

Resilience

Reboot

Recover

SIG UPDATE – 7 MAY

RESILIENCE, REBOOT & RECOVERY

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ESTIMATED IMPACTS - HEADLINES

- Assuming that that March 2020 to September 2020 is effectively written off:
 - Estimate **£1 billion** in visitor spend will be lost (based on 2018 Performance Monitoring stats)
 - Equates to around 18,500 FTE jobs
 - Conservative figure – international visitors more likely to visit in summer months – they stay longer, spend more & likely to tour rest of Scotland
 - Effectively means the value of tourism reduced to pre 2010 levels
 - Edinburgh facing higher impact and slower recovery than rest of Scotland, due to higher dependence on international markets (44% v 23% for Scotland as a whole)

Clear that impacts will extend well beyond Sept 2020

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RESPONSE TO DATE

- National activity to support & protect jobs and businesses:
 - driven through UK & ScotGov emergency funding mechanisms
 - Extensive activity via industry bodies such as UK Hospitality & Scottish Tourism Alliance
 - Scottish Tourism Emergency Response Group (STERG) key platform for government & industry comms
- Edinburgh feeding into the national activity, plus:
 - ETAG development of the “Resilience, Reboot & Recovery” plan
 - Plan endorsed by
 - ETAG Full Group (8 April)
 - SIG (16 April)
 - Development of delivery model, costings and business case for funding of the recovery plan - SIG on 7 May

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PRINCIPLES OF THE RECOVERY PLAN

- Focus on Edinburgh - alignment with national and regional activity
- Short term (circa 12 months) specific response to CoVid19
- Built on a collective, collaborative “Team Edinburgh” approach
 - Development of a creative that is a platform for all “Team Edinburgh” partners to support, adopt and adapt (similar to themed years model)
 - Primary focus is digital channels
 - Utilise existing resources, including websites, social media channels & digital assets (photography, video etc)
 - Timing will be key to success

“the right messaging to the right markets at the right time”

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EDINBURGH TOURISM PARTNERS BRIEFING



Consistent city wide communication

	Outbreak	Improving health	Recovery
	Resilience	Re-boot	Recovery
Campaign period	Prep	Enlightenment	Open, Ready & Welcoming
Strategy	Community	Inspire	THIS Is Edinburgh
Message	Friendship & support (via content) <i>Supportive</i> <i>Helpful</i> <i>Engaging</i>	Provide memories & encourage memories to be created <i>Thought provoking</i> <i>Memory inspiring</i> <i>Motivational</i>	A city for YOU <i>We are open</i> <i>We offer you...</i> <i>We are waiting to</i> <i>welcome you</i>

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DEVELOPMENT & DELIVERY

- 5 distinct, but closely linked Short Life Working Groups:
 - Creative Development - Leisure
 - Audit of Channels & Assets
 - Foresighting & Phasing
 - PR & Media
 - Business Tourism

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MANAGEMENT

- Edinburgh Tourism Strategy Implementation Group will act as “Project Board”
- Recovery SLWGs facilitated & co-ordinated by ETAG
 - “Core” membership of SLWGs limited to facilitate progress
 - Wider engagement & consultation via ETAG Full Group
 - Creation of “task specific” subgroups where appropriate
- Business Tourism SLWG – existing ETAG Business Tourism Subgroup

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CREATIVE SLWG

OBJECTIVE: To develop a short-term tactical marketing & promotion destination creative platform designed to support the recovery of the Edinburgh tourism sector

- Establish a clear & robust business case for financial investment in the development and delivery of the campaign
- Appoint and manage agency to develop creative for campaign platform
- Develop digital toolkit to support partner engagement and participation in the campaign
- Creation of a future opportunities calendar
- Development of an Edinburgh travel trade proposition to use on the VS “Virtual Expo” site

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CHANNELS & ASSETS SLWG

OBJECTIVE: To undertake an audit and provide central database that identifies existing “Team Edinburgh” resources that can be utilised or repurposed to support the recovery creative & agreed campaign activity once it’s in place.

- Basic, headline info – types & reach of digital channels such as Twitter, Facebook, websites, mailing lists etc
- Existing resources – photos, video content that can be reused, adapted, repurposed
- Relevant contact details for ongoing engagement
- Collate partner plans for future campaign activity

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FORESIGHTING & PHASING SLWG

OBJECTIVE: To ensure that the recovery plan activity, timing and messaging is as appropriate & effective as possible, informed by market intelligence, data analytics and industry insights.

- Support & input into the UoE DDI analytics project
- Monitor, collate and interpret relevant info & updates from international sources
- Establish an “industry insights” network to contribute subsector specific info and updates
- Edinburgh specific version of the VS Market Intelligence reports to support industry in forward planning, product & service development etc

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PR & MEDIA SLWG

OBJECTIVE: To develop and deliver a PR and Media plan that aligns with and supports the wider CoVid19 recovery campaign

- Establish comms protocols to facilitate shared, common messaging
- Key stakeholder engagement and management to ensure a unified and consistent city message
- Media management to communicate to target audiences, both leisure and business. B2B as well as B2C
- Establish longer term PR & media plan for national/international – utilising influences/KOLs etc

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BUSINESS TOURISM SLWG

OBJECTIVE: To develop an Action Plan to ensure continuity and forward activity to support Edinburgh’s Business Tourism market in the short term and inform planning and resourcing for the delivery of this activity in the longer term.

- Responding to any existing and new enquiries & bid opportunities etc that need to come via “the city”
- Forward planning for BT promotion of the city – PR, attendance at sales events, maintaining client relationships etc

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POSTIVE PARTNER FEEDBACK



JOHNNIE WALKER.



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FUNDING

- Genuine public/private sector partnership
- Initial public sector commitment - demonstrates
 - leadership
 - builds confidence
 - strengthens business case
- Private sector – multiple partners
 - keeps contributions affordable
 - builds Team Edinburgh approach
 - “pay to play” for specific elements

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FUNDING

- Estimated budget requirement for development & delivery £150k

- Inclusive cost for 11 months, covering:
 - Development of creative
 - Creation of assets
 - Guidelines & toolkit
 - Staff resources for delivery
 - Data analytics project
 - Support for BT enquiries

- CEC commitment of up to £75k, subject to match funding from partners

- Costs are net – requires a “lead client”
 - VAT efficiency
 - Potential for applications to other funding sources

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NEXT STEPS

- Next SIG 21 May:
 - All SLWGs to meet and progress actions
 - Budget confirmation from CEC
 - Partner funding contributions to be sourced
 - Lead partner agreed
 - Formal partnership agreement established
 - Commission agency to progress creative