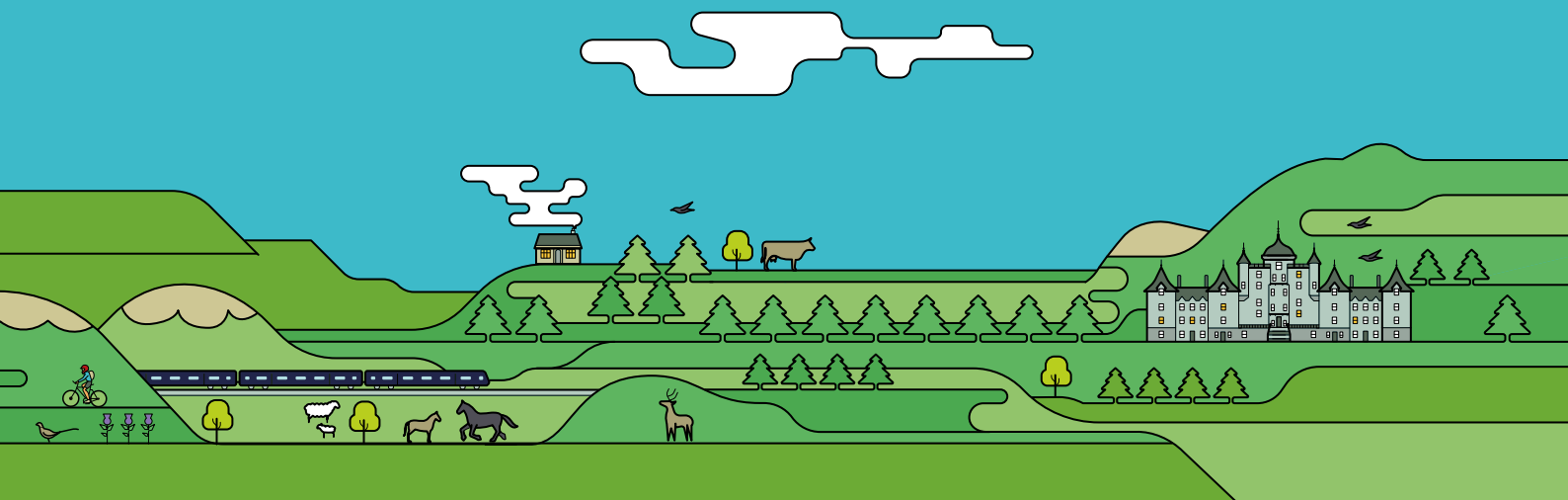


# BORDERS RAILWAY BUSINESS GUIDE

YOU'RE ON THE RIGHT TRACKS  
TO DEVELOP YOUR BUSINESS

**BordersRailway**

Edinburgh • Midlothian • Scottish Borders





# CONTENTS

Introduction	3
All On Track	4
Midlothian & Borders: Great Destinations to Visit	5
Opportunities for Business	7
Be Inspired: Case Studies	11
Next Steps: Making the Most of the Opportunities	14
Support and Resources	15

## INTRODUCTION

### Tourism is key to the economic development of Midlothian and the Scottish Borders

Tourism is central to the Midlothian and Scottish Borders' economies and the opening of the Borders Railway offers an exciting opportunity for tourism businesses to benefit.

The investment in the Borders Railway supports the ambitions for growth and will be a catalyst for attracting visitors with the promise of compelling experiences and immersion in Borders' and Midlothian's history, heritage, culture and landscape.

#### **How can you make the most of the Borders Railway and use it to benefit your business?**

This guide has been created to help you find out. It is packed with ideas and tips that will give you a competitive edge. It will also help you identify opportunities to drive new custom and enhance the quality of your visitors' experience.

"We are very excited about the Borders Railway. For commuters and tourists alike, the line will provide opportunities to enjoy the beautiful scenery and many attractions on offer between Edinburgh and the Borders."

**Gillian Rankin, Marketing & Events Officer  
National Mining Museum Scotland**

"The opening of the Borders Railway in 2015 presents exciting opportunities for the Borders region and for Abbotsford. We are busy making plans to create offers and promotions specifically for railway passengers visiting us."

