

Fast facts

Tourism in Moray Speyside 2014

Total Visitor Spend:	£60 million
Total Trips:	273,000
Employment:	2,400

Top markets for Moray Speyside 2014

GB	Trips (000)	Spend (£m)
Scotland	185	30
England	68	19
Total Value	253,000	£49 million

Overseas*	Trips (000)	Spend (£m)
Total value	20,000	£11 million

Top five overseas markets for Grampian (incl. Moray Speyside) in 2014 (by trips)

1	Norway
2	Germany
3	USA
4	France
5	Netherlands and Poland

Sources: Great Britain Tourism Survey (GBTS) 2014, International Passenger Survey (IPS) 2014 and The Scottish Government Growth Sector Statistics: Local Authority Area Database, 2012. *Overseas data for Moray Speyside is estimated and based on IPS data.

Figures may not add up exactly due to rounding. Regional tourism data is produced from surveys and can have a relatively small sample size. This can increase error margins and therefore data should be treated with caution. If you need any more information please contact your local team. Further information on research is available on visitscotland.org.

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Examples of VisitScotland marketing activity



Example of VisitScotland social media activity



Hundreds of thousands of potential visitors follow the VisitScotland Facebook and Twitter accounts

Front cover: Gatehouse to Ballindalloch Castle; Johnston's of Elgin - the shop area of the Cashmere Visitor Centre; Footprints along the dunes on the beach at Findhorn, and The Falconer Museum, Forres.

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- Access a range of advice materials and toolkits
- See the latest tourism research and statistics
- Register for industry events

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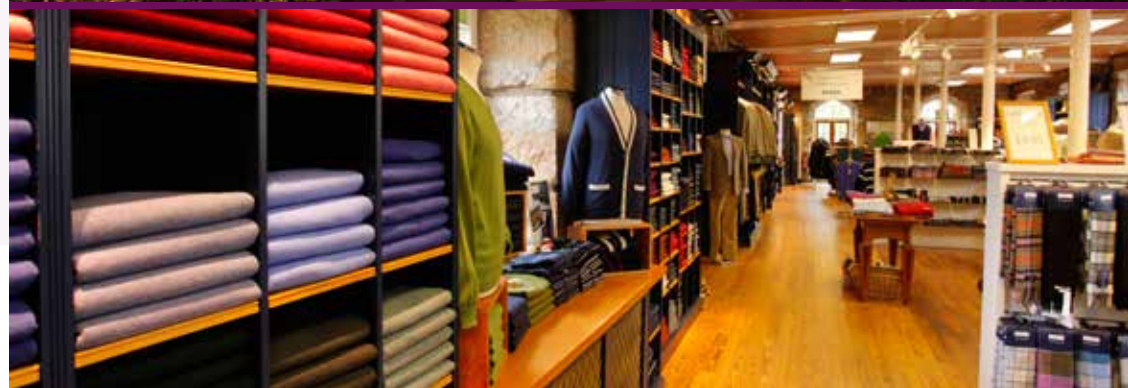


Delivering for Moray Speyside 2015

How we're working to grow the visitor economy.



Scotland's National Tourism Organisation
Buidheann Turasachd Nàiseanta na h-Alba



“The Year of Food and Drink Scotland 2015 has seen us build on the success of 2014 and given the world a taste of what Moray Speyside has to offer.

The Year of Innovation, Architecture and Design 2016 shines a spotlight on all of Scotland’s achievements through a wide-ranging variety of activity. With Pictish and medieval architecture, world leading whisky specialists and makers of luxury cashmere garments, Moray Speyside is perfectly placed to take advantage of the year and boost tourism across the region.

Tourism provides an international shop window for Moray Speyside, creating 2,400 jobs and generating £60 million for the region’s economy, demonstrating that it is much more than just a holiday experience.

We continue to deliver for the region by working in partnership with Moray Council, Moray Speyside Tourism, other public sector partners and business groups to promote the region as a fantastic place to visit and invest in.”

Scott Armstrong
Regional Partnerships Director



VisitScotland’s marketing provides a shop window for Scotland – stimulating investment and jobs as well as millions of visitors for the country.

Our campaigns signpost to visitscotland.com for more information and inspiration on Scotland’s regions.

Recent changes to our website have meant that in 2014/15 more than 12,000 searches involving Moray Speyside were made on our global website and over 5,500 visits were made to the regional landing page on the site. Over 10,000 searches were for accommodation in Moray Speyside.

VisitScotland is providing digital platforms for every business, large or small, to take their message across the world with a free listing on visitscotland.com



Over £162,000

awarded to events in Moray Speyside by VisitScotland, between April 2014 and March 2015.

Over 12,000

searches involving Moray Speyside were made on visitscotland.com in 2014/15.

81%

of searches for Moray Speyside on visitscotland.com were for accommodation in 2014/15.

£7,350

awarded to Moray Speyside projects by VisitScotland as part of the Year of Food and Drink Scotland fund.



EventScotland - a team within VisitScotland’s Event’s Directorate, awarded a total of £7,350 to events in Moray Speyside for the Year of Food and Drink Scotland 2015.

Two events were supported by the fund - Seafest, taking place from 4-11 July and the City of Elgin BID Food & Drink Festival 2015, held on 22 August.

During 2014, EventScotland funded a variety of events in the region, including The European Pipe Band Champions ‘Piping Hot Forres’ (£25,000) and the Spirit of Speyside Whisky Festival (£69,000). Support for these events has continued in 2015.

£20,648

awarded by VisitScotland’s Growth Fund to Moray Speyside: People and Place in 2015.

39,000

web visits to the competition page for VisitScotland and Diageo joint promotion of Moray Speyside.



Building on the success of 2014, VisitScotland continues to showcase Scotland as a world class destination for events. We are committed to developing and enhancing Scotland’s reputation as the Perfect Stage for Events.

Moray Speyside hosted the World Orienteering Championships alongside the Highlands from 31 July-8 August. The event was supported through EventScotland’s international funding programme.

746 million

potential visitors reached worldwide by our consumer PR activity for Moray Speyside and The Highlands in 2014/15.



Since the beginning of June 2014 VisitScotland has been working in partnership with the Daily Mail (Scotland) on a regular ‘It’s Friday! What’s On’ feature, showcasing things to see and do in Scotland’s regions at the weekend to its 94,000 weekly readers.

Moray has received some fantastic coverage. Readers were encouraged to visit the only working cooperage in the UK, walk the Moray Coast Trail, experience the region with roughly half of the distilleries in Scotland and explore Scotch on the rails at historic Keith and Dufftown.

Activity asked visitors to share their #brilliantmoments through social media, helping to inspire others to take a trip to Scotland’s regions.