

**Motorcycle Tourism – DG25
2009/2010
Annual Report for Leader**

BACKGROUND

Project aim – to establish Dumfries & Galloway and South of Scotland as a ‘must visit and stay’ destination for motorcycle tourism.



Progress against Milestones

1. Recruitment of second tier of 18 paid-up businesses on three routes -30 June 09
 2. Inclusion of links, descriptions and pictures on website - 30 Aug 09
- √ The above milestones are interlinked, 18 businesses were recruited and uploaded onto the site by November 2009
3. Completion of press campaigns in UK and electronic distribution abroad in accordance with marketing plan - 30 Oct 09 - amended to April 2010.
- √ International bookings made, candidate media identified for advertising, specialist media editors contacted for press visits, social networking campaigns on-going and memberships of the leading motorcycle groups.
4. Introduce carbon offset scheme, safety information and E-newsletter - 30 Dec 09
- √ Green riding and safety sections have been included on the website. The Safety Camera Partnership tie in also includes a presence on the printed maps and profiles regular sites for mobile safety cameras. An e-newsletter was sent to the 2nd tier businesses in January.- 5. Recruitment of further 18 new businesses on three more routes - 31 March 10 -amended to June 2010.

X The recruitment process is proceeding slowly, the road tips have been affected by the bad weather, many micro businesses don't open until Easter and the economic climate has led to a fall in business confidence. The recruitment process and road trips will be up weighted in May and June.

PROJECT ACTIVITIES

Website developments, the website has been updated with funder logos includes social networking buttons and the content management has been improved to allow the group to update more areas of the website. New sections have been developed including, safe riding, green riding and international links. Other developments have centred on the route descriptions, more detail has been added to the route description, more information on 'friends' (2nd tier businesses), the Google directions now feature video images of the roads.

Social networking has been a major element of the marketing campaign. We created a profile on Face book, uploaded a video on YouTube, a Twitter account has been registered and most recently word press where a regular blog is soon to go live. Additional activity on motorcycle forums has also taken place. The activity is gaining momentum and provides a 'mesh' effect to the campaign by interlinking the chatter and signposting it back to www.motorcyclescotland.com

International advertising, having identified the key international markets website bookings made include: Germany -www.schottland.de along with Holland & Belgium –

www.mobikehotel.com. Other entries are also planned including; VisitScotland European opportunities and links with horizonsunlimites.com. Group members have recently experienced a growth in searched from international ISPs since the advertisements appeared in early 2010. Feedback from the www.mobikehotel.com showed 120 views of the banner advert in the first month.

Memberships, motorcyclescotland.com has joined both British Motorcycle Federation (BMF) leading group in motorcycle world for events, activities & as well as Motorcycle Action Group (MAG) key lobbying group. This

Consumer media campaign, press visits are anticipated for late spring/summer 2010 along with advertising to coincide with press articles.

Route Brochures, 2000 route brochures were printed and distributed amongst motorcycle dealerships –

- North England -York, Grimsby, Isle of Man, Newcastle, Blackburn, Manchester (2)
- Midlands - Chester, Stoke on Trent, Birmingham (2), Derby, Stratford-upon-Avon, Leicester, Nottingham
- South England -Bristol, Hemel Hempstead, Plymouth, Cambridge
- Scotland – Glasgow, Edinburgh

2nd Tier Sales, a wide range of businesses appear on the site. Currently 23 businesses including the founders appear and a further 4 are being processed to upload onto the website. The uptake of sales has slowed for a number of reasons; bad weather has restricted road trips, time constraints of only one day a week Project Officer, many micro businesses are closed or only open during weekends during the winter, low business confidence and snail/electronic mailings have delivered poor response levels. The proven approach to selling this niche marketing opportunity is face to face oriented. The sales and administration process is proving to be more time consuming than anticipated however this is not expected to affect the final number of businesses recruited to the site rather the timeframe for achievement.

Innovations

Rider Safety, a tie in with the Safety Camera Partnership has resulted in the printed route brochures appearing with a logo, identified camera sites; and an advertisement promoting safety on the roads. A logo and direct link appear on the website www.motorcyclescotland.com for the Safety Camera Partnership.

Carbon Offsetting, a green biking section features ways of reducing carbon emissions through riding behaviour, fuel management, tyres, etc. A carbon calculator tool will be loaded at a later date by the Crichton Carbon Centre.

