

Sense of Place Marketing in Loch Lomond and the Trossachs National Park, Scotland

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Introduction – My Background

- Worked in tourism for 14 years
- Specialise in sustainable, nature-based, cultural and adventure tourism
- Worked with a variety of international stakeholders
- Originally from USA but living in Scotland for over 10 years
- PhD in sustainable tourism and ecomuseology from Newcastle University



Introduction – Current Role

- **Ecotourism Project Manager with Friends of Loch Lomond and the Trossachs (FOLLAT)**
- Heritage and conservation charity
- Small team
- Protect, Provide, Promote
- Friends of OUR Park
- Fundraising
- Project support
- Raising awareness about the potential of sustainable nature-based tourism and the special qualities of the national park
- Ecotourism seminars and factsheets





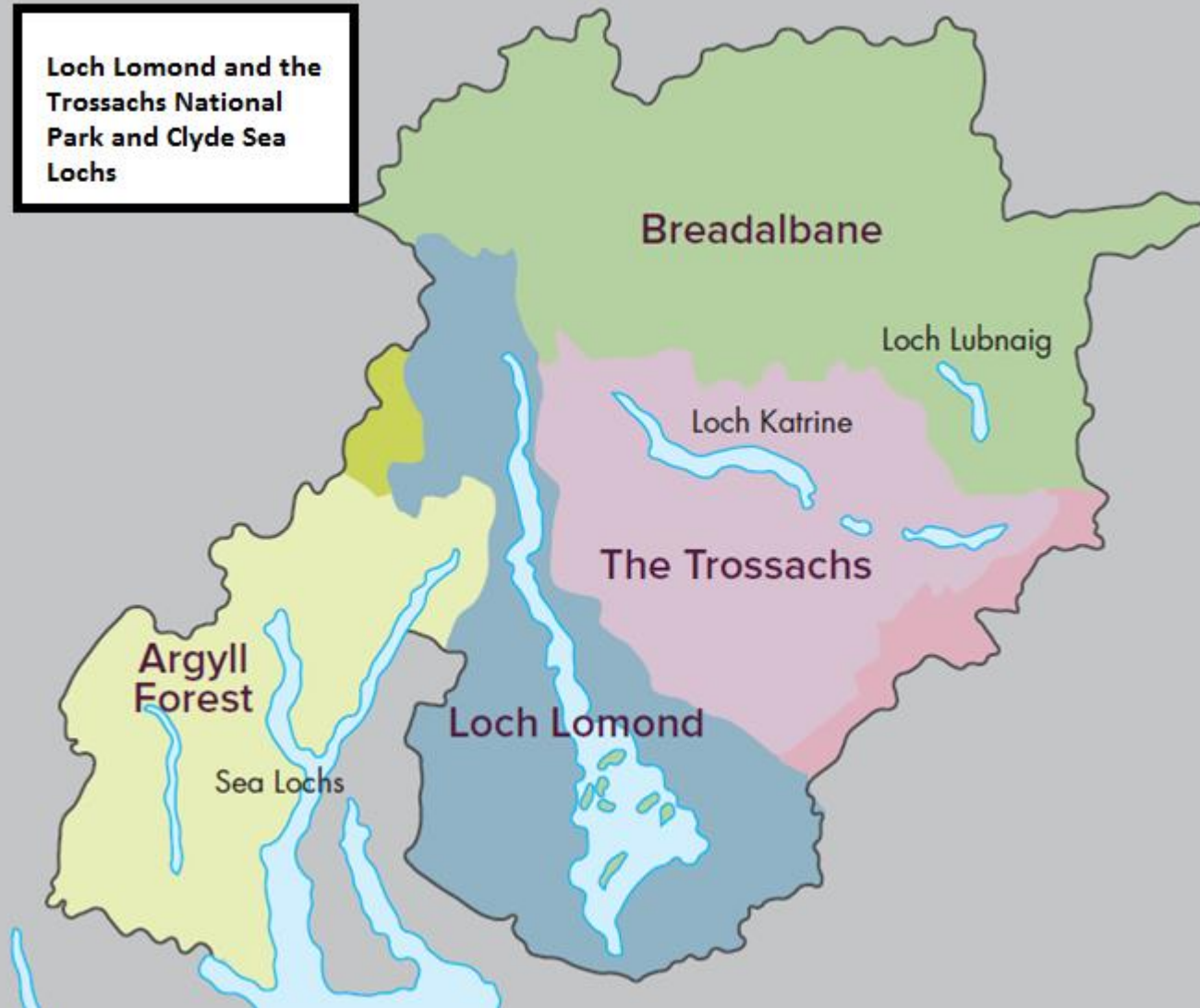
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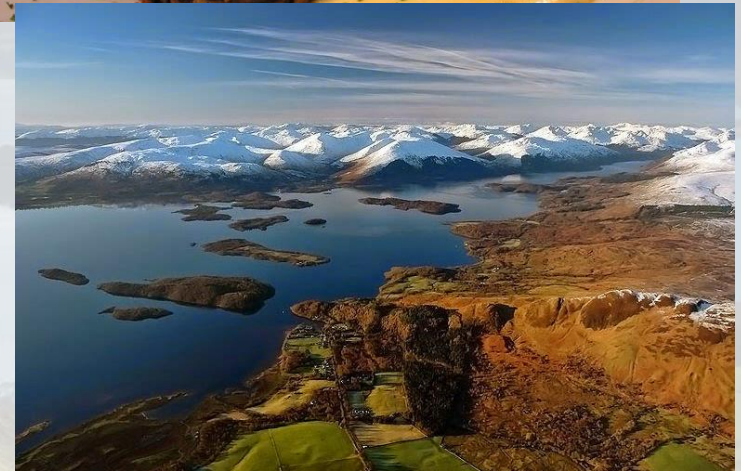
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**Loch Lomond and the
Trossachs National
Park and Clyde Sea
Lochs**



