



## Summary of Actions for Marketing Plan 2010-11

Action	Timescale	By	Details	Specific Target for Achievements	Achievement
<b>Web site</b>					
Review of website, add balloon maps and coloured markers	December 2010	Mgr	Maps installed on web March 2010 under Events Guidelines	Review new 2009 info entered. Install blog page for GGW team to add to. Assess maps on web	
			Consideration to having blog page, DVD on Utube and other networking sites	Review face book page and Utube page work done by BWB staff	
Investigate twinning programme with other LDR's in other countries with credibility	June 2010	Mgr	Create process by which other routes can be linked to GGW	Target Korea visitors route and Australian route	
Investigate web advertising that will compliment the site and users and feed into the national advertising campaign.	April 10	Mgr	Look at options to generate revenue. Adds must relate and enhance the product. Evaluate options to have standard add, enhance add with target group of businesses, booklet only and on route marketing	Generate advertising revenue by considering enhanced adds with photo of establishment.	
<b>Brochures</b>					
Review of main accommodation brochure and flyer following 2009 season in light of web site changes	August 10	Mgr	Review printing process and time commitment	Reviewed and changes made: By boot, boat or bike pages, update GGW team confirmed the OS references Walker questionnaire separate not perforated.	
Update main brochure following review. Continue to add additional information on kayak trail to be included along with additional accommodation providers that are around the lochs, and canals	Aug–Sept 10	GGW Team	Look for further advertising options within business community. Use new Gaelic cartoons not used before, leave no trace, midge forecast, short walks on GGW	Gaelic cartoons generate new ones Midge forecast Generate support from local agencies for short walks in GG publication	
Produce an Events guide for 2010 which may includes winter and summer events for the year, including the National Trails Week, working with teenage girls, elderly and ethnic	Ongoing	Mgr	Utilise network with FCS, BWB, NTS, JMT, HC, SNH and all community groups in the GG. Use local flyers for groups or series of events for particular themes. Sort at beginning of season	Networking with GG agencies Local posters for all events, events listed in GGW Accommodation guide GGW team allocated events Web sites used to promote events new list	

minorities. Continue with JM awards and Eco schools to tie into all events with schools and education units			which will be done and by whom. Contact other agencies and organisations for advertising space of events in the theme	generated Email list for posters	
Create PDFs of events brochures and reports for use on website and other networking opportunities, update as necessary	Annually	Mgr	DMP, annual Report, Events Guidelines and newsletter	Maintain current documents on web, and update annually with reviewed documents.	
<b>Commercial Interactions</b>					
Encourage publishers to include website address on publications. This should be compulsory for future publications being endorsed as "official" and when articles written by others proofread them	Annually	Mgr		Review documents as they become available.	
Work closer with partners to establish coverage with their publications	Ongoing	Mgr & GGW Team	Particularly, FCS and BWB with cycling and boat borne customers. 2ndly with business network established from business workshops for any day visitors no matter what/how they come.	Facilitate Business workshop (cancelled in 2009 year due to budget cuts) Day visitors target, Black Isle show, local walking clubs and community groups	
			Target countries to compliment BWB marketing plan using the GGW's DVD. America, Europe, UK and Australasia	Continue to target America, Europe, UK Australasia walking clubs. Target Sweden, Germany and France particularly as these tie into BWB boat shows	
<b>Consumer PR</b>					
Invite a minimum of one writer per annum on a hosted trip on the Great Glen Way. Establish a contacts list with editors of major weekend papers. Use the GGW's launch as a springboard	May 10	Mgr	Work with visit Scotland and their network. Undertake a weekend study of main papers to generate own editorial list to use	Weekend papers study	
			DVD option into weekend paper free giveaway	Target Rambler Magazine for this, (add in magazine where readers send back chit for free DVD)	
Establish a mailing list for posters at major employers in Inverness and Fort William where the posters will be sent for added coverage of events	April 10	Mgr	NHS, INE, HIE, HC, Fire, police, Inverness college	Emailing list	
Work with national papers and magazines for good stories and events	May10	Mgr	Work with any work, valuable item of news or project and write articles for the papers, and magazines that will get coverage and build credibility as a LDR	10 press releases	

