

# Case Study: Isle of Arran - Rural Rebranding

## The need for rebranding on the Isle of Arran?

- Much of the tourism is only season between April and October, thus meaning that many jobs are only seasonal
- In the 1990s there were few all weather indoor attractions meaning the visitors numbers were low in winter and rainy days
- Restaurants and shops closed in the winter time due to the lack of visitors, this therefore means that the multiplier effect is weakened
- Visitor numbers to same country destinations have decreased due to: i) budget package holidays abroad with cheap flights ii) high costs to stay in the area

## Background and Prior Tourism

- The island offered a wilderness experiences which was well suited for those who enjoy walking holidays
- Many of the places available to stay require self catering, as many of the hotels on the island are expensive
- They had a slogan on 'Scotland in miniature' was aimed to attract visitors who like Scotland, but want to visit somewhere a bit different

## The Strategy

- Employ a PR company to stage the Uk public relations exercises including the launch events and advertising. This would attract the attention of the press
- Develop a brand identity promoting Arran as the perfect place to have a short stay, with it being a high spend, premium location. High class establishments such as the Auchrannie with its pool, sauna and aromatherapy offer all year luxury facilitates.
- Maintain a new website called VisitArran which would be uncluttered and simply promote the fact that Arran is the ideal place to have a short stay.
- Produce a new trust passport called the Arran Discovery Pass. It would costs tourists £3 to buy and contains over £125 worth of discount vouchers. This encourages people to take up activities that they wouldn't usually do.
- Introduce the new slogan 'island in no time' indicating that you can have luxury island experience without the lengthy flight and transfers.

## The Key Players

- Locals from various communities
- Arran business community
- Lochranza Whisky Distillery
- VisitScotland challenge fund which was subsidised by the EU giving £1.5 million to funding. £32,000 of this was awarded to Arran Business Development
- Destination Management Organisation (DMO)



### Success?

- There was a large amount of PR reinforced by the use of a PR company which meant that 40 newspapers and 22 TV shows reported about the rebranding of Arran.
- In Easter 2008 it was one of busiest on record with the tourism value from 2006 - £27 million - rising to £35 million in 2010.
- The successes there were only very short term and therefore the true results still cannot be seen

### OR not?

- People from Eastern Europe have outstripped the local labour on Arran as a result for the growth of the jobs there
- Some older residents say it is now too busy, with many counter-urban migrants moving here for a quiet life that has been somewhat ruined
- Some say it should've become a National Park to boost the tourism here
- There is now an increase in the amount of congestion and thus the level of air pollution. Furthermore roads are not suitable for dealing with large volumes of people so are becoming degraded
- Many people are now staying at home after the 2008 'credit crunch' and therefore it is not attracting enough visitors as first thought.

