

MOMENT FOR CHANGE

27 January 2022

Best Practice Directory

Visitor Attractions in Scotland

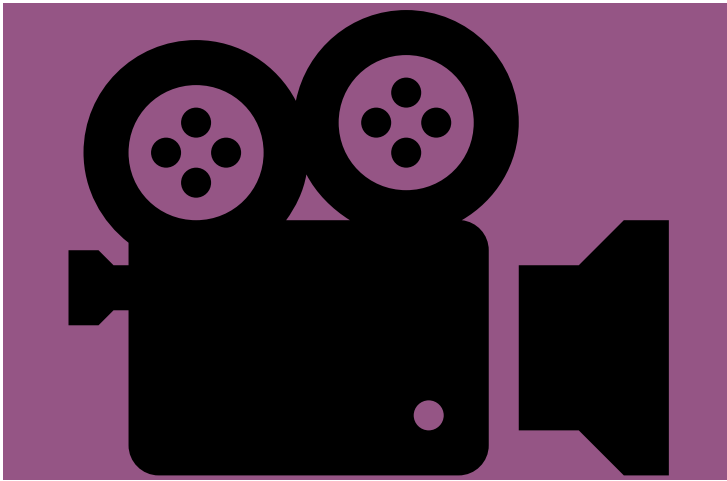
Angie Fowler

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VisitScotland



WELCOME TO THE WEBINAR



This webinar is being recorded



Questions?



Contact

Angie.fowler@visitscotland.com



BEST PRACTICE DIRECTORY - LAUNCHED!



Quality visitor experience

Quality Assurance ratings

How to apply

Sector guidance

Promote your award

Taste Our Best

Brown tourist signs

Responsible tourism

Our visitors, culture and communities

Inclusive and accessible tourism

Sustainability and the environment

Climate change

Green tourism certification

Advice

Coronavirus support & information

Advisory service

Brexit support

Business surgeries

Travel distribution

Your Industry Relationship Manager

Digital skills

Get started with digital

Essentials of digital marketing

Know your customers

Improve your online performance

Marketing

Marketing opportunities

Business events

Consumer publications

iCentre advertising

Our global website

Press trips

Toolkits

Funding


Business Improvement Districts

Growth Fund

Rural Tourism Infrastructure Fund

Recovery funding

VISITOR ATTRACTIONS | BEST PRACTICE DIRECTORY

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Providing a quality pre-arrival experience | visitor attractions

Discover best practice examples on the pre-arrival experience for visitor attractions. Including advice tailored to tours, venues, attractions, and shops.

[Read More >](#)



Improving your arrival experience | visitor attractions

Discover best practice examples on the arrival experience for visitor attractions. Including advice on visitor flow management, and more.

[Read More >](#)



Improving your core experience | visitor attractions

Find best practice examples on how businesses provide their core experience to visitors. Including examples from The Royal Yacht Britannia.

[Read More >](#)



Providing a great food and drink catering experience | visitor attractions

Find best practice examples on how to provide a great food and drink experience to your visitors. Including case studies from the Scotch Whisky Experience.

[Read More >](#)



Delivering the best retail experience | visitor attractions

Find out how to ensure your visitors have a great retail experience, with this best practice directory.

[Read More >](#)



Ensuring you provide quality toilet facilities | visitor attractions

Ensure you are providing great quality toilet facilities, with this best practice directory. Including advice on cleanliness and more.

[Read More >](#)

Watch our retail video guide



Quality Assurance retailing scoring

Open all

Visitor flow management



Merchandise – quality and range



Presentation



Appearance of staff



Décor and maintenance



Jacobite Cruises – currently scoring 10/10 (2019/20)

- Recent investment in visitor centre space and wide range of retail product
- Product range from higher price luxury gifts to branded pick up items and toys
- Focus on sourcing Scottish producers
- Majority of product linked to overall visitor attraction and pitched to appeal to high proportion of International visitors
- Very strong branding on own products
- [Find out more on the Jacobite Cruises website](#)

House of Bruar – currently scoring 10/10 (2019/20)

- Huge range of products across a variety of different departments
- Focus on luxury product and higher price bracket as appropriate to market, but smaller price-tag pick up items available
- Focus on Scottish provenance and quality of product
- [Find out more on the House of Bruar website](#)

