

Title	Ayrshire Watersports Website
Local Authority	South, North and East Ayrshire Councils
Key Partners	<ul style="list-style-type: none"> Ayrshire & Arran Tourism Team Ayrshire & Arran Tourism Leadership Group Firth of Clyde Forum / Scottish Natural Heritage (SNH) Royal Yachting Association Scotland (RYA Scotland)
Project Summary	<p>Ayrshire, Arran and Cumbrae are ideal locations for a whole host of watersport activities. The importance of sailing and watersports to the area was identified in the Ayrshire and Arran Tourism Strategy 2012/17. The coastal areas of mainland Ayrshire (84 miles/135km), and the islands of Arran (56 miles/90km) and Cumbrae (11.5 miles/ 18.5k) provide superb opportunities and access points to the popular waters of the Firth of Clyde. The abundance of natural, physical and logistical assets is attractive to visitors who come from all over the UK and overseas for competitive sailing, leisure yachting, sea kayaking, kitesurfing, sea angling, windsurfing and many more activities, which are of significant economic benefit to the area.</p> <p>The coastal areas are home to resort towns with excellent visitor facilities, holiday accommodation provision, established purpose built marinas, watersports centres of excellence, pontoons, sandy beaches and numerous water access points. All these features can be capitalised on to attract visitors, encourage participation and repeat visits, extend the length of their stay in the area, and raise the profile of the area as a key watersports destination.</p> <p>Recent activities and developments by the Tourism Team for watersports include:</p> <ul style="list-style-type: none"> Partnership work and links with existing industry programmes and initiatives Development of an interactive watersports website - www.watersportscoast.com Production of a user-friendly 'code of conduct' for watersports to give guidance on safe, responsible and considerate water use Work with watersports providers and businesses to facilitate the development of online resources and use of social media networks as marketing tools Marketing and PR activity to raise profile of the facilities in the area.

Resources	Ayrshire and Arran Tourism budget
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Good Practice and Lessons Learned	<ul style="list-style-type: none"> • The number of watersports businesses participating in the Watersports website to date is 30 • The Number of hits on the Watersports website per annum 1250 • A PR campaign for Watersports has been developed for Summer 2014, this will encompass further monitoring and evaluation of the site and activity, plus new online activity.
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Third Party Quote(s)	<p>“What a good idea! watersportscoast.com is simple to use, it’s got relevant information and interactive... an excellent and well designed one-stop website which provides information about key coastal access points including facilities and descriptions, and weather forecasts.” <i>Tam, Canoe Guide, Wild By Nature</i></p> <p>“...an excellent resource for promoting watersports in Ayrshire.” <i>Edward, resident of West Kilbride and experienced windsurfer of 26 years (and former windsurf instructor)</i></p> <p>“This is a great development in providing information specifically for watersports enthusiasts. It really shows off the amount of watersports opportunities in Ayrshire and Arran and makes participation more accessible. The Tourism Team should be congratulated in creating this information into one website.” <i>Carolyn Elder, Largs Yacht Haven Manager and Ayrshire & Arran Tourism Leadership Group Member</i></p>
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Where to find out more...

Relevant Web Link(s)	www.watersportscoast.com
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