



**Angus Tourism Cooperative
Nature Based
Outdoor Adventure
Strategy and Action Plan
“Go Slow in Angus”
June 2023**

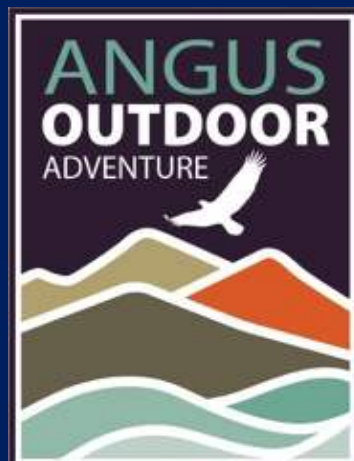


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1 Introduction

Angus is a region of spectacular natural beauty, diverse land and seascape environments, abundant wildlife and incredible food larder. Together with its culture and heritage, and its opportunities for a range of outdoor adventure activities the tourism sector constitutes a significant part of the Angus economy as it provides a major source of income, employment and in particular supports rural areas and communities.

Nature-based outdoor adventure has the potential to be one of Angus's competitive advantages for visitors seeking more active and outdoor experiences, and more rich and connected moments within nature and the outdoors.

Angus's outdoor attractions, from trails and forests to rivers and conservation areas, are front and centre to its tourism appeal. Sharing the natural beauty of the region will be a cornerstone of itinerary and experience development, and these natural assets should also be a centrepiece for events and activities.

This strategy is about growing the Angus outdoor adventure / nature-based tourism market in order to maximise the region's natural competitive advantages and opportunities and deliver a range of benefits to local businesses and communities. Involvement of communities is essential to ensure adventure tourism supports economic and social growth while promoting a sense of community involvement and sharing common objectives.

1.1 Why a Strategy?

The aim of the Nature-Based Outdoor Adventure Strategy is to support the Angus nature-based tourism offering to capitalise on the growing and evolving consumer demand more effectively for experiences in nature and to maximise Angus's natural and cultural assets.

Nature-based outdoor adventure tourism provides incentives for local businesses, communities, and landowners to conserve the wildlife habitats upon which the industry depends; it promotes conservation by placing value on areas with a high environmental value, not just those areas that have some form of statutory designation.

As outdoor adventure becomes more important to the local economy, businesses and communities have additional incentives to conserve their natural areas for wildlife and wildlife enthusiasts.

Outdoor adventure-based tourism in Angus will bring together all those with an interest in using the natural resource to promote the region as a great place to visit and work and do business.

Increasing the focus on wildlife and habitat conservation by providing information and assistance to private landowners, communities, businesses, and local community leaders wishing to make nature-based outdoor adventure tourism an integral part of their business and community.

Building an economically important and sustainable outdoor adventure sector will add significantly to the efforts to conserve the wildlife and its habitat throughout Angus.

1.2 Defining Outdoor Adventure

Outdoor Adventure brings together a mix of nature, culture and physical activity and has been identified as a significant source of growth for the global travel market as we emerge from COVID-19.

The spectrum of adventure experience offering ranges from Extreme Adrenaline to Soft / Slow Adventure. travel that is relatively safe and requires limited skills and experience. Hard adventure travel is riskier and requires more skills and experience.

Outdoor Adventure encompasses a wide variety of activities, including foraging and camping, walking and climbing, cycling / mountain biking, river/marine activities and wildlife and nature watching as well as snow and winter activities. Aside from physical activities, it is also recognised that 'adventure' is now crossing into other areas such as culinary, farm (agritourism), beach tourism, mindfulness and wellbeing. Appendix 7.2 summarises the wide variety of Outdoor Adventure Activities.

Angus's natural environment provides an excellent setting for all types of outdoor adventure with its extensive "sea to summit" and wilderness areas and lends itself to the soft/slow adventure activity.

1.3 Guiding Principles

The ambition is to create an outdoor adventure destination of choice that provides outstanding experiences for both locals and visitors. This means promoting the shared experiences of visitors and locals alike whilst looking towards a sustainable and responsible destination that enhances the very nature that draws people here.

Sustainable tourism is an approach to tourism development that seeks to maximize the benefits of tourism while minimizing its negative impacts on the environment, local communities, and cultural heritage. For Angus and the Angus Tourism Cooperative, sustainable tourism means promoting responsible tourism practices that help protect the natural and cultural resources of the area, while providing visitors with unique and memorable authentic experiences.

In practical terms, sustainable outdoor adventure tourism in Angus might involve:

1. Encouraging visitors to use public transport or other low-carbon forms of transportation to reduce their carbon footprint.
2. Supporting local businesses that use environmentally friendly practices and promote local culture and heritage.
3. Developing and promoting outdoor activities that are low-impact and respectful of the environment, such as walking, biking, and wildlife watching.
4. Educating visitors about the fragile ecosystem and cultural heritage of our area and encouraging them to act responsibly while they are visiting.
5. Managing visitor numbers and creating infrastructure that is appropriate and sustainable for the local environment.

2 Market Analysis

2.1 Strategic Context

This strategy aligns to (and supports) several existing strategies and it provides a more detailed perspective on growing the adventure/nature-based tourism segment, which has been previously identified as a potential significant growth area for Angus.

Local

- Angus Tourism Framework 2019 - 2024
- TayCity Tourism Strategy 2019
- Angus Local Development Plan 2016
- Angus Rural Tourism Infrastructure Plan 2022

National

- STERG
- Outlook 2030
- Visitor Management Strategy
- National Cycling Strategy
- National Walking Strategy

Sectoral

- Developing Mountain Biking in Scotland
- Agritourism Scotland

The strategy will align with the Angus Tourism Framework strategic themes i.e. Industry Leadership & Collaboration, Pride of Place, Product & Experience Development, and Marketing. Data & Insights is a further priority which cuts across each of the four themes.

2.2 Tourism Trends

Identifying future opportunities uniquely suited to Angus requires understanding of the outdoor adventure tourism trends and influences that are shaping product and experience development in other markets.

Trend	Details
The Experience Economy	There continues to be a growing trend towards valuing experiences and services in place of traditional products, in pursuit of joy and minimising consumption. Visitors are looking to enjoy unique experiences where it is as much about the place as it is about the people met, unique encounters had, stories heard and produce sampled.
Soft Adventure	The soft adventure tourism segment dominated the market and accounted for around 65.0% share in 2021. The growth of the segment is driven by rising tourist inclination toward soft adventure activities including trekking, hiking, cycling, camping etc. The activities included in this category have a low-risk level and thus have become popular among adventure enthusiasts, seeking extraordinary adventure experiences with low or no risk. Additionally, rising demand for soft adventure activities among the elder age group is expected to drive market growth, 23% of the UK population are over 60.
Responsible tourism	This trend reflects a growing global consciousness around consumption, ecofootprints and the importance of 'taking time out' to reconnect with self and nature at a basic level. Key opportunities point to restorative recreation, cultural immersions, green getaways and creative retreats.
Agritourism	Traditional agriculture operations are experiencing increasing pressures due to stronger competition in global markets, increasing commodity prices and environmental constraints. Where regions located close to urban areas have been protected from urban development, agritourism has emerged as an opportunity to

Trend	Details
	diversify, complementing traditional uses with farm gate sales, pick-your-own produce and other products such as farm stays and animal experiences.
Niche accommodation	Consumers are increasingly seeking unique accommodation products that offer a memorable and authentic stay. These generally offer a wellness component, local produce, low impact / low footprint performance, connection to the natural environment and a showcasing of unique local buildings and heritage assets.