			and as a innovative route		
Voluntary Contribution Programme to be reviewed annually. Reports on web updated when work undertaken and thermometer updated monthly. Photos of projects posted on web site and signs on ground for structures	April 10	Mgr	Create, build and get commitment in the 2nd year for the programme. Bring on board 6 external businesses and advertise with web and ranger work	Update reports, and evaluate for replacement projects for 2010	
Friends of the Great Glen Way Project, put on ground for 2009 season. Work with businesses to generate product	March2010	Mgr	Evaluate 2009 successes and implement changes to continue	Target 50 friends 30 discounts	
Write press releases for every event and significant action in the calendar year for the GGW with photos and good story's	Ongoing	Manager and rangers	Rangers concentrate on the GGW Events calendar, Mgr to concentrate on the LDR issues and those that will benefit the long term aspirations of the DMP and LDR forum.	Press releases for events	
Contact transport operators with on board magazines regarding possible Great Glen Way feature.	Ongoing	Manager	Continue to strive for articles in Scotrail, in-flight magazines and radio in master list of journalist contacts.	Write articles & send	
Work alone and with other LDR's to promote walking on the international and national market by attending at least one high profile show eg Outdoor show Birmingham	Ongoing	manager	Create stand and attend with other LDR's to share the cost at Birmingham Outdoor Show 2010	Birmingham outdoor show 2010 evaluate report and decide for 2011. Consider the Scottish version with other LDR routes. Find funding for 2011 show in London	
			Attend Overseas European show, target opad.	Source funding for a Scottish walking stand alongside National Trails	
Use GGW's DVD to promote stories and articles on the GGW's	April 11 Update annually	Mgr and GGW team	Target of 10 articles a year, 5 in UK 5 overseas. Target walking clubs in countries already targeted	5 uk articles 5 os articles	
Support Local communities by using their leaflets for advertising GGW local walks especially local newsletters	Ongoing	Mgr	Advertise in their newsletters, show support and put something back	Purchase the mags and newsletters that community groups publish. Submit articles to them on a regular basis target 10 articles	
<b>Improving local awareness etc.</b>					
Continue community council liaison and, where relevant, familiarisation visits, including new councillors	Ongoing	Mgr and GGW team	Continue to build profile and credibility in all the communities. Organise 8 walks with councillors.	Target 8 councillor walks 8 community councils	
			Create a Familiarization night with the immediate agencies or work with others who do this and join in	Visit Scotland/OCUK/DLN/BWB Investigate staff workshops at staff meetings with outdoor shops in Inverness and William. Target 10 in first year	

Write articles for local newsletters within the great glen	Ongoing	Mgr	GlenUrquhart news, FA news and ICA and Lochaber news, Whats on etc	Write 8 articles per year	
Facilitate the annual business meeting	annually	Mgr	October Nov each year. This replaces the landowner meeting	Business workshop 2010	
Continue a presence at the static displays in premises in the Great Glen such as TICs and service points, community notice boards, streamline the events listings. Attend the Black Isle Show as a local opportunity. Continue to look for better ways to interact with community and raise local awareness.	Ongoing	Mgr and GGW team	Work with the agencies to have a combined list of events. Replace when the due date is reached for the old listing. Publish the complete list of events on the GGW's web page and the GGW pages. Attend Black Isle Show	Events on web	
<b>Merchandising</b>					
Review merchandise products and add to the range each year. Maintain Web sales	April 2010	Mgr and GGW team	Consider other products eg pack cover with GGW logo, or Poncho with GGW logo	Search for other products continues.	
Work with other LDR's to work as a collective in marketing and merchandising the routes	Ongoing	Mgr	Liaisons Ongoing and they occur at 2 levels, the National LDR forum and immediate level with information exchange and networking	LDR forums at national level	
Maintain high quality Scottish made products only where possible	Ongoing	Mgr	Very difficult to achieve, but must be kept as an aspiration.		