Sense of Place Marketing

- What is sense of place?
- Special characteristics? Feeling? Perception of locals? Perception of visitors? Geographical? Positive or negative? Authentic?
- No universally accepted definition (or term for that matter)
- How is it used in marketing? Branding a destination? Dangerous?







<https://www.visitnorway.no/>
<https://www.visitscotland.com/>

Sense of Place Marketing

- *Sense of place is created by humans. It's personal. It is a unique collection of qualities and characteristics – visual, cultural, social, and environmental – that provide meaning to a location. Sense of place is what makes one city or town different from another, but we invest meanings in places through our own associations and interactions with the place's characteristics.*
- **ACROSS ALL MARKETING PLATFORMS**
- *Images, text, conversations, video, etc*



FOLLAT's Role in Sense of Place Marketing

- Protect, Promote, Provide
- Spreading the message about what it means to live, work and visit in Scotland's first national park
- Promotion (social media, one on one business meetings, informal conversations, posters, brochures, flyers) to reinforce the special qualities of the area



FOLLAT's Role in Sense of Place Marketing

- Ecotourism seminars
- Purpose was to highlight the importance of landscapes and the special qualities in the national park area
- Help tourism businesses capitalise on these outstanding resources and the ecotourism potential on their doorstep
- Factsheets



<p>NP General Qualities</p> <ul style="list-style-type: none"> • A world-renowned landscape famed for its rural beauty • Wild and rugged highlands contrasting with pastoral lowlands • Water in its many forms 	<p>NP General Qualities (cont'd)</p> <ul style="list-style-type: none"> • The rich variety of woodlands • Settlements nestled within a vast natural backdrop • Famous through-routes • Tranquillity • The easily accessible landscape splendour
<p>Arygl Forest</p> <ul style="list-style-type: none"> • A remote area of high hills and deep glens • A land of forests and trees • Arrochar's mountainous and distinctive peaks • The variety of glens • The dramatic pass of Rest and Be Thankful • The seaside architecture of Kilmun and Blairmore 	<p>Loch Lomond</p> <ul style="list-style-type: none"> • Immensity of loch and landscape • Two lochs in one • A multitude of beautiful islands • Distinctive mountain groups • Ben Lomond, widely known, popularly frequented • Banks of broadleaved woodland • Peaceful side glens
<p>Breadalbane</p> <ul style="list-style-type: none"> • Steep mountains and long glens • Crossroads within remote mountain ranges • A landscape of distinctive glens and straths • The narrow Strathgry and Loch Lubnaig ribbon • Beautiful Balquhidder • Wide and straight loch Earn • The rocky pass of Glen Ogle • Killin and the Falls of Dochart • Expansive Glen Dochart • Wide Strath Fillan • Sinuous Glen Falloch 	<p>The Trossachs</p> <ul style="list-style-type: none"> • A traditional 'Gateway to the Highlands' • A harmonious concentration of lochs, woods and hills • Rugged Ben Venue, the centrepiece of the Trossachs • A landscape of beautiful lochs • The romance of the Trossachs • The resort of Aberfoyle and the Duke's Pass • The curious wooded hillocks of Aberfoyle • The gateway town of Callander • The tranquil Lake of Menteith