2.3 Competitiveness of Angus

Audit of Outdoor Adventure Products and Experiences

The audit of the outdoor adventure products in Angus was compiled by desk research and site visits to inform and enable greater understanding of the current outdoor adventure product offer and the identification of future development and opportunities. The audit was undertaken to identify:-

- The current activity products and identify recommendations and actions for how Angus can develop its product offering.
- Identify growth opportunities for Angus.
- Identify gaps in the Angus current offer, based on research of the local product and comparison with other UK destinations.

The audit of current provision shows that there is currently a wide range of opportunities for outdoor adventure, mainly due to the diversity and richness of the Angus landscape. The table below lists the outdoor adventure activities that are known to take place within the region. Several of these activities, namely walking, cycling (on-road, off-road, and mountain biking), canoeing, orienteering and fishing are provided for at a number of sites across the region.

Land	Water	Air	Country Sports
Archery	Coasteering	Gliding	Clay Pigeon Shooting
Bush Craft	Canoeing	Hang Gliding/Paragliding	Fishing – Game, Fly and Sea
Climbing	Diving	Micro-light Flying	Shooting (Pheasant, Grouse etc)
Cycling (on-and gravel)	Jet Ski-ng		Stalking
Farm Tours	Kite Surfing		
FootGolf	Rowing		
Foraging	Sailing		
Forest Bathing	Stand Up Paddleboarding		
Horse Riding	Surfing		
Kite Buggyng	Wakeboarding		
Mountain Biking	Water Ski-ng		
Nature Reserves			
Nature Trail			
Orienteering			
Trail Running			
Wildlife Watching			

Key findings

Variety of Product:

- Angus has plenty of outdoor adventure products - with over 250 activities and locations across the region. Many of these are nature and wildlife based, free to access and offer a variety of things to see and do for a relatively small region.
- There are a limited number of activity / adventure providers operating in Angus.
- A high number of the activities involve nature and wildlife and self-guided walking / cycling tours.

Outstanding Natural Environment

- Visitors value the natural environment of Angus, both the land and seascape – they like the rural settings of the activities and that, once in the region these activities are easy to access with short travel distances between them. The variety of landscapes, the coastline, vistas and views out to sea and across the glens are all key destination strengths.

Quality Of Experiences

- Overall the reviews of visitor feedback for most of the products is generally relatively good but there are some dips in the quality of experiences, typically around customer service, facilities and lack of participatory activities.

No High-Volume Outdoor Adventure Activity

- There are no particular stand out outdoor adventure activity that generate high visitor numbers¹, however there are large visitor numbers from other attractions i.e., Glamis Castle, Caledonian Railway, Carnoustie Links, Charleton Farm and events for example Bonfest in Kirriemuir which takes place over a weekend in late April.

This Tells Us;

- Nature & Wildlife is an important component of the Angus proposition.
- The strength of Angus as a destination having the range and variety of different outdoor activities in close proximity to each other but there is a compelling need to prioritise product areas by their growth potential.
- Many of the tourism businesses identified are micro businesses – so there would need to be an assessment of their capacity to grow and willingness and ability to scale up their offering to the international market.
- Many of the businesses do not have language translations on the website or ability to book on-line.
- The need to meet with consumer expectations by developing experiences, which use and package the region's product strengths and move towards grouping products in ways that make sense to the visitor and create memorable immersive experiences.
- There are limited numbers of existing travel trade packages or offers from the project area, which may be adapted for this project. Those available are directly from existing offers from the travel trade or through 3rd party sites i.e., Expedia, Viator etc, or through experience sites e.g., AirBnB.
- Events and festivals were not included in the tourism product audit, yet events have an important and strategic role to play in helping identify and promote tourism destinations and thus encouraging outdoor adventure events would raise the profile of Angus.

2.4 Gap Assessment

The Angus Rural Tourism Infrastructure Product Plan and the Outdoor Adventure product audit identified a number of gaps in the provision of outdoor adventure and nature-based tourism experiences. The gap analysis groups and summarises the findings into the following categories:

¹ It is estimated Glen Doll attracts 70,000 visitors

1. Product / Experience Development
2. Human Resources
3. Infrastructure
4. Positioning

1. Product / Experience Development

- Limited number of outdoor adventure operators. Angus requires additional, commissionable adventure / nature-based tourism product. New guided and self-guided tours and experiences can help to grow and further enrich the adventure / nature-based tourism offerings.
- Some limitation in accommodation e.g., Hostel / Backpacker, accommodation /Glamping/Eco-Cabins/ appropriate location campsites where they can be combined with experience, e.g., on horse trail or adjacent to canoeing.
- Facilities for outdoor adventure activities e.g., water access for canoeing on River Esk, walking, mountain biking facilities – safe bike storage, E-bike charging, facilities for riders (horse and bike), drying rooms etc.
- Limitations in the hospitality (food and drink) offer.
- Unique Accommodation: special unique accommodation experience appropriate to this market. e.g., tents suspended in the trees, camping on river only accessed by kayak, glamping for walking and horse riding trails.

2. People

- Availability of qualified outdoor instructors and wildlife guides is a current barrier to growth for existing operators.
- Accessing volunteers to support initiatives is an opportunity.

3. Infrastructure

- Way-finding and Digital Online Services: Outdoor adventure /nature-based visitors are strong users of online apps and services. Poor connectivity (phone and internet) in many parts of the region puts the region at a disadvantage when compared to others. This includes e.g.
 - Communication during activity (safety issue);
 - Way-finding - Trailhead locations, trail maps (cycling and walking);
 - QR coding - interpretive information.
 - Lack of signage and interpretation guides that help connect visitors to experiences.
 - Limited mobile / internet connections in certain geographic areas e.g. Angus Glens

4. Positioning and Awareness

- Positioning and awareness of the region as an outdoor adventure/nature-based destination.
- A clear and segmented approach to position activities to key market segments – Develop Angus as the “Slow Adventure Capital of Scotland”.