**Giles Ingram, Chief Executive  
Abbotsford – the home of Sir Walter Scott**

# ALL ON TRACK

The Borders Railway re-establishes passenger railway services for the first time since 1969 and is a sustainable connection between Edinburgh Waverley and Tweedbank stations.

It is one of ScotRail's '6 Great Scenic Railways of Scotland' and greatly improves access to Midlothian and the Borders for visitors. This makes it even easier to visit many of the key visitor attractions and major national and international sporting events by public transport, such as the Melrose 7s, British Horse Trials and cultural events, like the Borders Book Festival and Midlothian Science Festival. It is also a direct connection to Edinburgh's 4.3 million visitors each year.

BORDERS RAILWAY TIMETABLE				
	EDINBURGH – TWEEDBANK		TWEEDBANK – EDINBURGH	
<b>MONDAY – FRIDAY</b>	Depart Waverley	Arrive Tweedbank	Depart Tweedbank	Arrive Waverley
First train	05.43	06.49	05.20	06.15
Last train	23.54	00.51	23.28	00.23
<b>SATURDAYS</b>	Depart Waverley	Arrive Tweedbank	Depart Tweedbank	Arrive Waverley
First train	05.55	06.50	05.30	06.25
Last train	23.55	00.52	23.31	00.23
<b>SUNDAYS</b>	Depart Waverley	Arrive Tweedbank	Depart Tweedbank	Arrive Waverley
First train	09.11	10.08	08.45	09.40
Last train	23.11	00.08	22.45	23.41



## THE TRAIN SERVICES RUN FROM EARLY UNTIL LATE

Every half hour, except evenings, Sundays and at Stow (off peak) when they run every hour

Four morning services will continue to Haymarket Station and Fife, returning in the afternoon

## DID YOU KNOW?

- » 1.3m UK visitors travel to Edinburgh by transport other than car i.e. train, plane, bus, coach
- » Trains are the second main form of arrival into the city
- » Edinburgh Waverley is Britain's largest train station outside London and a principal station on the East Coast Main Line between London and Aberdeen. East Coast operates around 20 trains a day to London, with a 4.5 hour journey time

## MAKE IT WORK FOR YOU



- » Visitors are already planning their trips – don't forget to update your website, online listings and social media to tell them how to find your business from the railway – link to timetables, the hop-on, hop-off bus, tell them if you will arrange pick ups
- » Put a copy of the Borders Weaver timetable on your website for visitors to download
- » Let your visitors know how close Midlothian and the Borders is to Edinburgh
- » From the Borders Railway visitors are able to explore Midlothian and Borders countryside with miles upon miles of cycle and walking routes to choose from, starting from many of the stations on the line. Make sure you have information on the cycling and walking routes available for your visitors



## BORDER WEAVER 'HOP ON HOP OFF' BUS SERVICE

Linking the Borders Railway with communities and visitor attractions. This hop-on, hop-off bus calls at Galashiels, Tweedbank, Melrose, Scots View, Dryburgh and St Boswells, giving those using the train easy access to local tourist attractions.



# MIDLOTHIAN & BORDERS GREAT DESTINATIONS TO VISIT

**Building your businesses is dependent on many factors – who the visitor is, what motivates them and what you then need to do to give them an experience that generates positive word of mouth and repeat visits.**

Add to this potent mix what you need to do to generate custom from visitors motivated by the Borders Railway and you have a winning formula.

Midlothian and the Borders attracts a strong mix of different types of visitors: local visitors on day trips, leisure visitors from across the UK or from overseas on a short stay or holiday and some business visitors. Visitors are motivated by the appeal of a day trip, the attraction of the Scottish outdoors, the charm of religious and heritage sites. They might be visiting friends and relatives, on a romantic break, tracing their roots, taking part in an activity or attending an event.

