

2017 Consultation Response Sheet

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Document title / ref	Consultation: (CPP / EconDevTourism/ SHB ref)
Key	Black - Q1 – priority; Orange - Q2 – do different; Red - Q3 – stop doing; Q4 – start doing; Q5&6 – community; Staff
Heads of Service / Partner / Rep	Rhona Gunn Corporate Director: EDP&I
Categories	<ol style="list-style-type: none"> 1. We like & will investigate it 2. We are & this is an update 3. We can't take this forward & this is the reason why 4. We like & will explore more with the public 5. We acknowledge & can explain 6. We have reflected on our priorities & your comments will inform our future direction

Feedback/Comments Received:
Partnerships: Economic Development: Tourism
Refer to:
CPP 230-18863 / Page 12-13 / Bullets 123-154
<p>123. as in countries like Italy, a £5 per person per night tourist surcharge could be levied on all hotels, B&Bs & places registered for sleeping visitors. Ideally, this should be coordinated across Scotland, so that no one Local Authority became unattractive to visit.</p> <p>124. concentrate on bringing more tourists to the area</p> <p>125. Economic Development - Tourism</p> <p>126. Economic development – tourism - Work in partnership with local businesses to promote Moray as a disabled-friendly tourist destination. This could help in better access to services and facilities for elderly people, people with a disability and families with young children.</p> <p>127. encourage more visitors</p> <p>128. Grounds maintenance needs to be given a larger budget again to help make sure the tourists come back and spend their money here.</p> <p>129. Hiding tourist information in library - or nowhere</p> <p>130. higher emphasis on tourism</p> <p>131. increase tourism</p> <p>132. Increase tourism by making better use of harbours, parks etc.</p> <p>133. Invest in making Forres a destination town; one where people deliberately visit because of the shops and facilities. Lessening business rates on the High Street would help this, or providing incentives for landlords to keep their rent low. Be flexible and creative to options available.</p> <p>134. keep the access dept. which benefits locals and tourists</p> <p>135. Looking to local facilities, maintaining and promoting Cullen brings tourism money into the area. Holiday makers use local facilities e.g. library, toilets, local shops which provide jobs for locals. Again Moray Council seems incapable of looking at effective ways of saving money. Local areas bring money and jobs into Moray</p> <p>136. make Moray a nice place to visit</p> <p>137. more money into aqua marine tourism</p> <p>138. More needs to be done to encourage employment and tourism. There aren't enough nice mid-range hotels - you could do a lot with the whisky trade, whisky tours to all the distilleries, and 'staycations' tied to the hotels but it</p>

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doesn't seem very joined up. And no wonder young people leave, there is nothing to keep them here - no vibrant high street with a buzz about it with shops/bars/restaurants.

- 139. open tourist information
- 140. Please consider the individual needs of smaller communities. Their pride and identity in the larger area. Cullen has good local and tourist interests which are beneficial to Moray
- 141. progress plans to develop Moray as a tourist destination
- 142. Promote an inviting & save region for residents and tourism alike.
- 143. promote Moray - encourage tourists
- 144. Promote paid jobs in the development of Moray's tourism sector!
There's much more to Moray than whisky!
- 145. promotion of tourism focusses on Elgin, the four towns and coastal strip. what about the other areas e.g. Speyside
- 146. Stop saying/advertising that you are focused on tourism while your actions are putting tourism efforts at risk of closing.
- 147. support Spending money on direct business support but not information services such as tourist information.
- 148. Supporting tourist venues would be a good start. I help on the Keith and Dufftown railway and everyone wants money to help advertise our services. We bring a lot of money and enjoyment to the area and should get support
- 149. TMC corporately take action to develop tourism - create internal tourism team in partnership with existing tourism partners. Moray has a lot to offer but the council doesn't play its part in promoting it. This would be much more beneficial to the economy than a handful of grand infrastructure 'improvements'
- 150. Tourism.
- 151. tourist information as there's lack of in Buckie
- 152. tourist routes not as well loved as before
- 153. walking brings tourists to the area to spend money
- 154. Yes, Moray should act as one with partners in Highland, Cairngorm and North Aberdeenshire, so at least the whole of Northern Scotland is sold to visitors, and common problems are resolved without wasteful duplication of effort (e.g. why has this questionnaire not allowed me to be 'an employer'? That shows a curious lack of equal opportunity, and to the detriment of the local labour market?

Partner Response:

- 30 of the 177 comments received relate to the visitor economy. The majority of comments received on this topic are to support and facilitate the visitor economy and visitor/tourism business and to make support of the visitor economy a priority.
- On the suggestion of developing the visitor economy, the response is category 2:
- A Strategy for Tourism Development in Moray was endorsed by the Moray Economic Partnership in 2012. By 2025 it will:
 - Double the economic value of tourism
 - Double the size of the tourism-related workforce, with at least 80% living locally and fully skilled for their job, and trained in customer care
 - Achieve annual occupancy of serviced accommodation rooms of at least 75%, and at least 65% occupancy of self-catering units.

