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## Economic impact from Events

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The strange case of the  
Closed Carnoustie Chippie.....

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## TiG - Who are we? Objectives?

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- Industry leadership group
- Cross Scotland, cross sector
- Around 50 operators plus stakeholders/funders: SE, HIE and VS.
- Chair is Robin Worsnop of Rabbie's Trail Burners.
- 2 paid staff

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## We aim to.....

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- Influence the strategic development of tourism in Scotland – grow the tourism economy.
- Improve innovation and collaboration by Scottish tourism operators.
- TiG Teams - deliver innovative initiatives at a strategic and tactical level.

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## How do we operate?

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5 priorities. Strategic importance & possible to create change. Each has a “champion”.

- International visitors
- Sustainable tourism
- Encouraging application of Technology
- Arts & Cultural tourism
- Food and drink as part of tourism

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## Events

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VisitBritain Events strategy:

- *Vision: Britain becomes the globally recognised destination of choice for all sectors of the international events industry.*
- *Event tourism generates a quarter of the total value of the UK's visitor economy*

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## British Open, Carnoustie, 2007

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## To maximise the economic impact...

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5 key themes emerged:

- Choose the right event, with the right people
- Deliver an experience not just an event
- Integrate with the local community
- Establish excellent communications
- Understand, measure and build on the impact

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# 1. Choose the right event, with the right people

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- Right people - a committed working team.
- A clear leader - avoid committee decisions.
- Right event - "Brand fit" with the destination



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## 2. Deliver an “Experience” not just an event

- Complementary activities
- Grow the event over time
- Set high standards for the experience
- Catering is important – think local, seasonal, authentic.



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### 3. Integrate with the local community

- Avoid “them and us”
- A 360° degree view
- Use local suppliers
- Role of sponsors – national and local
- Charity can give soul
- Volunteers and staffing
- Encourage co’s to spot **their** opps



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## 4. Establish excellent communications

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- Tailor messages for different audiences:
  - Local businesses
  - local community,
  - Event organiser,
  - Visitors,
  - Collaborative partners,
  - Sponsors,
  - Media: Local , National, special interest.

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**Cycle spin-off successes sought**

**Dumfries and Galloway Council hopes to secure a deal to keep a stage of the Tour of Britain cycle race in the region until at least 2011.**

The final leg of this year's event started in the Dock Park in Dumfries on Saturday drawing large crowds.



The Tour of Britain visited Dumfries and Galloway on Saturday

A report on the economic impact of the event is to be brought before councillors in the next few weeks.

Events strategy officer Ian Barr said it was vital to build on the success the tour had enjoyed in the region.

**'Development spur'**

The Dumfries to Glasgow stage at the weekend was the third successive year the Tour of Britain had passed through the area.

Mr Barr said it had clear benefits for south west Scotland.

"I think that the Tour of Britain coming to Dumfries and

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## 5. Understand, measure and build on the impact

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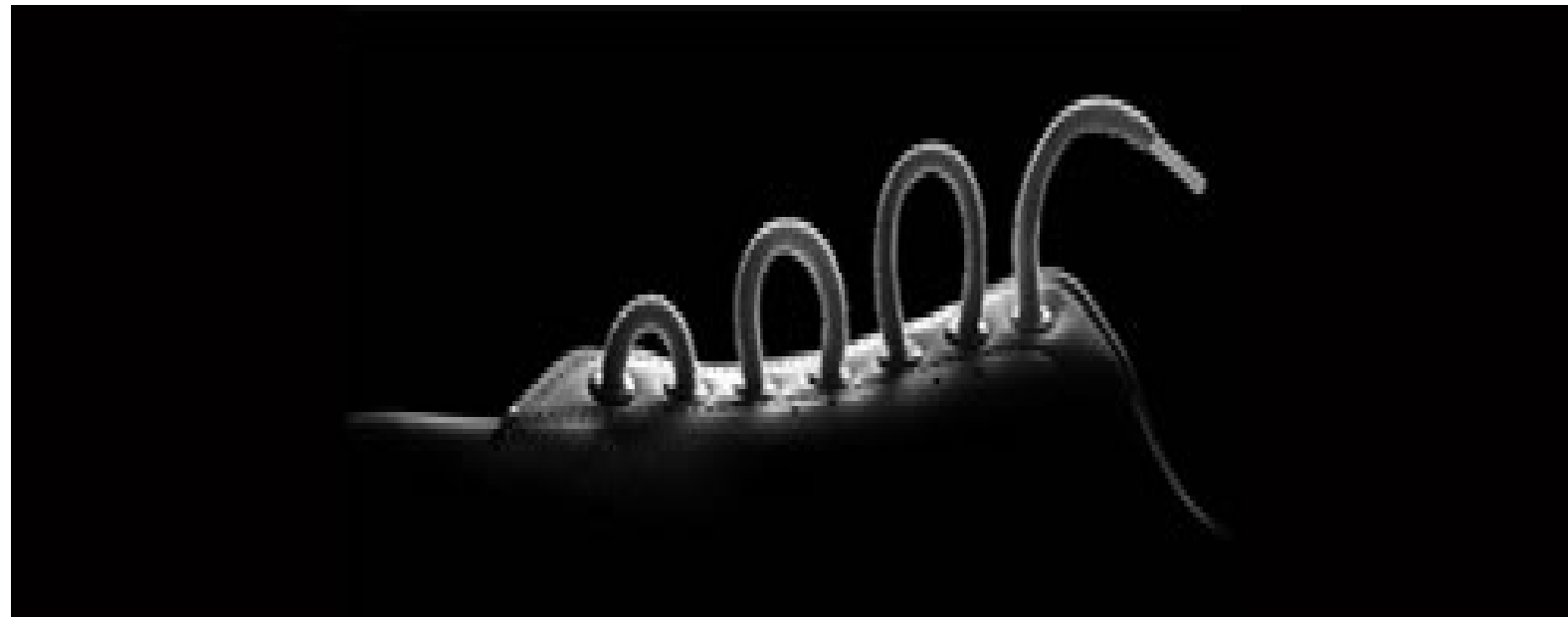
- Collect customer, stakeholder, sponsor feedback.
- Use it for change.
- Use blogs and social networks (Facebook, Trip Advisor) to capture informal views.
- Think about non-attenders. What stopped them coming?

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## The new Nessie??

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