## THE TOURISM MARKETS FOR THE BORDERS RAILWAY ARE:

### DAY VISITS

- » Edinburgh and Central Scotland residents who will take a day trip to Midlothian and the Borders
- » Visitors staying in Edinburgh, especially those travelling to the city without their own transport
- » Those attending events in the Borders e.g. Melrose 7s, Borders Book Festival and special interest groups e.g. ramblers/walkers, cyclists, garden enthusiasts

### STAYING VISITORS

- » Those visiting friends and relatives in Midlothian & the Borders, holidaying, taking short breaks or attracted by the new rail link, either as overspill of Edinburgh visitors at peak times or those wanting to experience a rural break with an opportunity to visit Edinburgh on a day visit
- » Others will be attracted to events (festivals, rugby internationals etc.) in Edinburgh and will be persuaded to stay in Midlothian and the Borders as a result of the rail link

### RAIL ENTHUSIASTS

- » This market segment is made up of those for whom the railway itself is the main attraction

### MIDLOTHIAN AND SCOTTISH BORDERS TOURISM 2014

	MIDLOTHIAN (estimated)	SCOTTISH BORDERS
No. of GB overnight visitors	103,000	329,000
Number of nights	252,000	1,090,000
Average nights' stay	2.4 nights	3.3 nights
No. of international overnight visitors	65,000	34,000
Number of nights	340,000	180,000
Average nights' stay	5.2 nights	5.4 nights
Total no. of overnight stays	592,000	1,270,000
Value of overnight tourism	£53m	£71m
No of day trip visitors	1.41m	3.5m
Value of day Trips	£44.81	£109.33

### KNOW YOUR MARKETS

- » For latest information on what international visitors are looking for, check out the VisitBritain website: [www.visitbritain.org](http://www.visitbritain.org) or VisitScotland [www.visitscotland.org](http://www.visitscotland.org)
- » For information, market intelligence and insights on the latest trends, try Tourism Intelligence Scotland: [www.tourism-intelligence.co.uk](http://www.tourism-intelligence.co.uk)

### MAKING IT WORK FOR YOU: THE EDINBURGH MARKET

- » Midlothian and the Borders businesses' marketing and sales activity should target local captive markets, who might be attracted to travel the Borders Railway out of curiosity, for a day out or to visit local attractions or events
- » Develop offers for Edinburgh and Central Belt residents, for day trips and overnight stays to the Borders and Midlothian - two for one offers, station pick ups, "travel and try" promotions
- » Nearly 4.3 million people visit Edinburgh annually. Develop a Borders Railway experience to encourage visitors from Edinburgh. This might be festival and events accommodation, rural charm without car parking hassles, Scottish rural character of Borders
- » 700,000 people visit the National Railway Museum in York each year, a reflection of the interest trains and scenic routes have for rail fans. What can you do to reflect the history of the Waverley route in your business? A short story, a web link, photographs and memorabilia

Source: VisitScotland's Tourism in Scotland's Regions 2014

# WHAT WE KNOW ABOUT VISITORS TO MIDLOTHIAN & THE BORDERS



The most competitive businesses are the ones that understand who their customers are, what these customers want to buy and how best to communicate with them.

## VISITSCOTLAND MARKET SEGMENTATION

VisitScotland has identified UK consumer segments which will grow UK tourism for Scotland and gives businesses the opportunity to focus and better target best prospect customers. It sets out who these customers are and what they really want from a holiday. The 3 priority segments for Midlothian and the Borders in VisitScotland's Borders Railway Marketing Strategy are:



### ADVENTURE SEEKERS

"Adventure Seekers want an active holiday where they 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"

**1.2 million UK households, 9% of target UK households**  
**Age profile: 55% - Under 35; 38% - 35-54; 7% - 55+**



### 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"

**1.0 million UK households, 8% of target UK households**  
**Age profile: 14% - Under 35; 29% - 35-54; 57% - 55+**



### NATURAL ADVOCATES

"Natural Advocates are passionate about Scotland as it offers everything they want from a holiday; breathtaking 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"

**1.1 million UK households, 8% of total UK households**  
**Age profile: 19% - Under 35; 46% - 35-54; 36% - 55+**

## MAKE IT WORK FOR YOU



- » You'll know which of these segments are right for your business. It's important to prioritise – remember segmentation is not about ruling out particular types of customers, but rather determining which customers you want the most
- » You can find lots more in-depth information, packed with facts, figures and tips for all VisitScotland customer segments and on Scottish tourism on the VisitScotland research pages
- » Talk to your visitors about why they decided to visit. How did they travel here, and do they know about the Borders Railway? Did it influence them? Might it have done if they'd known about it? Build a picture of your visitors and their preferences and research things for them to do.