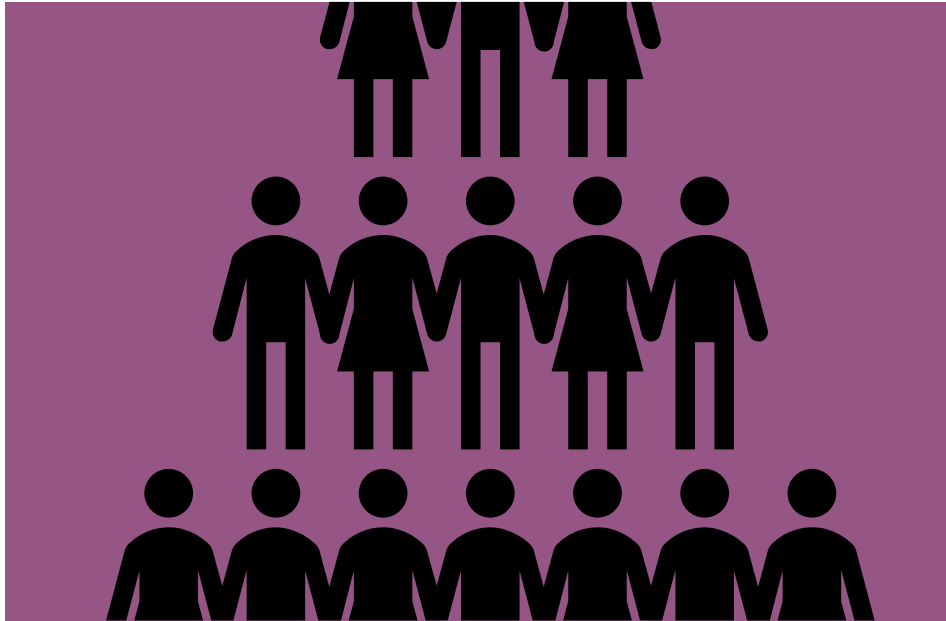
Décor and maintenance

This section looks at the intrinsic quality and condition of décor, flooring, fixtures and fittings and enhancements used. There should be effective use of and the condition and maintenance of lighting, heating and ventilation.

There are no specific examples of 10/10, as this score can be affected with wear and tear, refurbishment, re-decoration year on year. Businesses should consider:

- **High quality décor, all aspects in excellent condition – no evidence of wear and tear on walls, doors, walls, flooring**
- **Paintwork and woodwork**
- **Fixtures and fittings, for example pictures, sales materials and signage appropriate to the location and in excellent condition**
- **Flooring in excellent condition**
- **Counters, for example sales counter, all in excellent condition; all in full working order**
- **Lighting in full working order – a comfortable atmosphere conducive to sales; particular attention paid to lighting covering key sales areas**

SUPPORT WITH STAFF AND CLEANLINESS

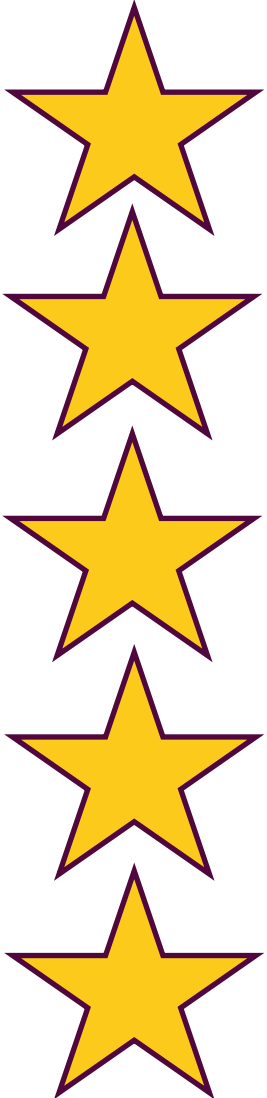


Hospitality & Friendliness
Service & Efficiency



Covid-safe
Increased visitor expectations

OUTSTANDING – WORLD CLASS



Quality Assurance Membership

- Around 1,300 QA members providing visitor experiences
- Around 22% are 5 Star visitor experiences
- 64 new QA members at Awaiting Grading status: already received comprehensive advisory calls and feedback reports from QA team

Insights on visitor experiences in Scotland

- Retail offerings – 4 Star average
- Toilets require most investment
- Pre-arrival visitor journey could also use some work
- Take inspiration from tours and wildlife experiences



🔍 Contact Angie.fowler@visitscotland.com

M O M E N T F O R C H A N G E

Speaker 1

Anne Kinnes

The Black Watch Castle and Museum

M O M E N T F O R C H A N G E

Speaker 2

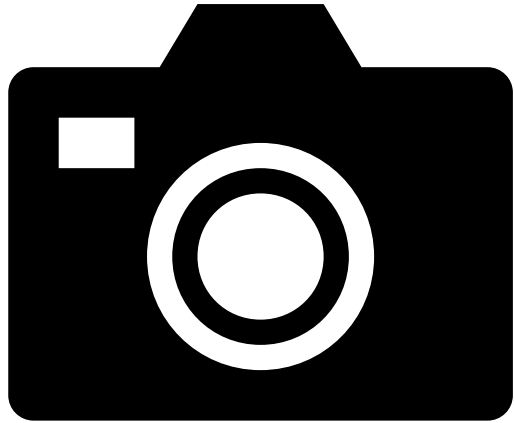
Stuart Cassells

The Macallan Distillery

QUESTIONS



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