

Project: Information and Sales Strategy Research – Competitor Benchmarking, and Technology and Channels of Distribution

Client: VisitScotland

Date: September – November 2005

Team: Richard Smith, Roger Carter

IT Futures and Benchmarking Research for VisitScotland Information and Sales Strategy.

Following the merger of VisitScotland and the fourteen area tourist boards, VisitScotland desired a strategic review of its information and sales services to ensure value for money and that they meet the needs of consumers and tourism businesses.

The research was to take account of factors such as changes in consumer behaviour, increased competition and the impact of new technology.

VisitScotland wanted to be at the leading edge of innovation and the use of technology to deliver information to current and potential customers and provide sales support for tourism businesses. It was willing to pilot new approaches which might deliver to the benefit of Scottish tourism, but wished to avoid high risk ventures.

Project outputs included:

- A background Customer Journey study
- A series of case studies and a benchmarking report
- Technology scenarios and priorities to 2010
- A discussion paper.