2.5 SWOT

Strengths	Weaknesses
<ul style="list-style-type: none"> • The range of natural and environmental land and seascape assets (including CGNP and Nature Reserves) • Magnificent landscape with range of outdoor/ adventure activities • Local culture and Heritage 	<ul style="list-style-type: none"> • Seasonality • Digital maturity of businesses • Perception of adventure and nature-based tourism

Strengths	Weaknesses
<ul style="list-style-type: none"> • Strength of regions/ iconic areas • Proximity to central belt and opportunity to retreat to nature. • Trails networks – biking, hiking, horse riding • Strong mix of natural and cultural attractions and well-known businesses • Nature and Wildlife – e.g., Montrose Basin • Cairngorm National Park 	<ul style="list-style-type: none"> • Varying definitions of adventure and nature-based tourism • Overall adventure and nature-based tourism market characterised by weekend peaks and low mid-week activity. • Dispersal of visitors outside of key tourism activity centres is limited. • Many small operators can only work part-time, limiting the availability of tourism product. • Quality infrastructure hindering sustainable and active travel alternatives. • Limited number of wildlife guides • Orientation and wayfaring signage • Mobile phone and GPS coverage is poor in some areas
Opportunities	Threats
<ul style="list-style-type: none"> • Relationship with key partners • Increasing awareness of environmental impact of flying - promoting “staycation” holidays • Growth potential in wildlife and nature tourism • Long-distance walking • E-Biking premier destination • Digital adoption and technology development • Sector Collaboration • Biodiversity 	<ul style="list-style-type: none"> • Public transport reduced services. • IT infrastructure and digital connectivity • Data capture and management • Wider economic and political change • Decline of transport that heavily impacts environment e.g., long-haul market. • Political legislation e.g., Short term Lets, Grouse Moor Licensing etc.

3 How Can We Improve?

Angus has a significant opportunity to respond to tourism and post-Covid trends and to develop the visitor products in such a way that: attracts a wide market; introduces new visitors to the region; extends the season; extends stays and increases visitor spend.

Outdoor Adventure offers opportunities for developing the visitor product. Collectively, they form a compelling offer which take place in Angus’s outstanding natural environment, a key asset which is recognised in the number of nature reserves, Montrose Basin, Cairngorm National Park etc.

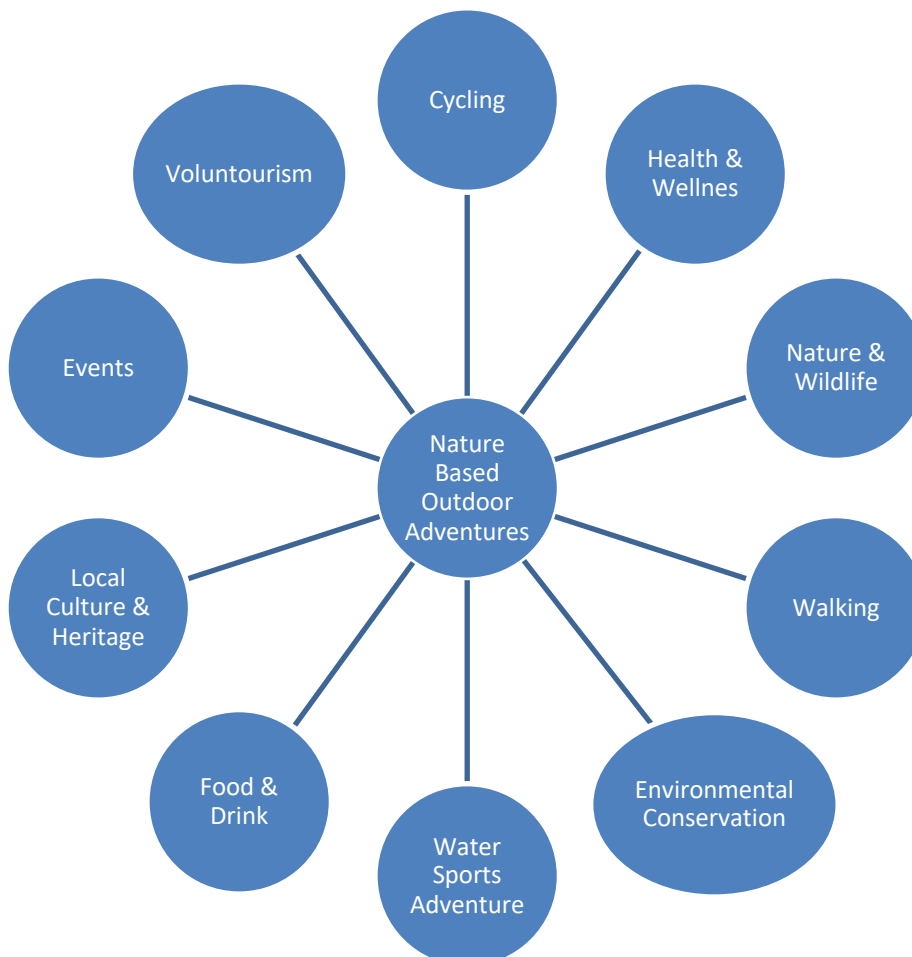
However, to capitalise on this opportunity from Outdoor Adventure, the region’s infrastructure needs to align with contemporary visitor expectations of experiences, quality and service. Businesses need to be collaborating more and be part of the journey; and the market positioning of Angus needs to change to reflect the variety of outdoor adventure experiences on offer in such a special and significant natural environment.

In addition to the growth opportunity from outdoor adventure, it is still important that Angus maintains the quality of visitor experiences in those areas that have served it so well, namely Heritage and Culture, Golf and Food and Drink. These product areas will continue to attract existing markets and so incremental investment will still be required.

There are some stand out features which have the most potential for growth and these are outlined below. These are the elements where future development should be focused to capitalise on changing consumer trends.

3.1 Immersive Led Experiences

There are a wide variety of different ways visitors to Angus can engage with nature, providing broad scope for the development of a diverse and successful nature-based outdoor adventure sector. The following list of experiences represent existing and potential opportunities that require ongoing development to growing and diversifying the nature-based outdoor adventure sector in Angus.



3.2 Product Development Opportunities

Raising the profile and awareness and sustainable growth of Angus for Outdoor Adventure needs to be an integral part of the long-term economic recovery plan for Angus's tourism sector. Harnessing the region's natural assets and supporting the development requires infrastructure to be in place to facilitate it.

Energy and investment need to be directed to a number of physical and 'soft' (service) product developments. These improvements will boost the regions reputation, increase quality and competitive advantage and encourage more visitors.

Focussing and coordinating support activities within the following areas will position Angus in the sector and increase the value of outdoor adventure.

Slow Adventure in Angus – Go Slow in Angus

Slow Adventure is outdoor adventure which respects and explores the natural environment through slow, immersive journeys; living in and travelling through wild places and natural spaces – experiencing and connecting to nature. By positioning Angus as Scotland's leading destination to inspire visitors to take their time to really immerse themselves in experiences to "Go Slow in Angus". Working with clusters of activity, accommodation and food providers developing a range of unique packages and experiences where the visitor can experience immersive slow adventures which respects and explores the natural environment.