# OPPORTUNITIES FOR BUSINESS

EDINBURGH WAVERLEY	9 mins
BRUNSTANE	13 mins
NEWCRAIGHALL	16 mins
SHAWFAIR	20 mins
ESKBANK	24 mins
NEWTONGRANGE	30 mins
GOREBRIDGE	50 mins
STOW	55 mins
GALASHIELS	60 mins
TWEEDBANK	

The Borders Railway is a catalyst for new business for Midlothian and the Borders.

It may also appeal to visitors to Edinburgh who are inspired to combine city culture and rural Scotland, or those wishing to visit Edinburgh on a day trip from Midlothian and the Borders, potentially making a stay in the area more attractive.

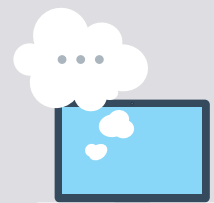
History, heritage, events, festivals, walking and mountain biking are just a few of the experiences available for visitors.

Tourism businesses in Midlothian and the Borders will each see different opportunities from the Borders Railway. However, to be able to offer a fantastic experience to all visitors using the railway, here are a few ideas that every tourism business can consider.

## GET SOCIAL

Social media is now one of the most important marketing tools for tourism businesses.

It's also something visitors are increasingly using, before, during and after their stay. Sites such as TripAdvisor are usually a first port-of-call for visitors looking for reviews of potential destinations, attractions and facilities. So, get listed – preferably positively – and respond quickly and courteously to any feedback (good or bad).



## MAKE IT WORK FOR YOU



» Use Twitter to follow local attractions, events and food and drink businesses and share content. Make sure you are following [@bordersrailway](https://twitter.com/bordersrailway)

» [#mybordersrailway](https://twitter.com/mybordersrailway) promotes the railway and has reached over 100,000 Twitter users. It was in the top 5 trending topics in the UK on Twitter when the railway opened

» Improve your digital skills by accessing tourism specific support and information via Digital Tourism Scotland programme - [www.scottish-enterprise.com/industry-support/tourism](http://www.scottish-enterprise.com/industry-support/tourism)

## GREAT SCOTT!

There is worldwide interest in Sir Walter Scott and visitors can follow in the footsteps of the renowned writer, starting in Edinburgh with The Scott Monument and The Writers' Museum, or enjoying a literary walking tour, before taking the Borders Railway through the landscapes that inspired his writing.

The Borders and Edinburgh both have great connections with Sir Walter Scott, and the Borders Railway (previously known as the Waverley Line) strengthens these connections. The Great Scott! project by the Edinburgh City of Literature Trust celebrated the heritage of Sir Walter Scott by covering the walls, floors and windows of Edinburgh's Waverley Station with Scott's words through a series of art installations, reminding the world of his rich legacy.

### DID YOU KNOW?

- » Edinburgh's Waverley Station is the only railway station in the world named after a novel and The Scott Monument, is the world's tallest monument dedicated to a writer
- » Barony House in Lasswade is where Scott wrote the opening stanza of The Lay of the Last Minstrel, his first poetic success and also the ballad, The Gray Brother, which celebrates the countryside in Lasswade

### MAKE IT WORK FOR YOU



- » Get in touch with Edinburgh City of Literature to find out how you can work with them to develop packages and create offers themed around Sir Walter Scott – [www.cityofliterature.com](http://www.cityofliterature.com) or email [edinburgh@cityofliterature.com](mailto:edinburgh@cityofliterature.com)
- » Why not have Scott memorabilia, books and guides on hand for your guests
- » Link your web site to Abbotsford and the City of Literature Trust. Find out how other authors are celebrated by tourism businesses – Shakespeare, Seamus Heaney, the Brontës, Jane Austen

## TOP TABLE

Research by VisitScotland identified increasing demand from visitors to sample distinctive local food and to taste traditional cooking - the joint top most popular activity undertaken by visitors.