<p>Clyde Sea Lochs</p> <ul style="list-style-type: none"> • Seals, basking sharks, wading and seabirds seen from the coastal trail • A diverse and beautiful coastline to explore • The gateway to historic Dumbarton and the Clyde • The architecture and history of Helensburgh and Dunoon • Stunning Arrochar Alps & the Cobbler • Glacial fjord of Loch Long 	<p>Others</p> <ul style="list-style-type: none"> • Culture • Crafts • Heritage (Stories) • Activities • Food and Drink



Capitalising on the ecotourism potential of Loch Lomond and
The Trossachs National Park and the Clyde Sea Lochs



Ecotourism & Your Business

The beauty and sheer diversity of landscapes are at the heart of the tourist appeal of Loch Lomond and the Trossachs National Park and the Clyde Sea Lochs. The purpose of these factsheets is to highlight the importance of these landscapes to the wider national park area and to help tourism businesses capitalise more on these outstanding resources and the ecotourism potential on their doorstep.

The information within these factsheets introduces the concept of ecotourism and its importance to regional and local economies. Also featured is information on what it means to be based in and around Scotland's first National Park and practical steps to take to take advantage of this unique opportunity. Finally, these factsheets provide case studies of ecotourism accommodation and activities to help businesses better understand the products and experiences that attracts ecotourists. All this information is aimed at encouraging businesses to enhance their customer's experience in the area and connect with the natural environment and the inspiring and stunning landscapes in this region.

Contents



- 2: Ecotourism & your Business
- 3: What is Ecotourism
- 3: Responsible travel - does ecotourism and being 'green' pay?
- 4: Market Share
- 5: Who is your market?
- 5: Insights and trends 2017 relating to nature based tourism
- 6: The Importance of Scotland's Landscapes
- 7: What does it mean to be located in a National Park?
- 7: What is special about the National Park & the Clyde Sea Lochs?
- 8: Summary List of Special Qualities of the National Park
- 8: How can these qualities benefit your business?
- 9: Top ten ways to capitalise on the special qualities on your doorstep
- 10: Your responsibilities to your clients and the National Park
- 11: Community involvement
- 12: Collaboration and Cooperation
- 13: Certification and Awards relating to Ecotourism
- 14-17: Ecotourism Activities
- 18-21: Ecotourism Accommodation

The Importance of Scotland's Landscapes

In a recent report, Visit Scotland outlined their thoughts on how the world views Scotland.

www.visitScotland.org/pdf/How-the-World-Views-Scotland-Oct16.pdf

It highlights the fact that 'A visit to Scotland is perceived as being a powerfully enriching personal experience' and states that tourists expect to see dramatic landscapes, distinctive culture and enjoy the warmth of the welcome by Scottish people. Visitors want to be 'awed by the majesty, openness and sheer scale of Scotland's landscape; they think in terms of breath-taking and dramatic rather than picturesque'. The emotional benefits for visitors in experience these landscapes include a sense of awe and spirit. The Visit Scotland report also asserts that emotional benefits go beyond a sense of awe and visitors are actively looking to connect with and escape through these landscapes. The promise of an emotional experience is critical for today's tourist. Important for establishing this connection with landscapes and people is marketing area specific activities, events and festivals that will raise awareness of the area's special qualities and encourage people to visit now and stay longer.