- **Nature and Wildlife:** This segment is a year-round opportunity for visitors to Angus to view many of Scotland's most recognisable species such as the red squirrel, Scottish wild cat, golden eagle, pine marten, red deer, adder and otter. Developing more visitor experiences that appeal to a general interest market, rather than on specialist activities and by businesses having more creative ways to engage visitors with the nature and wildlife of Angus in spectacular settings will see growth in the number of visitors who come to Angus to enjoy it. This could include creating new guided tours, foraging trips or adding more boat trips which offer opportunities to watch marine wildlife.
- **Walking / Trekking / Trail Running and Dog Walking:** There is already a wide range of mapped routes in Angus which appeal to multiple markets. The emphasis here is not necessarily about creating more routes but curating those existing routes to create a range of visitor experiences for the different target markets and the increasing consumer interest in more e.g. active trail running. Walking tourism can be developed as a sustainable tourism offer with a comparatively small capital investment and a relatively light carbon footprint to benefit Angus.
- **Road, Gravel and Mountain Biking:** Like walking there are a number of existing routes that appeal to cycling enthusiasts and a diversity of on and off-road options but again, there is an opportunity to curate cycling experiences for the different target markets and to give people ideas about how best to explore Angus further. Positioning Angus as the leading E-Bike destination in Scotland will tap into the opportunities from this fast-growing segment of the cycling market. In the longer-term, and as the demand grows, there is a need to improve and invest in infrastructure e.g. Secure bike storage, e-bike charging, drying rooms, route signage, digital maps etc.
- **Coastal Activity:** Opportunities for development in this area are to maximise the qualities of the Angus coast, offering more experiences that showcase its outstanding natural environment from different perspectives and at different times of the day e.g., dawn sea kayaking and night coastering.
- **Events:** Events are a motivator for travel and can highlight the natural assets of a destination, which can be used as the backdrop or focus of the event. Events, in particular participation events, can introduce visitors to new nature-based experiences in the destination. They are an ideal way for local communities and visitors to interact and many are community led and should be delivered sustainably and managed responsibly. A programme of events could be collated, allowing a "map and gap" approach prompting additional activity by season or local geography (e.g., the Angus Glens Walking Festival was a popular event). Challenge type events and triathlons or multi-sport events including walking are an opportunity to develop a sustained upward trend, by starting as community events and growing into larger scale events.

- **Voluntourism:** A combination of volunteering and tourism, a growing trend of travelling in order to do some good allowing animal or nature lovers to make a meaningful contribution to a destination. It is a way for visitors to off-set carbon footprint and make a positive difference to the local environment. Environmental and bio-diversity projects are potential opportunities.

3.3 Infrastructure Developments

Angus's diverse natural assets provide the basis for a strong nature-based tourism sector. The Angus Coastal Path, Angus Glens, Monikie and Crombie Country Parks and Wild South Esk are 'jewels in the crown' of the natural assets and have the potential to support the long-term recovery and positioning of Angus as a Nature-Based Outdoor Adventure Destination. However, investment in the infrastructure has been limited in recent years and investment / visitor experience plans need to be developed to maximise the opportunities from these locations and to increase the value of outdoor adventure in the region. Key areas for investment are:

- **Angus Coastal Path:** Angus's coastline has stunning views, amazing rock formations, breath-taking caves, amazing wildlife and secluded beaches. The path has the potential to be one of the Scotland's great coastal walks and be a thriving Walking/Cycling route that will attract visitors to Angus and be a significant addition to the Scotland's Great Trails network. The path runs from Arbroath to Carnoustie and Monifieth and is part of National Cycle Route 1, work is currently underway to make the coastal path more accessible (i.e. the Broughty Ferry to Monifieth active travel project). The shoreline of Angus's coast path from Arbroath to Auchmithie is one of Angus' best natural features. From Arbroath to Auchmithie the path follows the sea cliffs and is promoted as The Arbroath Cliff Trail. Developing a long-term investment plan to improve the infrastructure and visitor experience is needed to maximise the opportunities from this natural asset. Developing a signature long distance trail for Angus similar to e.g. The River Tay Way, Fife Coastal Path would fill a gap in the national walking trail network.
- **Angus Glens:** The Angus Glens scenery and landscape and access to the Eastern Cairngorms are a key draw for attracting visitors and Angus residents. Walking in the landscape is one of the most popular forms of activity for day and overnight visitors to Scotland and Angus. Cycling, angling, camping, canoeing, and bird watching are among other popular outdoor activities. The outstanding natural beauty of the Angus Glens is an opportunity for developing walking tourism whilst respecting a sensitive approach to development, communities and the environment. The natural estate of the Glens is a place for all types of recreation from e.g., quiet reflection to walking, cycling, running and hosting of events. The River Esk is suitable for beginners and intermediate canoers. They contribute to active lifestyles and improved wellbeing and provides for local communities and others to develop businesses opportunities. Working with key stakeholders a strategically planned and co-ordinated approach to visitor management, product development and strategic investment in the infrastructure will support and facilitate the opportunities for developing new products and services, community initiatives e.g., innovative accommodation products, active travel connections, water access, food service operators where they are needed at key hubs on trails etc.
- **Monikie and Crombie Country Parks:** The Country Parks consist of reservoirs, woodland & parkland adventure play park, cafe, picnic & BBQ facilities parking, toilets, Ranger Centre, picnic area, bird hide & trails are all accessible to wheelchairs. They provide opportunities for outdoor recreation and education in attractive, accessible locations allowing residents and visitors to enjoy the natural heritage, including responsible behaviour, and fostering confidence in taking access to the wider countryside. The Parks in recent years have had limited investment in the facilities to meet the demands and needs of current visitors. A masterplan for the development of the Country Parks is in planning and will shape a sustainable approach to future development at the Country Parks over the next ten years or so. The enables planning on how to sustain and manage visitor numbers to the Country Parks by providing a quality customer experience alongside an environmental education service, facilities, events and activities that encourage increased or repeat visits especially amongst under-represented groups.
- **Wild South Esk:** The 50-mile Wild South Esk Trail takes walkers on a journey of discovery along the River Esk with the opportunity to visit 10 sites from the Cairngorms National Park to Montrose Basin Local Nature Reserve and the North Sea. The route travels through mountains, glens, woodland, along rivers, through farmland and beside estuaries. There is potential to develop existing trails as a

foundation for new experiences, itineraries, services, events etc. with a focus on adding value - the creation of new trails based on “mapping and gapping” responding to dispersal priorities, which identifies where they can be beneficial in the round, with plans for long term sustainability.

3.4 Key Markets

Outdoor adventure and wildlife activities appeal to both domestic and international consumers. Growth from the outdoor adventure sector is essential to secure visitors who spend more, are likely to stay longer and make a bigger contribution to the local economy. Success will come from applying resources to markets and consumer segments where Angus’s adventure and wildlife products and experiences resonate strongly reaching both new and repeat visitors.

