

How to Inspire and Engage Ecotourism Consumers

Craig Lawless, VisitScotland

Marie McNulty, Galloway &
Southern Ayrshire Biosphere

Steve Taylor, University of
the Highlands and Islands



Aims and Structure

- ▶ Tourism trends, consumer groups and how to inspire them
- ▶ The use of digital channels to engage with your consumers
 - ▶ Case studies from Galloway and Southern Ayrshire Biosphere
- ▶ An interactive session on embracing and adopting social media
- ▶ Discussion and wrap-up

Interactive Session

- ▶ Break into groups of five-six people
- ▶ Each group has a different scenario for using social media based on variables of time and money
 - ▶ Group one has no budget
 - ▶ Group two has €100 a year to spend
 - ▶ Group three has €1000 a year to spend
 - ▶ Group four has ten minutes per days
 - ▶ Group five has €5000 a year
- ▶ Aim: Work out and communicate to the rest of us how you would most effectively use that time or money to use social media to market your business to ecotourism consumers



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Erasmus+ project Adventure Tourism in Vocational Education & Training develops education and training programmes for the adventure tourism sector

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OUR PROJECT

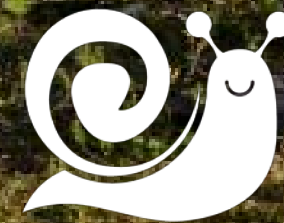
We will establish Innovation Partnerships to develop flexible learning pathways that enhance the capacity of businesses to capitalise on the opportunities within adventure tourism.



The Adventure Tourism Innovation Partnerships (AVIP) project aims to deliver high quality, highly relevant high level education and skills that support retention of high calibre staff in peripheral/rural regions. It will support the growth of SMART jobs to stimulate regional adventure tourism economies and business performance.

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Save the Date

Join us for the 8th Annual International Adventure Conference

December 7–11, 2020, Queenstown, Aotearoa/New Zealand

Views towards Frankton from Cecil Peak



Kiitos! Thank you!