What does it mean to be located in a National Park?

Being located within or near a national park has many advantages for communities and tourism businesses. There are 15 national parks in the UK, two of which are located in Scotland. These areas are protected by the government because of their beautiful countryside and important habitats, wildlife and cultural heritage. Communities live and work in these national parks and their farms, villages and towns are protected along with the landscape and wildlife. National parks welcome visitors and also provide opportunities for everyone to experience, enjoy, and learn about their special qualities (National Parks UK, 2017).

Each national park is looked after by an organisation called a national park authority, which includes members, staff and volunteers. National park authorities have to protect the countryside while letting people enjoy it, and also make sure that local communities can make a living. Protecting and promoting these areas helps to preserve their special qualities.

and encourage more people to visit the area and support local communities. Loch Lomond and The Trossachs National Park (NPA, 2017)

The National Park encompasses around 720 sq miles (1,865 sq km) of some of the finest scenery in Scotland and is split into four distinct areas, which are discussed further below. The national park is a place of contrasts, from rolling lowland landscapes in the south to high mountains in the north, and has many lochs and rivers, forests and woodlands. It is also a living, working landscape which has been influenced by people for generations and is visited and enjoyed by many for its recreational value. The Loch Lomond & The Trossachs National Park became fully operational on 19 July 2002 and was officially opened by Princess Anne on 24 July 2002.

KEY FACTS

- The Park is 1,865 sq km (720 sq miles) and has a boundary length of 350km (220 miles).
- 50% of Scotland's population lives within an hour's drive of the National Park.
- There are 21 Munros (mountains above 3,000ft) in the Park and the highest is Ben More at 1,074m.
- There are 20 Corbetts (mountains between 2,500ft and 3,000ft).
- There are 22 larger lochs, with numerous smaller lochs and lochans, and about 50 rivers and large burns.
- 15,968 people live in the National Park (2011 census).
- There are two Forest Parks - Queen Elizabeth II in the Trossachs and Argyll in Cowal.
- The National Park contains the UK's largest National Nature Reserve - The Great Trossachs Forest.
- Ben Lomond National Memorial Park is Scotland's national memorial to those who have died in conflict.

Loch Lomond and The Trossachs National Park and Clyde Sea Lochs



What is special about the National Park & the Clyde Sea Lochs?



SNH carried out a study on assessing the special qualities of the national park*. The results showed that the national park was diverse and defined by four landscape areas (see map above): Argyll Forest, Loch Lomond, Breckalbane and the Trossachs. The Clyde Sea Lochs add to this diversity by providing a fifth area of interest. The results of the study identified the main features of each area and without ranking them acknowledged that the combination of features gave the areas their scenic beauty.

For more details about how the research was undertaken and the results see: www.snh.gov.uk/protecting-scotland-nature/protected-areas/national-designations/sna/special-qualities/

Map of Loch Lomond and the Trossachs National Park and Clyde Sea Lochs (National Park Authority, 2009)

Summary List of Special Qualities of the National Park



General Qualities

- A world-renowned landscape famed for its rural beauty
- Wild and rugged highlands contrasting with pastoral lowlands
- Water in its many forms
- The rich variety of woodlands
- Settlements nestled within a vast natural backdrop
- Famous through-routes
- Tranquillity
- The easily accessible landscape splendour

Argyll Forest

- A remote area of high hills and deep glens
- A land of forests and trees
- Arrochar's mountainous and distinctive peaks
- The variety of glens
- The dramatic pass of Rest and Be Thankful
- The seaside architecture of Kilmun and Blairmore