Primary Markets

- Angus residents
- Day visitors - A relatively stable market, important for generating year-round business in local businesses, looking for attractions, activities, events, pubs, good food, places to walk and cycle
- Domestic - Scotland & England
- Accessible and Inclusive Visitors - A sizeable market, especially if this includes related family/group members.

Secondary Markets

- Overseas visitors – European Markets (Netherlands, Germany, France, Scandinavia)

Special Interest

- Wildlife and Birdwatching
- Anglers
- Groups (organised day trips and short breaks)
- Country Sports

Target Audience

With such diverse product offerings, there are countless opportunities for visitors to experience different outdoor adventure and wildlife activities in across Angus. In all markets, the aim is to attract frequent travellers who will participate in some form of outdoor adventure activity / experience which enriches and re-energises them.

Consideration also needs to be given to segmentation as different activity segments and demographics will respond differently to marketing and promotion activity. Segmentation needs to fit with the VisitScotland’s marketing i.e., the target segments aligned to:

- Less to Lose and Life Goes on from the Covid segmentation
- and
- Adventure Seekers - Adventure Seekers want an active holiday where they can enjoy both outdoor and cultural activities. They will venture off the beaten track and will be engaged by trying new things and pushing their limits and experiences. Holidays will really energise them.
 - Buzz Seekers - Buzzseekers are young and curious to explore the world, different cultures and people and do so extensively. Vibrant and full of life are eager to learn and discover. They place more importance in authentic experiences and adventures rather than visiting the classic landmarks. That’s why their approach to holiday planning is flexible and spontaneous. GB is considered to be a unique and attractive place full of possibilities and places, things to explore such as music, events, fashion etc...
 - Engaged Sightseers - A love of holidays drives Engaged Sightseers to plan numerous breaks in a year. They enjoy general sightseeing and touring, taking in historical places as well as scenery and nature. They relish engaging with friendly locals and seeking out an authentic experience.
 - Natural Advocates - Are passionate about Scotland as it offers everything they want from a holiday; breath-taking scenery, a connection with nature and the chance to get away from it all. A holiday in Scotland will really help them to unwind, recharge and enjoy quiet time.

4 Unlocking Angus's Potential

4.1 Strategic Priorities and Opportunities

Realising the potential of the sector and successful implementation of the strategy requires environmental, social and economic sustainability. We need to ensure the natural environment is protected and enriched, and that communities understand and benefit from the visitor economy. We need to be inclusive, competitive, economically viable and have a diverse and skilled workforce.

This requires the public and private sector, communities and local people to collaborate and “buy into” the vision of how Outdoor Adventure can stimulate economic, business and social value in a way that promotes responsible use of our valuable natural resources.

By committing to sustainability as the way forward, whether that is through reducing carbon emissions, developing a more inclusive business, maximising the positive impact on the community, or promoting and protecting Angus's natural and cultural heritage in a responsible way, Outdoor Adventure can be a catalyst for growth in the local economy, providing good quality jobs, opportunities for enterprise and supporting and protecting the environment.

Consolidating and growing trails, soft adventure, agritourism and the food, beverage and events offer are a significant opportunity for Angus. Given its proximity to the central belt, there is also potential to position it as an alternative ‘gateway’ or entry point to the Cairngorms National Park and for visitors to explore the Angus Glens and the Eastern Cairngorms.

The action plan focuses on the priorities for the outdoor adventure sector in Angus.

4.2 Experience Development

Objective:

- **Create a range and variety of outdoor adventure experiences that capture the attention and imagination of consumers to entice them to visit Angus now.**

Overview

The immersive led experiences outlined in para 3.1. are only indicative themes and need further creative development to work up into compelling and authentic experiences. The importance of this lies in the need for tourism operators to understand the motivations of visitors and for them to work more closely together to offer the visitor an end-to-end holistic experience that meets the needs of each visitor segment. At the heart of this is the need to “Inspire, Inform and Engage” the industry to participate, collaborate and develop new products and experiences that will give visitors more choice and a reason to visit Angus through the creation of a compelling, visitor-led distinctive tourism propositions that differentiates Angus from other regions. Food and drink are intrinsically linked to the sea and the land and with distinctively natural flavours; these connections bring an additional dimension to an outdoor adventure experience in Angus.

The quality of the visitor experience is crucial in generating positive word of mouth and reputation and encouraging more people to visit, especially with the importance of social media in reporting positive experiences. Development of itineraries that reinforce and support the quality of the experience and the excitement of the area, by demonstrating to visitors’ things to do and reasons to visit. Facilitating and encouraging clusters of operators working together to develop products/ experiences for visitors and placing these in the marketplace. Experiences must be product-market fit, we must be recognised as a destination for affordable and inclusive experiences as well as targeting an audience willing to pay for higher value experiences.

Actions / Activity

- Support businesses with development of immersive experiences through an Outdoor Adventure Experiences Accelerator Programme that brings together like-minded businesses and supports them with a programme of workshops and one-to-one mentoring sessions. The programme will businesses to collaborate, create scale and develop an understanding of new consumer markets.

- Create a business toolkit guide to developing memorable and immersive outdoor adventure visitor experiences.
- Facilitate partnerships and collaboration with outdoor adventure businesses, food and drink etc.

4.3 Investment Facilitation

Objective:

- **To attract and facilitate nature-based outdoor adventure investment in Angus.**

Overview:

As highlighted in the gap assessment, SWOT and the Angus Rural Tourism Infrastructure Plan, there is a need for more investment into adventure /nature-based tourism infrastructure in Angus. ATC has an important role in lobbying, encouraging and facilitating new investment.

Actions / Activity

- Support and encourage appropriate investment funding and growth in the identified product development themes identified in the strategy.
- Advocate infrastructure investment is inclusive and as accessible as possible and there is equal opportunity for all people to participate in activities, and access infrastructure, programmes and services regardless of their gender, age, disability or cultural background.
- Encourage and facilitate digital infrastructure to be high performing connectivity across the whole of Angus enabling outdoor adventure businesses to engage efficiently and effectively with the consumer.
- To position Angus as “Scotland’s premier walking destination” work with key partners scope out a scheme to coordinate a pilot to develop a grading system on the walks in Angus. e.g., the commercial site www.walkingworld.com grading system gives an indication of the difficulty of the walk and of the conditions the walker is likely to meet, it grades refer to the type of terrain, rather than the amount of exertion required – Gentle Stroll, Easy Walk, Moderate Walk, Hill Scramble, Mountain Challenge.
- Engage with supply partner networks to identify improvement and investment requirements in key services like accommodation, hospitality services and transport.
- Lobby for the commissioning of a feasibility and scoping study to assess full potential and requirements for development of the Angus Coastal Path and to consider opportunity for the incorporation of existing paths and the staged development of new stretches.
- Scope an assessment to develop a River South Esk Canoe Trail
- Source funding to establish a dedicated fund to allow outdoors adventure providers and other tourism businesses to adapt their properties to meet market needs e.g. The Developing Mountain Biking in Scotland funding assistance of up to £500 for accommodation providers to upgrade or install secure bike storage facilities is an excellent example of this recommendation in action.