MONITORING & EVALUATION

Monitoring, takes place in regular meetings of the Steering Group. Financially the project has seen the appropriate match funding contributions confirmed for year one, in addition, 6 Leader claims have been approved to date.

Website Evaluation, Google analytics reflect an increase in traffic to the site since the beginning of the project in May 2009. The site has had 11,608 views during May 2009 – 27 Jan 2010. This has resulted in 95,018 page views. Interestingly the time spent on the site is 4.31 minutes. The majority of traffic is generated through search engines, Google in particular where the site appears on page 1 on searches utilising motorcycle Scotland,

motorcycle routes Scotland, motorbike routes Scotland, motorcycle touring Scotland, etc. Very high percentages, 3 out of 4 are new visits. The detailed, stats report is appended.

Economic Evaluation - May – December 2009

Accommodation provider	Total Bed nights	Average Spend	Total Spend	Male	Female	20-40	40-60	60+
Buccleuch Arms Hotel	1312	£93.00	£122,016	831 63%	481 37%	459 35%	761 58%	92 7%
Return visits	318	£81.00	£25,758					
Limetree Guest House	44	£35.00	£1,540	37 84%	7 16%		39 79%	5 11%
No recorded return visits							(40+)	
Lochhouse Farm	21	£35.00	£735	13 62%	8 38%		21 100%	
No recorded return visits								
Total	1695		£150,049	881 64%	496 36%	459 33%	821 60%	97 7%

The number of bed nights is extremely encouraging and exceeded the total anticipated for the two year Leader project. It is also very interesting to note that the Buccleuch Arms Hotel recorded return visits in the car or with family following initial motorcycle visit.

The profile of the visitor is as expected mainly men and visitors are most likely to fall into the 40 – 60 age category. The evidence reinforces the targeting of more affluent, 40+ males riding larger bikes.

This reflects the economic return to the accommodation providers within the group and doesn't reflect the wider impact of the motorcycle fraternity. A research framework is being developed to give an indication of the economic impact for the region.

To strengthen the evaluation element of the project, a framework is being developed to measure the wider impact of the activity. This framework will provide a benchmark for the group and future development of the project and form the basis for the evaluation in the final report.

Financials

The project costs and match funding position are detailed below;

ELIGIBLE PROJECT COSTS	Total approved in application	Total claimed to date as at 31/03/10
Project Management/Marketing Officer	13,154.00	4,733.40
Eligible Office costs (25%)	5,625.00	1,484.21
Administrator, travel, postage, telephone, stationery and consumables	4,971.00	1,723.87
Website development and online marketing	6,000.00	854.80
Promotions	4,450.00	4,000.00
International advertising	4,000.00	0.00
Route conversion (feasibility)	2,000.00	0.00
Moffat experience campaign	2,024.00	0.00
Carbon offset scheme	3,000.00	0.00

Venue hire (in kind)	1,200.00	150.00
EXPENDITURE	46,424.00	12,946.28

PROJECT MATCH FUNDING	Forecast	Actual – May 09 – March 10
Moffat Motorcycle Group (Letter 21/5/09 to Leader)	2,552.00	2,552.00
Dumfries and Galloway Council	12,000.00	6,000.00
Dumfries Camera Safety Partnership	4,000.00	2,500.00
Crichton Carbon Centre (in kind)	3,000.00	2,983.50
Group Members (in kind)	1,200.00	250.00
Website Designer – Nathon Jones (in kind)	460.00	455.80
Totals	23,212.00	14,741.30

NEXT YEAR

The project can be regarded as a great success and has exceeded expectation in terms of numbers of visitors and spend. The focus of the group over the next year is to consolidate this success by:

- Finalising the match funding contributions – meeting arranged with SCP
- Developing the social networking expertise and coverage
- Meeting the 2nd tier sales target – road trips scheduled for May/June
- Implementing a framework for a full economic impact evaluation – a mini study is being undertaken in 2010 with follow up in 2011
- Delivering the marketing plan – activities on-going
- Providing a robust exit strategy and future plan for www.motorcyclescotland.com

Report prepared by:

Stacey Paul

Leader Projects Officer

Stacey@motorcyclescotland.co.uk