Loch Lomond

- Immersivity of loch and landscape
- Two lochs in one
- A multitude of beautiful islands
- Distinctive mountain groups
- Ben Lomond, widely known, popularly frequented
- Banks of broadleaved woodland
- Peaceful side glens

(reproduced from Scottish Natural Heritage and Loch Lomond and The Trossachs National Park Authority (2013))

Breadalbane

- Sleep mountains and long glens
- Crossroads within remote mountain ranges
- A landscape of distinctive glens and straths
- The narrow Strathgairn and Loch Lubnaig ribbon
- Beautiful Balquhittern
- Wide and straight loch Earn
- The rocky pass of Glen Ogle
- Kilfin and the Falls of Dochart
- Expansive Glen Dochart
- Wide Strath Fillan
- Sinuous Glen Falloch

The Trossachs

- A traditional 'Gateway to the Highlands'
- A harmonious concentration of lochs, woods and hills
- Rugged Ben Venue, the centrepiece of the Trossachs
- A landscape of beautiful lochs
- The romance of the Trossachs
- The resort of Aberfoyle and the Duke's Pass
- The curious wooded hillocks of Aberfoyle
- The gateway town of Callander
- The tranquil Lake of Menteth

Clyde Sea Lochs

- Seals, basking sharks, wading and seabirds seen from the coastal trail
- A diverse and beautiful coastline to explore
- The gateway to historic Dumbarton and the Clyde
- The architecture and history of Helensburgh and Dunoon
- Stunning Arrochar Alps & the Cobbler
- Glacial fjord of Loch Long

How can these qualities benefit your business?

The wider national park area has world-wide recognition for its stunning landscapes as well as being a route to the west and north. Information about accommodation, services and facilities is the key to encouraging tourists to stop. On route facilities such as manned visitor centres or notice boards are excellent, but web sites provide pre-trip material and mobile technology gives instant up to date information (when a signal is available).

Review sites such as Trip Advisor evaluate businesses on a daily basis, hence are not to be ignored. They provide reviews of

activities, attractions and facilities directed at tourists, but also of other local services such as cafes, shops and garages. Some also provide information on sites of interest, walking routes and viewpoints as well as the more traditional historic sites. The easier it is for tourists to access activities and the services, the more likely they are to recommend / return to your area.

Top ten ways to capitalise on the special qualities on your doorstep



1. Stories and story-telling are a traditional part of our heritage - learn as much as you can about the natural and ancient history of your area. Highlight local events (current and historical) on your notice board, be it the return of ospreys in the spring, the sighting of a basking shark in coastal waters or the role Dumbarton played in naval history.

2. Know your area - learn about the best sites to view wildlife or stroll through meadows of wildflowers. Where is the best place to see seals or where might I see an eagle? Be familiar with web sites that can aid you, such as Friends of Loch Lomond and the Trossachs (www.lochlomondtrossachs.org.uk/), Wild-Scotland (www.wild-scotland.org.uk/), RSPB (www.rspb.org.uk/about-the-rspb/at-home-and-abroad/scotland/) and the BSB (www.bsb.org.uk/). Rain contests on who can spot the first wildflower of spring or the largest fungi in the autumn. Offer pond dipping on a Sunday morning, or star gazing on clear winter nights. Learn about nature and pass it on, you'll have a captive audience. However, be aware of health and safety, your responsibilities towards wildlife (see Codes of Conduct) and the rights of other landowners and users (e.g. shooting and stalking dates).

3. Encourage your guests to try new experiences. There are opportunities for people of all fitness levels. Know who and where your local providers are, the fitness level suggested for their activities, cost, transport to and from and any additional gear guests might require. You may have a collection of wellington boots and waterproof gear on offer, it presents opportunities when the weather may suggest otherwise. If you have the skills and facilities, consider offering activities as a means of diversifying your business. It might be instructing a traditional craft session or offering a guided coastal

walk. Many businesses start out as a passion. You may not be an expert, but you probably know more about your area than your guests, if they are truly knowledgeable learn from them. Learning is a life-long experience, enjoy it.