4.4 Business & Industry Development

Objective:

- **To assist and support local outdoor adventure businesses, improve their capability, capacity, visitor appeal and digital presence.**

Overview:

Supporting local adventure /nature-based tourism businesses to increase their capacity and capability in terms of leadership, skills, marketing, collaboration and sustainability with support and guidance on the journey to net zero. Outdoor adventure businesses need to anticipate and adapt to the impacts of climate change by assessing their exposure and taking action to address these impacts. Investing time in developing strong, sustainable business practices also creates marketing opportunities in an evolving and expanding space. So at the same time, businesses can become more profitable.

While a number of generic business development programmes exist, new programmes are required to suit the specific needs of Outdoor Adventure operators.

Actions / Activity

- Positioning Angus as a ‘responsible outdoor adventure destination through supporting businesses to secure relevant accreditation e.g., Green Tourism, Green Traveller.
- Sustainable Outdoor Adventure: Scope out a programme to source funding support for a Sustainable Outdoor Adventure initiative that helps business owners/managers / leaders transition to a net zero economy alongside sustainability leadership / environmental advocacy.
- Develop a sector-specific training programme for outdoor adventure tourism guides for nature and wildlife guiding.
- Facilitate “fireside chats” networking between outdoor adventure providers to share best practice, encourage collaboration and enhancing the visitor journey experiences for visitors to further support the development of outdoor activities in the region.
- Promote the opportunities of investing in provision of facilities for walkers, cyclists and other outdoor visitors through online information and business advice, signposting to funding and support schemes.
- Formalise the Angus Outdoor Adventure working group with representatives from all interested parties. The working group would be facilitated by ATC, and would include representation from e.g. business representation, Angus Council (outdoor recreation and tourism), National Trust; major public landowners such as Forest and Land Scotland, Cairngorm National Park. The role of the working group would be to oversee the implementation and delivery of the Action Plan, monitor progress, identify local issues and potential actions and solutions.

4.5 Marketing & Promotion

Objective:

- **To raise the profile of Angus as a nature-based outdoor adventure destination using the wide range of media required to heighten the awareness of the local population and visitors to Angus of the opportunities that exist for taking part in a wide range of outdoor adventure activities.**

Overview:

Promoting the value of outdoor adventure / nature-based tourism in the region. Bringing Angus’s outdoors adventure proposition to life and raising awareness of the inspiring bookable experiences to a national and international audience. Working with key partners (VisitScotland and VisitAngus) marketing activity and campaigns that focus on the Angus’s strengths and “brings to life and animates” the Go Slow on Angus Outdoor Adventure proposition.

Supporting businesses develop and promote experiences can lead to a broader range of prospective visitors to experience less-travelled regions of Scotland across all seasons.

Actions / Activity

- Working collaboratively with VisitScotland, Wild Scotland and VisitAngus, develop the Angus Outdoor Adventure brand to build a Go Slow in Angus marketing campaign promoting the visitor offering and experience at business, regional and national levels.
- Develop the Angus Outdoor Adventure brand and content toolkit for Angus businesses to improve the consistency and reach of the Adventure, Wildlife and Coastal tourism marketing activity using the Go Slow in Angus collateral.
- Implement a responsible user messaging campaign that would educate outdoor adventure visitors, both locals and visitors, to look after and respect the natural environment in which they explore and engage in collaboration with all relevant outdoor adventure stakeholders across Angus.

5 Strategy Delivery and Resources Required

5.1 Strategy Delivery

Who is the Strategy for?

This Strategy is intended to be read and shared by as many people as possible, although the primary target audience are the businesses and organisations delivering Outdoor Adventure and Wildlife Experiences in Angus.

The Strategy is a route map to position and lead the future of the Outdoor Adventure Sector in Angus through to 2026. It will also be of interest therefore to National Governing Bodies (NGBs), Angus Council, local communities and public agencies with an economic, tourism, rural or health and wellbeing remit.

The success of the Strategy will depend on the commitment of everyone involved in this sector to continually protect and enhance our environment, improve the product and infrastructure, and promote the quality of our visitor experiences at every opportunity.

The next stage of the strategy's implementation is to assess and prioritise the proposed actions in conjunction with the industry and public sector partners. These will be assessed against the strategy's key objectives as well as the financial and human resources required to effectively deliver them.

In order to successfully deliver and drive forward **the Angus Tourism Cooperative, working in partnership with key stakeholders** will provide the facilitation, direction, oversight, and monitoring of the implementation of the strategy and related action plan.

5.2 Funding

Implementation of the Outdoor Adventure Strategy is set against the context of constrained financial resources. Many of the actions depend on accessing funding sources, defining, and designing projects, clarifying costs and negotiating with agencies and authorities to agree financial commitments. Sources of funding will come from a wide range of agencies and organisations and will include existing commitments of local authorities, with support from government agencies and departments.

ATC will need to explore funding options that will enable them to implement this strategy and marketing activity to develop Outdoor Adventure in Angus.

5.3 Personnel

It is recommended that to further develop and implement the Angus Outdoor Adventure Strategy effectively, funding should be sought to create the role of Development Officer. A Development Officer would provide assistance with the development and implementation of the strategy, development of outdoor adventure experiences, products, services and facilities.

6 Action Plan

The following table provides an action plan to implement this strategy. This action plan is meant to be the first year's work program, which should be reviewed (with industry input) on an annual basis and adapted/changed as needed based on progress of individual projects and the changing needs and demand of the market.

Partners Index:

Organisation	Initials	Organisation	
Angus Tourism Cooperative	ATC	Paths for All	PA
Angus Council	AC	River South Esk Catchment Partnership	RSE
VisitScotland	VS	Tayside Biodiversity Partnership	TBP
Nature Scot	NS		
Forestry & Land Scotland	FLS		
Cairngorm National Park	CNP		
Visit Angus	VS		
Sustrans	ST		
Canoe Scotland	CS		
Landowners	LS		
Wild Scotland	WS		
Community Partnerships	CP		
Angus Alive	AA		
Business Gateway	BG		

Action	Activity	Partners	Timescale
1. Experience Development			
1.1 Outdoor Adventure Experiences Accelerator Programme	Support like minded businesses to develop businesses with development of immersive experiences through and supports them with a programme of workshops and one-to-one mentoring sessions to develop there skills	ATC; AC;	Year 1
1.2 Outdoor Adventure business toolkit.	Develop an Outdoor Adventure toolkit as a resource for businesses on how to develop, deliver and promote new and memorable visitor experiences. This toolkit will help identify business opportunities following the market trend for experiential travel.	ATC; AC	Year 2
1.3 Sector Partnerships	Facilitate partnerships and collaboration with outdoor adventure businesses, food and drink etc.	ATC; AC; VS;	Year 1

