

Title	Industry Communication
Local Authority	North, South and East Ayrshire Councils
Key Partners	<p>Ayrshire and Arran Tourism Team, tourism groups and individual businesses. There are member and stakeholder options:-</p> <p>MEMBER</p> <ul style="list-style-type: none"> Tourism Business/Organisation Based in Ayrshire & Arran Wants to be listed in Directory Wants to receive eNews <p>STAKEHOLDER</p> <ul style="list-style-type: none"> Interested in tourism in Ayrshire & Arran (e.g. student, supplier, local resident) Wants to find out more information Wants to receive eNews
Project Summary	<p>Following the development of the Ayrshire & Arran Tourism Strategy 2012-2017, and the subsequent formation of the Ayrshire & Arran Leadership Group and Tourism Team, it was recognised that there was a need to proactively manage two way communications across the sector to ensure that tourism businesses were both informed and engaged in key developments and initiatives aimed at delivering the strategy.</p> <p>The Tourism Team have created integrated multi-channel communications platforms to allow the management and improvement of Business to Business communications on an ongoing basis. This centres on the creation of a new industry website acting as an online tourism network for businesses in Ayrshire and Arran, providing a focus for networking amongst the businesses and a portal for information and opportunities relevant to the sector.</p> <p>The aim of this site and associated communication channels is to provide:</p> <ul style="list-style-type: none"> • focus for industry specific information and content • forums for discussion

Case Study

	<ul style="list-style-type: none"> • display of mixed media • opportunities for user generated content • searchable managed content • directory of Ayrshire tourism businesses • links to opportunities – trading, partnerships, funding, and initiatives <p>The industry website was launched in April 2013. To date there are 372 tourism businesses registered. There is a high level of interactivity on the site, monitored by google analytics.</p>
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Resources	Resources for this project are from the Ayrshire and Arran Tourism budget
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Good Practice and Lessons Learned	<ul style="list-style-type: none"> • The project has enabled up to date topical information to be shared within the tourism industry • Promotion of the Business to Business website via word of mouth, twitter, events and networking has been very successful • Work to improve and manage effective two-way communications with the tourism sector in Ayrshire & Arran is an ongoing work stream. Areas to include: <ul style="list-style-type: none"> • The set up of cross social media interface • The enhancement of the search function regarding registered users • An online photo gallery, downloadable for businesses to use to enhance their own websites
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Third Party Quote(s)	<p><i>“The Ayrshire & Arran Tourism Business to Business Website offers an excellent networking opportunity to engage with our industry partners in collectively exploring the key actions designed by the Ayrshire and Arran Tourism Team and supported by the Tourism Leadership Group, to assist in the positioning of Ayrshire & Arran as a premier destination of choice.”</i></p> <p>Moira Birtwistle – Ayrshire College</p>
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Where to find out more...

Relevant Web Link(s)	http://www.ayrshire-arran.org
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Date	July 2014
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