4. Invite your visitors to breathe the air, look at the stars, smell the flowers and feel the breeze. Take time to be in the moment and enjoy the space and ambience the park brings. Encourage them to walk a section of the local hiking trails (e.g. Conic Hill, West Highland Way, Three Lochs Way, Ben Ledi, Rob Roy Way) or point out the best places to see wildlife or stunning waterfalls.

5. Emotions are an important part of being and holidays are an opportunity to explore them. For some visitors it might be enjoying solitude, for others the opportunity to engage in conversation about their heritage. Some may just want to feel the ambience of the Park and the freedom the space brings. Think about how the landscape, culture and history meets these needs and how you can facilitate their enjoyment.

6. Promote seasonal events and highlight activities that take place on specific dates. The Luss Highland games are well known, but what about booking a walk in the hills during the CowalFest, experience local culture during the Kilfin Folk Festival or cheering on the participants throughout the night in the Great Scottish Swim in August. Be aware in advance of what is going on in your area, highlight it in your newsletter or emails.

7. Enhance your marketing material with dramatic images in all weathers, highlighting the joys of each season and the potential activities that can be undertaken.

8. Health and well-being is a major concern of today's society and the National Park offers fantastic opportunities for walks and cycling for all fitness levels as well as the opportunity to promote specific activities, yoga in the freshness of an early summer morning or undercover listening to the rain pattering on the roof is a special experience. A peaceful paddle through shallow waters offers exercise as well as the opportunity to get close to nature and enjoy its sounds and scents. Mindfulness is being in the moment, encourage your guests to enjoy each of theirs while in the park.

9. Contribute to the organisations that support the activities in the National Park through your actions and when possible funds. Join the visitor giving scheme (Friends of OUR Park) run by Friends of Loch Lomond and the Trossachs and ensure your guests are aware of the activities it supports. Small activities that you carry out can also make a big difference to the appearance of your village or country road such as a litter pick-up, guerrilla gardening or donating time/money to doing up an eyesore. It is your park, join in to make it even better.

10. Finally remember - the park is there to conserve yet enjoy. You are fortunate to be a part of it, help your visitors to see its value.



BLISS Art Trail, LETI
(Loch Eam Tourism Partnership)
www.robroycountry.com/blissart/
Activity Type: Art Trail, driving and walking
Location: Balquhider to St Fillans



Experience Scotland's Wild
www.scotlandswild.com
Activity Type: Guided walking and scenic driving tours
Location: Loch Lomond National Park and surrounding areas



Hidden Glen Safaris
www.hiddenglensafaris.co.uk
Activity Type: Scenic and Wildlife Viewing
Location: Trossachs and surrounding areas

Overview: The BLISS trail was established to celebrate the year of Innovation, Architecture and Design 2016. It includes art installations from well-known sculptors, as well as local pieces of work, ornamental features of various kinds and food and drink stops. Information about the trail is available online and at the Loch Eam Tourist Information Centre. The aim of the tour was to 'Smile/Stop/Spend time and Money' in the area. The target audience was anyone who was passing through as well as encouraging residents to walk, cycle and drive through the region. The trail was established with a minimal budget using ingenuity to deal with issues such as the cost of insuring the sculptures (located all the valuable pieces on private land, so their public indemnity insurance covered them). Additional items were purchased through grants and two of the items on the trail are part of the Scottish Scenic Routes Project.

Why is it special? The trail was set up on a shoestring budget and offers a variety of pieces from a wooden way marker that was carved by a local to sculptures by well-known artists such as Rob Muirhead, Kay Paxton, June McEwan and Lynne Shroder. One of the pieces, Bill the Bull, was painted by school children who each paid a small fee with the proceeds going to charity. The trail has enlivened the area and tourists have stopped to look rather than merely rushing through on their way further north.

Key message: Implementing an innovative, yet simple, art trail on a collaborative basis that adds to the area and encourages people to visit; impressive collaboration between small and medium sized businesses.