What's more, a third of visitors say they would consider booking accommodation simply because of its reputation for outstanding food. Food tourism isn't only about high-end eating. In fact, only 8% of food travellers say they are looking for a gourmet experience. Instead, they want authentic local food experiences.

Visitors use Twitter and TripAdvisor to find the best restaurants, cafés and bars, and to post their own experiences, recommendations and reviews. Build your profile using social networks, and use them to create and continue a virtual conversation with your visitors.

### MAKE IT WORK FOR YOU



- » With so many good restaurants, cafés and bars along the rail route, there is a great opportunity to promote local food & drink experiences to visitors.
- » Ask your visitors what they plan to do when they're here. Come up with recommendations for food and drink close to stations. Work with local pubs, restaurants and bars to see if you can include a taxi or transport to and from the station, or their accommodation
- » The VisitScotland Borders Railway Toolkit includes a Food & Drink Itinerary with '10 Foodie Experiences' – develop your own itineraries working with pubs and restaurants near you
- » A feast of drama awaits visitors at Bowhill Theatre. Can you work with Bowhill Theatre to offer pre-theatre dining for your visitors? It could be anything from the traditional two-course dinner, to sharing platters, to light meals at a fixed price.
- » Pop up restaurants and Supper Clubs are a great way for visitors to enjoy local authentic experiences. The simplest way to experience a pop-up is to hold one yourself! Can you team up with other operators to hold a one-off event or celebration?







## OUTDOOR ACTIVITIES

Enjoying the wide variety of outdoor activities in Midlothian and the Borders is an important part of the visitor experience. Whether its adrenaline pumping treks across rolling hills and lush valleys or flying down rugged terrains on a mountain bike, the wonderfully varied landscape of the Scottish Borders and Midlothian lends itself to a dizzying array of outdoor activities.

Outdoor activities have impacted significantly on the tourism economy: research conducted by Tourism Intelligence Scotland, for example, discovered that people who engaged in mountain biking spent up to £57m a year (whole trip spend). The value to the Scottish economy of adventure activity tourism alone is currently estimated at £178 million per year, with the value of walking tourism at £533m per year (Scottish Natural Heritage).

This highly engaged audience offers myriad opportunities to increase spend and develop cross-promotion across sectors.

### MAKE IT WORK FOR YOU



- » Dalkeith Country Park is going through a major transformation with a relaunch scheduled for Spring 2016. The developments include brand new retail, catering and adventure playground with additional leisure facilities including cycle trails, bike hire and much more. A great day out for families and only a short distance from Eskbank Station. Visit [www.dalkeithcountrypark.co.uk](http://www.dalkeithcountrypark.co.uk) for more information and opening dates
- » At any time of the year there are many events running in Edinburgh, the Borders and Midlothian. Think about what will work best for you – does your business lend itself to the theme of one of the mega events or would you be better getting involved with a local festival or event? Put yourself in your visitors' shoes and think about what they might enjoy

## EVENTS IN MIDLOTHIAN & THE BORDERS

From dedicated food festivals to arts and cultural events, plenty of events and festivals take place throughout the year to attract visitors to Midlothian and the Borders. They are a fantastic way to showcase local strengths and culture and encourage visitors to stay longer and spend more. They can also be a great way of extending the tourist season, by attracting visitors to come at traditionally quieter times of year.

If visitors feel really welcome and involved in an event and are part of an authentic experience in your area, you'll send them home with fantastic memories which they'll share with their friends and relatives – spreading the word.

The Borders Railway is a great way to attend events.