Action	Activity	Partners	Timescale
2. Infrastructure Facilitation			
2.1 Product Development	Support and encourage appropriate investment funding and growth in the product development themes identified in the strategy.	ATC;AC;NS;CNP;FLS	Ongoing, from year 1
2.2 Inclusive / Accessible Product Development	Advocate infrastructure investment is inclusive and as accessible as possible and there is equal opportunity for all people to participate in activities, and access infrastructure, programmes and services regardless of their gender, age, disability or cultural background.	ATC;AC;NS;CNP;FLS; PA	Ongoing, from year 2
2.3 Digital Connectivity.	Encourage and facilitate digital infrastructure to be high performing connectivity across the whole of Angus enabling outdoor adventure businesses to engage efficiently and effectively with the consumer	ATC; AC; CNP; FLS	Ongoing, from year 1
2.4 Angus Walking Trails	Position Angus as “Scotland’s premier walking destination” work with key partners scope out a scheme to coordinate a pilot to develop a grading system on the walks in Angus.	ATC;AC;NS;CNP;FLS;AA; PA	Year 1
2.5 Ancillary services development	Engage with supply partner networks to identify improvement and investment requirements in key services like accommodation, hospitality services and transport	ATC; AC	Year 2
2.6 Angus Coastal Path Development Plan	Lobby for the commissioning of a feasibility and scoping study to assess full potential and requirements for development of the Angus Coastal Path.	ATC; AC, NS; ST; PA	Year 2/3
2.7 River South Esk Canoe Trail	Scope an assessment to develop a River South Esk canoe trail for beginners / intermediates	ATC; AC; REP; AA; CS; NS; CNP; RSE	Year 3
2.8 Outdoor Adventure Development Fund	Source funding to establish a dedicated fund to allow outdoors adventure providers and other tourism businesses to adapt their properties to meet market needs	ATC; AC; CNP, NS	Year 1

Action	Activity	Partners	Timescale
3. Business & Industry Development			
3.1 Responsible Outdoor Adventure Destination	<ul style="list-style-type: none"> Positioning Angus as a 'responsible outdoor adventure destination through supporting businesses to secure relevant accreditation e.g., Green Tourism, Green Traveller 	ATC;AC; BG	Ongoing, from year 1
3.2 Sustainable Outdoor Adventure Support	<ul style="list-style-type: none"> Scope out a programme to source funding support for a Sustainable Outdoor Adventure initiative that helps business owners/managers / leaders transition to a net zero economy alongside sustainability leadership / environmental advocacy 	ATC;AC; BG	Year 2
3.3 Wildlife Guide Training Programme	<ul style="list-style-type: none"> Develop a sector-specific training programme for outdoor adventure tourism guides for nature and wildlife guiding. 	ATC; AC; NS, CNP; FLS; TBP	Year 2/3
3.4 Outdoor Adventure Cluster	<ul style="list-style-type: none"> Facilitate "fireside chats" networking between outdoor adventure providers to share best practice, encourage collaboration and enhancing the visitor journey experiences for visitors to further support the development of outdoor activities in the region. 	ATC	Year 2
3.6 Investment in facilities	<ul style="list-style-type: none"> Promote the opportunities of investing in provision of facilities for walkers, cyclists and other outdoor visitors through online information and business advice, signposting to funding and support schemes. 	ATC	Ongoing, from year 1
3.7 Outdoor Adventure Working Group	<ul style="list-style-type: none"> Formalise the Outdoor Adventure working group to lead the delivery of the action plan 	ATC	Year 1

Action	Activity	Partners	Timescale
4. Marketing and Promotion			
4.1 Go Slow in Angus Marketing Campaign	<ul style="list-style-type: none"> Working collaboratively with VisitScotland, Wild Scotland and VisitAngus, develop the Angus Outdoor Adventure brand to build a Go Slow in Angus marketing campaign promoting the visitor offering and experience at business, regional and national levels. 	ATC;VA;CNP; FLS; NA	Year 1
4.2 Angus Outdoor Adventure Brand Toolkit	<ul style="list-style-type: none"> Develop the Angus Outdoor Adventure brand and content toolkit for Angus businesses to improve the consistency and reach of the Adventure, Wildlife and Coastal tourism marketing activity using the Go Slow in Angus collateral. 	ATC;VA;CNP; FLS; NA	Year 2
4.3 Responsible Outdoor Adventure Messaging Campaign	<ul style="list-style-type: none"> Implement a responsible user messaging campaign that would educate outdoor adventure visitors, both locals and visitors, to look after and respect the natural environment in which they explore and engage in collaboration with all relevant outdoor adventure stakeholders across Angus. 	ATC;VA;CNP; FLS; NA	Year 2

7 Appendix

7.1 Methodology

The methodology employed to produce this Strategy and Action Plan followed the research process 7r544444 outlined below. Both primary and secondary research and qualitative and quantitative techniques were employed.

A core component of the methodology was consultation with the local outdoor adventure community to scope the current provision and interests. Alongside online, telephone and email consultations, the main form of consultations was through two workshops held. This enabled views on outdoor adventure to be gathered from local businesses, community representatives, and key public sector officials.

Desk Research	Consultation	Site Visits	Report & Action Plan
<ul style="list-style-type: none"> • Strategic Context • Trends of outdoor adventure • Detailing current provision • Case Studies 	<ul style="list-style-type: none"> • Online Questionnaire Survey • Industry Workshops • Industry Consultations 	<ul style="list-style-type: none"> • Visits to several location around Angus e.g. (but not limited to) <ul style="list-style-type: none"> ○ Angus Glens ○ Angus Coastal Path ○ Monikie & Crombie Country Parks ○ Lunan Bay ○ Montrose Basin ○ Auchmithie ○ Arbroath ○ Carnoustie ○ Monifieth ○ Lintrathen 	<ul style="list-style-type: none"> • Collation of data and formulation of detailed Strategy and Action Plan

Attendees Industry Workshops

Organisation	Contact
Angus Council - Economic Development	Jane Taylor
Angus Cycling Hub	Scott Frances
Angus Tourism Cooperative	Alison Elliot
Angus Tourism Cooperative	Norma Lyall
Angus Alive - Monikie and Crombie Country Park	Iain Stevens
Angus Alive - Monikie and Crombie Country Park	Colin Knight
Arbroath Cliff Tours	Cameron Smith
Cairngorms National Park Authority	Adam Streeter-Smith
Carnoustie Golf Links	Michael Wells
Country Sports Scotland	Chloe Forbes
Craig MacIntyre	Esk District Salmon Fishery Board
Developing Mountain Biking in Scotland	Graham Mclean
East Haven Community	Wendy Murray
Forestry & Land Scotland	Justin Livesey
Lunan Bay Community Partnership	Jillian McEwan
VisitScotland	Lorna Reid
Wild South Esk / River South Esk Partnership	Kelly Ann Dempsey