Overview: This independent local tour company uses their knowledge and experience to give their clients an immersive experience in Scotland's landscapes. They offer active sightseeing tours of Loch Lomond and The Trossachs National Park and also Glencoe and the Highlands for around £45 per person.

Why is it special? This is a small scale operation where customers won't feel 'like cattle herded into the back of a coach'. They only operate small groups for up to 8 clients at a time and the focus on their tours is getting clients out of the bus and exploring the countryside through walks and immersive experiences.

Key message: Active sightseeing tours, encouraging clients to connect with landscapes.

Overview: Land Rover tours in the historic Balquhider glen area showcasing the fabulous wildlife and bringing alive the rich local history and of course the Rob Roy legend. The company offers twice daily tours and exclusive full day tours with lunch options in their Land Rover Defender. They are small scale with a max of 8 passengers and offer exclusive access through stunning landscapes and extensive wildlife and farming knowledge.

Why is it special? Customers are transported through a timeless place as an experienced guide helps them get close to nature. *Spy* for the elusive red deer and soaring golden eagle. Feel the history beneath your feet in the stamping ground of Rob Roy MacGregor. Learn how farming past and present has shaped this landscape.

Key message: Focus on landscapes and wildlife, special access with Land Rover.



CowalFest
www.cowalfest.org
Activity Type: Walking and Outdoors Festival
Location: Cowal

Overview: Cowalfest offers a 10 day festival during October. This annual Walking and Outdoors Festival is one of the largest and most varied walking festivals in Scotland, with more than 60 walks led by expert and knowledgeable walk leaders. All ages and abilities are catered for and the walks cover interest areas of wildlife, bird watching, drama, photography, art, history, heritage, folklore, tai chi, great gardens, great houses and some great hill walks.

Why is it special? Cowalfest Argyll 2017 is organised by the Cowal Walking Festival Association - a voluntary body which draws support from the people, communities, organisations and businesses from throughout the Cowal Peninsula. This festival is a unique strategy for focusing on and promoting the areas special qualities.

Key message: Community led initiative focussed on promoting areas special qualities.



Trossachs Mobility
www.trossachsmobility.com
Activity Type: Guided walking and scenic driving tours
Location: Loch Lomond National Park and surrounding areas

Overview: Funded by the community hydro scheme in Callander, Trossachs Mobility are a non-profit group with the aim of providing all-terrain access for the physically challenged within the Trossachs. The organisation provides the use of all-terrain chairs for anyone with limited mobility. The chairs can be hired out for a couple of hours with a friend or a full days guided tour with a group.

Why is it special? Trossachs Mobility is a new and innovative charity that offers opportunities to people who are wheelchair users to get out and about in the outdoors-the spectacular terrain, woodland and hills in the Trossachs.

Key message: Access for all to experience special landscapes.



Forest Holidays
 Strathgry and Argyll
www.forestholidays.co.uk
 Trip Advisor Score: 4.5 or 5, Award Winning
 for Excellence
 Accommodation Type: Self-catering cottages

Overview: This award winning business features a range luxury self-catering cabins in stunning natural areas. The business features 9 UK holiday locations, 2 of which are in Scotland and both are located within Loch Lomond and the Trossachs National Park. They have a mixture of accommodation types from tree houses to cabins with hot tubs. They are members of the Green Tourism Scheme, earning a Silver award. They have recycling schemes at all of their locations, efficient and eco-friendly heating to keep the cabins cosy and support local businesses.

Why is it special? The natural environment is central to the Forest Holidays experience and they recognise their responsibility to protect it. Their 9 UK holiday locations are designed, built and managed with sensitivity to their forest setting, incorporating eco-sensitive features and best practice in order to limit our environmental impact. They are part owned by the Forestry Commission and share with them a responsibility for sustaining and conserving our forests for the enjoyment of everyone, now and into the future.

Key messages? This is a larger company providing a luxury product with their key message being, "Come relax at our stunning locations". Their focus on the local landscapes is supported by their eco-friendly operations.



