

DISCOVER



SCOTTISH GARDENS

STRATEGY FOR 2022 - 2024

OVERVIEW

Discover Scottish Gardens was established in 2014 and is a membership organisation and company limited by guarantee, comprising a network of garden visitor attractions, plant nurseries garden centres and nurseries and related businesses which offer horticultural interest to the public. DSG has ambition to be the first port of call for any questions about Scottish Garden Tourism.

DSG's purpose is to promote Scottish garden tourism to potential visitors from both the UK and overseas, increase awareness of those businesses and the high quality of visitor experience and ultimately, to increase visitor numbers and profitability for its members. Following initial years of growth, much of it grant-aided, followed by the challenging two years presented by Covid in 2020/2021, the next three years will focus on consolidating core activity to ensure the organisation's future sustainability. We will therefore prioritise the following actions:

1. GROW, RETAIN AND SUPPORT OUR MEMBERSHIP

1.1 Consolidate our target membership: organisations which provide a rich visitor experience to include primarily:

- Visitor attraction businesses with gardens in Scotland
- Hospitality providers with gardens or within close proximity to member gardens to provide a cluster of experiences.
- Garden centres and nurseries with gardens of special interest to gardeners
- Partner Affiliate organisations which enrich Scottish horticulture

1.2 Continue to support our membership to deliver by delivering:

- Promotional opportunities throughout the year
- Technical & admin support (eg to update web profile) to help members gain maximum benefits from their membership
- Industry representation to Visit Scotland and Scottish Tourism Alliance giving direct access to Scottish Government

2. COMMUNICATE WITH OUR VISITORS

- Clearly identify our target audiences by interest, origin and demographic
- Create annual calendar identifying seasonal marketing focus, including 'festivals'
- Prioritise engaging content creation sourced via members for active PR and digital activity
- Creation of annual printed map/leaflet
- Maintain and develop website for potential visitors
- Regular email news to our growing list of followers

3. EVALUATE OUR ACTIVITY

- Understand and communicate effectiveness of activity via KPIs focussing on member/sponsor recruitment/retention, PR, social media and e-news subscriber growth and engagement, web traffic stats and visitor numbers

4. ENSURE OUR SUSTAINABILITY

- Establish clear roles, responsibilities and KPIs for Directors and contractors.
- Engage and retain members and sponsors
- Create annual marketing calendar identifying seasonal marketing focus, including 'festivals'
- Review member/sponsorship rates are in line with inflation and visitor numbers
- Ensure a robust budget with costs covered by membership and sponsorship income
- Ensure active engagement of Steering Group members.

5. STRENGTHEN OUR INFRASTRUCTURE

- Introduce new tools for accounting & CRM
- Continue to improve website search function