businesses to be added as an eligible sector to access hardship funding. Whilst many businesses experienced a frustrating application process and some receiving arbitrary refusals it was heartening to hear from members who had secured lifeline funding support. Our work continues in pressing for further support funding for the sector.

Covid-19 Scottish Tourism Guidelines

Sail Scotland worked with The Scottish Government, Scottish Tourism Alliance, Scottish Tourism Emergency Recovery Group (STERG) and a wide range of trade bodies we developed the Safe Sailing Guidelines as the sector reference. The National Framework published on 18th June Coronavirus (COVID-19): Tourism and Hospitality Sector Guidance Scotland Link Here signposting to various industry sector guidelines.

<https://www.sailscotland.co.uk/news/posts/2020/safe-sailing-guidelines-covid-19/>

Representing You

During the year Sail Scotland has been busy representing the interests of your sector:

✓ Scottish Tourism Recovery Task Force member representing Marine Tourism

✓ Recreational Boating and Marine Tourism Cross Party Group

✓ Scottish Tourism Alliance Council member

✓ Year of Coasts and Waters Steering Group

✓ Westminster Hospitality and Tourism All Party Group

YOUR SAIL SCOTLAND

The Sail Scotland board

Gavin McDonagh (Chairman), Managing Director, Holt Leisure Parks

Stephen Bennie Director, Troon Yacht Haven

Alasdair Burns, Director, We Do Fruition
(former Director of Marketing at Scottish Canals)

Mark Cameron, Director, MC Yachts

Jamie Hogan, Managing Director, Inverness & Caley Marinas

Hazel Pearson, Operations & Business Development Manager, Flamingo Yacht Charters

Glenn Porter Director, Ocean Sailing Scotland

Mike Whyte Sail Orkney and Sail West Coast Yacht Charters
(appointed 25th Feb 2020)

Gayle Skelly Eyemouth Harbour (resigned 3rd March 2020)

Daniel Steel, Chief Executive Officer, resigned 30th October 2019

Alan Rankin, Chief Executive Officer, 28th October 2019

Your Membership

In response to the impacts of the Covid-19 pandemic the Sail Scotland board has fully restructured the membership proposition. The new format has reduced the cost of entry level membership, broadened the range of membership categories and introduced a flexible 'pay as you go' approach to buying add-on marketing services. Sail Scotland has for many years enjoyed direct funding support from Highlands and Islands Enterprise and secured marketing funding support from VisitScotland and Scottish Development International. Core funding from HIE comes to an end in March 2021 and at the time of this report we are in close discussions with VisitScotland regarding future marketing campaigns. There has never been a more important time to support Sail Scotland so we can continue to promote Sailing in Scotland, represent your interests and contribute to the growth of our sector. The Board urges members to re-join and if you are not a member please contact me to discuss accessing our membership marketing and business benefits.

Alan Rankin, CEO Sail Scotland

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www.sailscotland.co.uk/membership