Additional Glamping Experiences:
 Traditional wooden horse drawn caravans (now static):
www.outofthebox.co.uk

Tree houses: many of the "tree houses" listed in the UK are really houses built on raised platforms of varying heights. For inspiration try:

www.explorethewestsweden.com/treehouse-getaway/
 For a simple design or for more upmarket accommodation:
www.smithandfamily.co.uk/child-friendly-hotels/treehouse/ or
www.podrasalgadospark.com/en/accmodation/tree-houses/

Other ideas: www.coolcamping.com/campsites/glamping
 or www.goglamping.net

Note: All alternative accommodation must meet Health and Safety Standards and may require planning permission. Contact your local council for more information.



Oak Tree Inn
 Balmaha, Loch Lomond G63 0JG
www.theoaktreelinn.co.uk
 Trip Advisor Score: Hall of Fame (awarded certificate of excellence for five consecutive years).
 Accommodation Type: B&B

Overview: This family run business began as a means of employing young people in the area. It has expanded so it now offers B&B accommodation, a restaurant, bar, village shop, coffee shop and ice cream parlour and micro-brewery. In 2015 it was named Scotland's Best Independent Pub at the SLTN awards. The accommodation is in the Inn itself and in cottages nearby offering single, twin, double and family rooms all ensuite. Rooms range from £80 to 165 (for the family suite) and there are "pods" as well at £300 each. Food is sourced locally wherever possible including from their own market garden, micro-brewery, ice cream making business and smoke house. Their food map of Scotland, shows their emphasis on Scottish products. The business uses the brand name, Loch Lomond, very successfully and drives more interest in the area.

Why is it special? It's location next to the West Highland Way ensures plenty of customers, but this has also directed what it offers and how it is offered. It specialises in offering a variety of family friendly good value accommodation and food to long distance walkers, general outdoor adventurers and families. Other businesses are now developing around it showing once a critical mass is reached development follows. It has changed Balmaha from a transit site to an actual destination involving the community as well as the other businesses. It illustrates the impact small businesses can have on an area and how they can be a real force for change.

Key messages? Start small, but think big.

FOLLAT's Role in Sense of Place Marketing

Through these seminars and factsheets, we were helping businesses connect with the area, giving them information and helping them to raise the visitor experience through knowledge and emotion.

*Effectively, we were encouraging them to **promote and protect** the local **place**.*



FOLLAT's Role in Sense of Place Marketing

- Facetime and contact with tourism businesses
- One on one meetings, partner meetings, good communication
- Evaluate success through the involvement of local businesses in protecting and promoting the national park (joining the visitor giving scheme, marketing material, projects they have initiated, etc)
- A big lesson learned is to portray an honest sense of place when marketing. Deliver the full benefit of visiting, but make it honest so that expectations are met. Encourage businesses to promote and celebrate their local special qualities and encourage their visitors to discover them as well.



Businesses benefit

- Offering a variety of experiences that will give them an advantage
- Inspiring connection between visitors and the destination, helping to create more rich experiences and repeat customers
- Engaging with consumer trends benefits business (e.g. authentic, real, in-depth)
- Creates a more honest experience for visitors, setting appropriate expectations
- Helps businesses and visitors alike develop appreciation in protecting the destination



Top 10 ways to capitalise on the special qualities on your doorstep

1. Stories and story-telling
2. Know your area and local activities on offer
3. Encourage your guests to try new experiences
4. Invite your visitors to breathe the air, look at the stars, smell the flowers and feel the breeze
5. Encourage emotional connection with landscapes



Top 10 ways to capitalise on the special qualities on your doorstep

6. Promote seasonal events and highlight activities that take place on specific dates
7. Enhance your marketing material
8. Consider health and well-being
9. Contribute to the organisations that support the activities in the National Park, e.g. Friends of OUR Park
10. Conserve your Park, yet enjoy



Summary

- Sense of place is complex!
- Can be used through marketing to create and mold a destination's brand/image
- Sense of place includes all elements of culture and nature in a destination

Thank you. Any Questions?