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- In Moray, the Chamber of Commerce is being funded by Highlands and Islands Enterprise and the Council to support development of this sector “Moray Speyside Tourism.” Funding is in place until 2019 with the following deliverables
 - 100 FTE additional employees within tourism sector
 - 3 sectoral development projects completed
 - Improved conditions for sectoral growth and network activity
 - 3 sustainable collaboration projects in place and delivering benefits
 - Development of Moray Speyside Tourism membership base
 - 5% increase in economic impact in Moray tourism sector

On the suggestion of charging a levy to support the promotion and development of tourism in Moray, the response is category 1:

- As in other communities MST is investigating the possibility of levying a bedroom tax to fund support promotion of the sector and the Area.
- The economic impact of tourism increased from £94.63 M in 2013 to £105.76 M in 2015. The top activity of visitors is sightseeing; the top tourist attraction in 2015-16 by visitor numbers is the Scottish Dolphin Centre, Spey Bay with 92,835 visitors.
- 20% of the visitor market has a form of disability and MST is working with Moray Business to support this market.

On the issue of promoting Moray to visitors, the response is category 2:

- Visitor Information is increasingly being demanded on-line, partners have been working with business to improve their digital presence and digital marketing skills.
- MST has facilitated the promotion of communities and business as visitor destinations on its website <https://www.morayspeyside.com/> It also engages with visitors and business via social media <https://www.facebook.com/MoraySpeyside> , <https://twitter.com/MoraySpeyside> , <https://uk.pinterest.com/morayspeyside/> , <https://www.instagram.com/morayspeyside/> , https://www.youtube.com/channel/UCQN0e5cKGJjHK5pgqESS_Qw
- VisitScotland is represented on the Culture and Tourism Programme of the Moray Economic Partnership <https://www.visitscotland.com/search-results?freesearch=moray+&freesearch-go=Submit+Query>
- Partners are working with Moray Business to achieve high standards of customer service in the retail and accommodation sectors- WorldHost status <https://www.facebook.com/MoraySpeysideWorldHost/> <http://scotland.worldhost.co.uk/regions/moray-speyside>

On the issue of maintaining grounds and facilities used by visitors, the response is category 5: We acknowledge local facilities, tidy and attractive grounds may support visits and community groups and volunteers are encouraged to supplement available public expenditure

On the suggestion of reducing rents and rates, the response is category 3: Business rates are set by the Scottish Government based on rental value, any reduction in rates must be met by reductions to expenditures or services in other competing parts of the budget. The level of rents charged by private landlords is a commercial matter, based on what the market will bear.

On the suggestion of making aqua tourism a priority, funding may currently be available from the European Fisheries Fund <http://www.highlandmorayflag.co.uk/>

On the suggestion to provide more hotels, the response is category 5: The provision of hotels is a commercial matter largely based on what the market will bear. Partners work together to support the visitor economy as best as possible with the available resources. The Malt

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Whisky Trail is a collaboration of the whisky industry in Moray Speyside
<http://maltwhiskytrail.com/pages/view/travel>

On the issue of opening tourist information, and providing visitor information the response is category 5: We acknowledge the provision of information is desirable, this is limited by the available resources. Paid one to one tourist information is expensive to maintain, as above through initiative such as WorldHost training the move is for communities, business and individuals to be provide signposting and information to visitors. There are central sources of information available on line at morayspeyside.com and visitscotland.com, larger business can establish themselves as information points for Visit Scotland, the Library Service also provides visitor information.

On the suggestion of providing funding to advertise tourist facilities, the response is category 3, with constrained public sector budgets, opportunities to provide advertising support for tourist venues is limited. Local business and communities working together may provide opportunities, clever use of social media to engage with customers.

On the suggestion of Moray Council creating an internal tourism team in partnership with tourism partners, the response is category 2: The Moray Council works with partners to support tourism development as resources allow. The Council is presently the main funder of the [Moray Economic Partnership Media](#) Services which promotes the activities of partners and promotes Moray as a place to live work and visit

On the suggestion of working with neighbouring local authorities and the National park to promote the north of Scotland, the response is category 1: We acknowledge that visitors are not constrained by municipal boundaries when they visit and Moray does collaborate with the Highlands and Aberdeenshire and the Cairngorms to promote Moray we will continue to collaborate.

More information about [Economic Development](#)

The local government's role in Economic Development is guided by the Scottish Government's priorities and strategies. In partnership with organisations across all sectors, the Council is working on a [strategic plan](#) and operational level to maximise economic benefits through its strategies, decision making, investment and services. [Economic Development Annual Review 2015-16](#)

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