

Moray Tourism Development's priority activities over the next three years and how they will be measured are set out below.

Activity	Output
1. Organisational Development	
<p>Secure funding to deliver the Business Plan, including development of membership/income generating activity</p> <p>Priority activity: Year 1</p>	<ul style="list-style-type: none"> • Sponsors/Partners • Members • Grant aid funding: VisitScotland Growth Fund and LEADER <p>Measurement: targets for membership and sponsorship; successful grant-aid funding applications</p>
2. Product Development	
<p>Development of three product based projects:</p> <ol style="list-style-type: none"> 1. Food and Drink 2. Nature 3. Heritage <p>Priority activity: Year 1</p>	<ul style="list-style-type: none"> • Food and Drink and Nature: Stakeholders identified; projects confirmed, funding secured and project delivery underway • Heritage: Establishment of Heritage Group <p>Measurement: Delivery of above</p>
<p>Development of Events Strategy to ensure coordination and effective promotion of Moray's festival and events</p> <p>Priority activity: Year 1</p>	<ul style="list-style-type: none"> • Production of Events Strategy; • Development and promotion of events programme through www.morayspeyside.com <p>Measurement: Delivery of above</p>
<p>Trend reporting: monitoring/communication of trends</p> <p>Ongoing activity</p>	<ul style="list-style-type: none"> • Six monthly trend reports • Annual update of series of Fact Sheets <p>Measurement: Delivery and reporting on above</p>
<p>Business support for quality product investment /development of innovative, quality tourism related facilities</p> <p>Ongoing activity</p>	<ul style="list-style-type: none"> • Development of Hotels Group • Production of information pack to support potential investors <p>Measurement: Delivery of above</p>
<p>Data gathering: Further development of the <i>How's Business</i> survey to monitor trends and provide benchmarking information</p> <p>Ongoing activity</p>	<ul style="list-style-type: none"> • Quarterly survey of tourism business and reporting of findings, including benchmarking with regional and national statistics <p>Measurement: Delivery and reporting on above</p>

3. People and Partnership Development	
<p>Data gathering: Development and maintenance of comprehensive database of Moray's tourism and related industries</p> <p>Ongoing activity</p>	<ul style="list-style-type: none"> Accommodation and attractions databases Membership database <p>Measurement: Delivery of above</p>
<p>Business engagement: Regular communication with businesses through e mail; www.moray-tourism.info; regular newsletters and programme of business events etc.</p> <p>Ongoing activity</p>	<ul style="list-style-type: none"> Further development of www.moray-tourism.info Monthly newsletters Annual programme of business events (two large; four small) <p>Measurement: Delivery of above</p>
<p>Skills/knowledge development: coordination of training opportunities to meet the needs of the tourism industry</p> <p>Ongoing activity</p>	<ul style="list-style-type: none"> Establishment of Education group Development of training programme for businesses to be delivered through series of business events <p>Measurement: Delivery of above</p>
<p>Skills/knowledge development: dissemination of information on product/market development trends; customer feedback etc.</p> <p>Ongoing activity</p>	<ul style="list-style-type: none"> Six monthly updates <p>Measurement: Delivery of above</p>
4. Marketing Development	
<p>Customer Relationship Management</p> <p>Ongoing activity</p>	<ul style="list-style-type: none"> Development of customer database <p>Measurement: Delivery of above</p>
<p>Customer feedback: Establishing customer feedback programme to inform future development and provide destination benchmarking information</p> <p>Priority activity Year 2</p>	<ul style="list-style-type: none"> Implementing the DOVE Customer feedback programme <p>Measurement: Customer feedback reports, including benchmarking information, if available.</p>
<p>Brand development and management</p>	<ul style="list-style-type: none"> Clear and consistent use of the Moray Speyside brand across all promotional activity Development of a set of key messages to support the brand's development Support to member businesses to

<p>Priority Activity Year 1</p>	<p>ensure their effective use of the brand</p> <p>Measurement: Delivery of above; Evidence of members using brand in their own promotional activity; customer feedback (brand awareness); PR activity (press cuttings, value of coverage)</p>
<p>Website Development</p> <p>Priority Activity Year 1</p>	<ul style="list-style-type: none"> • Delivery of a comprehensive, database driven, Moray Speyside website <p>Measurement: Delivery of above; Web statistics (page visits; page views; click through to members websites; enquiry numbers; Friends on Facebook; Twitter followers)</p>