### ANNUAL EVENTS IN MIDLOTHIAN

Central Horse Trials | Dalkeith Agricultural Show  
Midlothian Walking Festival  
Midstock Annual Music Festival  
Midlothian Science Festival

### ANNUAL EVENTS BORDERS

Borders Book Festival | Borders Heritage Festival  
Melrose Rugby 7s | Traquair Medieval Fayre  
Scottish Borders Walking Festival | Tour of Britain  
Tour of the Borders | Tweedlove Bike Festival  
Border Union Agricultural Show  
Common Ridings & Festivals

### MAKE IT WORK FOR YOU



- » Promote events as an additional incentive or perk for existing visitors – through email, on your website, via social media and blogs – and encourage them to use the train to come



## VISITSCOTLAND BORDERS RAILWAY MARKETING ACTIVITY

VisitScotland is undertaking a unique international marketing campaign to put the Borders Railway on the map and encourage visitors to explore Edinburgh, Midlothian and the Scottish Borders by Rail.

### FEATURES

- Outdoor radio and digital advertising in the UK, Germany and North America
- PR focus on core markets in the UK, France, Netherlands, Germany, Sweden, North America, Canada, Australia and New Zealand
- Extensive social media activity, a dedicated web page and trade media

### MAKE IT WORK FOR YOU



- » Register your interest in working in partnership with VisitScotland, mentioning how you would like to get involved. Visit this page on [www.visitscotland.org](http://www.visitscotland.org)
- » Keep up to date with VisitScotland's marketing initiatives and industry events in your region by subscribing to their monthly industry newsletter – eUpdate
- » Develop your own campaigns on the back of VisitScotland's marketing activity

## BORDERS RAILWAY TOOLKIT

This includes promotional wording and branded promotional banners to use in your business marketing activities inspire your guests.

### FEATURES

- Proposed Borders Railway itineraries for visitors to use to travel around the region
- A free-to-use image bank showing the range of attractions and activities available to visitors

### MAKE IT WORK FOR YOU



- » Take advantage of VisitScotland marketing materials and use these to promote your business to a wider audience

## SCOTRAIL

ScotRail have a number of great value tickets which offer fantastic savings and can be used alongside your business to promote the Borders and Midlothian to visitors.

**KIDS GO FREE:** Perfect for family holidays, impromptu day trips or fun weekends away.

### FEATURES

- Travel off-peak any day of the week and up to two children aged 5-15 can travel free with each adult.
- Visitors can use the Kids Go Free return ticket on longer journeys for up to a month without booking in advance.
- Families can also get one free child entry to some of Edinburgh's most popular attractions, including Edinburgh Zoo, The Edinburgh Dungeon, Camera Obscura & World of Illusions, The Scotch Whisky Experience

**2 FOR 1 ATTRACTIONS:** 2 for 1 entry on some of Scotland's most popular attractions when they travel with ScotRail. Includes: The Edinburgh Dungeon, Gladstone's Land, The Ghost Bus Tours and The Georgian House

### MAKE IT WORK FOR YOU



- » Promote the ScotRail Kids Go Free offer on your web site for your customers
- » Are you a Visitor Attraction that would like to participate in Kids Go Free? Contact ScotRail: [www.scotrail.co.uk](http://www.scotrail.co.uk), 0344 811 0141

**SCOTRAIL BUSINESS DIRECT:** ScotRail Business Direct provides a dedicated business-to-business solution offering a fee-free service for purchasing UK train tickets. With an online self-book tool, a dedicated Account Manager and specialist Scotland based helpdesk, its aim is to save clients time and money.

### MAKE IT WORK FOR YOU



- » Local Borders and Midlothian tourism businesses can make use of the service to package tickets into experiences they can offer their customers. To find out more contact a member of the Business Direct Team at [www.scotrail.co.uk/businessdirect](http://www.scotrail.co.uk/businessdirect)
- » ScotRail offer groups savings for groups of 10 or more. For more information call 0344 811 0141 or email [group.travel@scotrail.co.uk](mailto:group.travel@scotrail.co.uk).

# BE INSPIRED: CASE STUDIES

Here are several companies who have ‘made it work for them’.

## IDEAS FROM FURTHER AFIELD

Community Rail Partnerships work to bring together the railways and local communities. Their work includes bringing station buildings back to life, art and education projects and organising special events, such as music trains, which promote the railway and its relevance to the community.

There are some great examples of partnerships working with local restaurants, bars, hotels, B&Bs and activity providers to promote rail travel for visitors to the surrounding areas. Here are a few examples of some of the work they have undertaken, to give you some ideas.