Workshop Attendees

27th February

First Name	Surname	Company
Alison	Elliott	Murton Trust
Jim	Wight	Sup2summit Ltd
Aylwin	Pillai	Kinclune Organic Livestock Farm
Emma	Fraser	Dog Friendly Angus and Dundee
Claire	Thomson	Rottal Estates
Clare	Cooper	The CATERAN Ecomuseum
Norma	Lyall	Angus Tourism Cooperative
Michelle	Spink	Angus Outdoor Learning
Jane	Taylor	Angus Council
Elaine	Ford	Electrek Explorer
Sophie	Thompson	So Mantra
Cameron	Smith	Arbroath Cliff Tours
Steven	Cumming	Glamis Castle
Janet	Molloy	JanJamJac Limited
Sandra	Ewing	Dog Friendly Angus
Valerie	Darling	Dog Friendly Angus

28th February

First Name	Surname	Company
Iain	Brough	Angus Alive Countryside Adventure
Nicola	Barbour	Angus Alive Countryside Adventure
Gavin	Brebner	Angus Alive Countryside Adventure
Stuart	Clark	A4A
Bruce	Sheridan	Forbes Of Kingennie Country Resort
Paul	Pratt	Forbes Of Kingennie Country Resort
Norma	Lyall	Angus Tourism Cooperative
Ruth	White	Scottish Land & Estates
Norma	Lyall	ATC
John	Steele	Wester Den Holiday Home

Information from desk research on local plans and policies, current provision and previous research projects on outdoor adventure within the Council area was collated with the data captured through the consultation process. The data was then analysed for emerging themes and evaluated against the strategic context, benchmarking and funding opportunities to generate key recommendations and actions.

7.2 Outdoor Adventure Activities

Soft Adventure	Hard Adventure	Slow Adventure	Country Sports
Trekking	Mountain Climbing	Mindfulness	Game And Rough Shooting, Deer Stalking Wildfowling, Clay Pigeon Shooting, Target Shooting Coarse and Game Fishing.
Hiking	Mountain Biking	Yoga Outdoors	
Kayaking	Paragliding	Forest Bathing	
Canoeing	Skydiving	Foraging	
Scuba Diving	Caving	Beach Combing	
Camping	Heli-Skiing	Farm Experiences	
Going On Safari	Kite Surfing	Lingering And Dwelling	
Horseback Riding	Skiing	Longer	
Cycling	Snowboarding	Discovering Nature	
Wildlife Watching	Sand Boarding		
Participating In Cultural Events	Rappelling/Abseiling		
Culinary Experiences	Hang Gliding		
Sailing	Rock Climbing		
	Surfing		

7.3 Case Studies

South West Coast Path – South West England



The 630-mile South West Coast Path (SWCP) launched in 1978, follows the coastline of England’s south west peninsula through the counties of Devon, Cornwall, Dorset and Somerset. In 2013, for the second time, Ramblers Walk magazine voted the path as the best walking route in Britain. A large part of its success can be attributed to the fact that the path has received over 40 years of focus and on-going investment.

The Route: The Path traverses 17 Heritage Coasts, a National Park, two World Heritage Sites, a UNESCO Geopark and Britain’s first UNESCO Biosphere. The route mostly hugs the coast although there

are some small inland diversions due to access issues and erosion. 90% of the route is off-road and most of it is suitable for walkers only.

Economic Impact: In 2015, 8.6 million visits, worth an estimated £502m and accounting for 4% of all direct tourism spend to the south west region, were made to the path. This expenditure is estimated to support 9771 full-time equivalent jobs. These figures exclude non-tourists such as regular dog walkers.

Visitors: There are no studies available that look at the profile or nationality of visitors to the trail. Based on website statistics, over 80% of visitors are from GB and of the out of state visitors, USA and Germany make up 42% of visitors.

Marketing: Marketing for the path is carried out by the South West Coast Path team. Funding for the marketing has not always been consistent but the SWCP Association now provide a greater level of support. The key elements of marketing include:

- Dedicated website, which generates over 650,000 visits per year
- Funding was secured in 2016 to market the trail to the German and Dutch markets. The project is ongoing and includes a public relations campaign, attendance at trade shows and social media
- Walking app was developed (this has only generated 2000 downloads).
- 6 walking festivals are held along the route each year.
- SWCP has produced an online Tourism toolkit to help businesses in the South West attract more visitors

Great Western Greenway – County Mayo, Ireland



The Great Western Greenway – Ireland’s first greenway – is a walking and cycling trail in County Mayo on the Wild Atlantic Way. Running 44km around the Eastern and Northern stretches of Clew Bay in Co Mayo. It follows the path of the old Westport to Achill Midland Railway line, beginning in the seaside town of Westport and traverses through the towns and villages of Newport and Mulranny before coming to a gentle finish at Achill Sound.

- Greenway was established through consultation with 160 landowners who were assured that they would:
 - Not face legal claims by anyone injured;
 - Retain full ownership of their land;
 - Be able to withdraw access permission.
 - Landowners along the route gave land access and allowed development of the path at no cost;
- 250,000 people use the Greenway annually;
- 200 jobs created in guiding, bike rental, cafes etc.

Dalby Forest – North Yorkshire



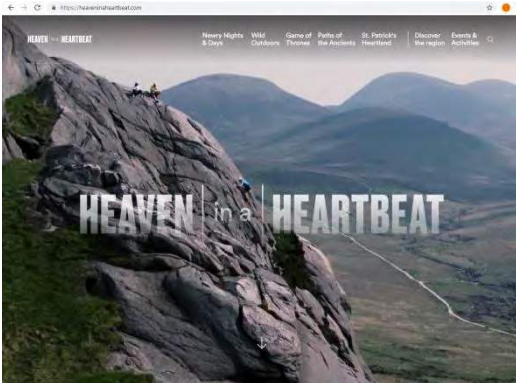
Dalby Forest is an 8000-acre forest in North Yorkshire owned and managed by the Forestry Commission. Its key target market is families and activity visitors. The profile of visitors to Dalby Forest consist of 48% families, 22% young independents (those aged 16-34 with no children), 18% aged 45-65 with no children and 11% to other groups.

Between 2005-2007 it implemented a structured Master Planning approach to the developments of its visitor/outdoor recreation attractions. The aim of the redevelopment project (which was implemented across the three phases) was to refurbish, convert and

reuse the existing assets on site in order to enhance the overall visitor experience.

Today the Park today receives 450,000 visitors and generates income from car parking, leases with private operators and through holding events. The annual income for the Forest Park is £800,000 of which half is direct income from visitors. Individual visitors and groups to Dalby Forest are known to spend between £21-£30 in the local area during their visit.

Discover Newry, Mourne & Down



Heaven in a Heartbeat is a marketing campaign developed by Newry and Mourne District Council. The campaign was launched Spring 2018 and;

- Aimed to attract both locals and visitors;
- Focused on the district’s unique natural and cultural heritage;
- “Wild Outdoors” page encourages people to “Get out. Conquer challenges. Astonish yourself.”
- Features activity providers and land and water-based recreation opportunities available across the District.