

**ANGUS COUNCIL****ECONOMIC DEVELOPMENT COMMITTEE****27 FEBRUARY 1997****SUBJECT: SCOTTISH TRAVEL FAIR - 9-10 APRIL 1997****REPORT BY DIRECTOR OF PLANNING, TRANSPORT & ECONOMIC DEVELOPMENT****Abstract: This Report recommends that Angus Council participate in the Scottish Travel Fair 1997 to promote the 'Carnoustie Country' theme.****1 RECOMMENDATION**

It is recommended that the Committee agree to participate in the Scottish Travel Fair to be held in Glasgow on 9-10 April 1997 in order to promote the "Carnoustie Country" marketing campaign.

**2 INTRODUCTION**

2.1 The Council has taken an active role in promoting golf related tourism which aims to maximise the benefits accruing to the Carnoustie and the wider Angus area as a result of the securing of the Scottish Open Championship in 1995 and 1996 and The Open in 1999.

2.2 The marketing campaign developed for the 1996 Scottish Open under the brand name "Carnoustie Country" seeks to utilise golfing events to promote golfing holidays in the Angus area but also to develop additional business from golf visitors for family holidays or short breaks in the wider Angus area.

2.3 There is now an opportunity to exploit the "Carnoustie Country" theme and increase the profile of the Carnoustie/Angus area in the run up to The Open in 1999. This Report identifies the need for a marketing strategy/plan to cover this period and the immediate opportunity to promote "Carnoustie Country" at the Scottish Travel Fair in April this year.

**3 DEVELOPMENT OF GOLF MARKETING STRATEGY**

3.1 The Open is just over two years away and it is essential that maximum effort is directed at securing exposure for the area prior to, during and after the event itself.

3.2 The Department is having discussions with the Angus and Dundee Tourist Board and other partners with the objective of developing a strategy and action plan to cover the period up to 1999. Further reports will be brought forward in due course.

**4 SCOTTISH TRAVEL FAIR**

- 4.1 The Angus and Dundee Tourist Board has taken space at the Scottish Tourist Board's Scottish Travel Fair to be held on the 9-10 April 1997 at the Scottish Exhibition and Conference Centre, Glasgow. This is a 'travel trade' show (not a consumer show) attended by travel/tour operators.
- 4.2 The Angus and Dundee Tourist Board stand has the following participants:  
  
Glamis Castle, Angus and Dundee Tourist Board, Bett Bros., Shaws, University of Dundee, Mains Castle, Frigate Unicorn, Letham Grange, Golf Scotland, Discovery Point and Verdant.
- 4.3 The Tourist Board will be promoting the Angus/Dundee area while Angus Council would provide a focus on the Angus area under the brand name "Carnoustie Country".
- 4.4 In terms of display, existing graphic panels for Carnoustie Country can be utilised. Golf leaflets, hotel leaflets, Angus conference venues and other material promoting Angus visitor attractions would be available from the stand.

## **5 FINANCIAL IMPLICATIONS**

- 5.1 Participation by Angus Council at the Scottish Travel Fair has an estimated cost of £1,200 excluding VAT for an equipped shelf space and staff attendance costs.
- 5.2 This cost can be contained within the Departmental Revenue Budget for the 1997/98 financial year under Marketing.

## **6 CONSULTATION**

- 6.1 The Chief Executive, Director of Finance and Director of Law and Administration have been consulted and are in agreement with the terms of this report.

## **7 CONCLUSION**

The opportunity to gain world-wide media exposure for Angus does not often present itself. The "Carnoustie Country" theme was developed to promote the Scottish Open and can be used as the basis for developing a mature marketing programme to cover the period leading up to The Open 1999 and beyond. Such a programme developed with our partners could assist to firmly link Carnoustie with future Open events and to provide maximum tourism exposure for the wider Angus area.

## **NOTE**

No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973, (other than any containing confidential or exempt information) were relied on to any material extent in preparing the above Report.

AA/DV/SW/MR

19 February 1997

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