### SETTLE-CARLISLE RAILWAY

**EXPLORE - EXPERIENCE – ENJOY**

[www.settle-carlisle.co.uk](http://www.settle-carlisle.co.uk)

Running through some of the most attractive scenery in the Yorkshire Dales and Cumbrian Fells, the Settle-Carlisle railway is famous for its Victorian architecture, huge stone viaducts, long tunnels and remote wayside station buildings.

The Settle-Carlisle Railway Development Company works with the rail company to promote the line and recently launched a brand-new website, creating a one-stop shop for visitors to the region and local rail users alike. In addition to comprehensive travel information, the site has details of visitor attractions, what’s on, places to eat and drink plus accommodation ranging from self-catering cottages to country house hotels. Their aim is for all visitors to the line to have the best possible experience, from a day trip to a week’s holiday.



### GREAT SCENIC RAILWAYS DEVON & CORNWALL

[www.greatscenicrailways.co.uk](http://www.greatscenicrailways.co.uk)

The Devon and Cornwall Rail Partnership is the largest rail partnership in the country, promoting eight lines in Devon and Cornwall. They have developed the Great Scenic Railways website and have delivered imaginative marketing campaigns to promote Devon & Cornwall to visitors, winning awards and increasing website traffic by 40%.

**THE CAMPAIGNS AND INITIATIVES INCLUDED:**

#### VISIT POLDARK COUNTRY BY TRAIN:

promoting Poldark filming locations that tourists can visit on Cornwall’s great scenic railways

#### THE MUNCHTIME EXPRESS:

On the Looe Valley Line every Tuesday lunchtime in November a different restaurant serves up a free taster lunch to rail passengers. Restaurants get involved year after year as they have found it is a great way to drum up new business. At the end of these events, it’s been known for restaurateurs to return to their restaurant with a procession of “munchtimers” in tow, eager to make bookings

#### SURF’S UP:

An enterprising surfing business in Newquay provided a 10% discount on hire of surf equipment and tuition to anyone arriving by train. The offer by Ticket to Ride Surf School is promoted to students at Plymouth University by the Devon & Cornwall Rail Partnership



### MAKE IT WORK FOR YOU



» The Borders Railway Community Rail Partnership (CRP) is now up and running, so get in touch with them to find out how you can help support them [www.bordersrailwayforyou.co.uk](http://www.bordersrailwayforyou.co.uk)



## DERWENT VALLEY LINE

The Derwent Valley Line travels through the picturesque and historic landscape between Nottingham, Derby and Matlock. Trains run on an hourly train service between Matlock and Nottingham, providing easy access to a range of visitor attractions and attracting large numbers of visitors to the area.

### THE HEIGHTS OF ABRAHAM - BEAT THE TRAFFIC AND SAVE 20%

Since first opening its gates to visitors in the 1780's, the Heights of Abraham has become one of the Peak District's most popular attractions. Visitors arriving by rail are able to claim a 20% discount on the ticket price for entry.

## BORDERS RAILWAY BUSINESSES GETTING ON BOARD

**From walking and accommodation packages to special restaurant menus and shuttle services, businesses along the new Borders Railway route are making the most of encouraging visitors.**

Here are a few success stories of how Midlothian and the Borders businesses are working in partnership to develop and roll out new tourism products, packages, services and marketing campaigns that add value to the tourism offer.

## ROSSLYN CHAPEL & AERIAL ABW CABS

### All aboard! Taxi partnership connects Rosslyn Chapel and Borders Railway

Rosslyn Chapel was founded in 1446 and the mysterious symbolism of its ornate stonework has inspired, intrigued and attracted visitors for generations. The Chapel came to prominence after featuring in Dan Brown's novel, *The Da Vinci Code* and is open to visitors all year round attracting 160,000 people every year. Visitors heading for Rosslyn Chapel are now able to use the Borders Railway through an innovative partnership between the Chapel and Aerial ABW taxis. Taxis meet trains at Eskbank station and provide a shuttle service to Rosslyn Chapel. This partnership is a brilliant example of the great tourism and leisure opportunities offered by the new Borders Railway. It allows visitors to easily visit the historic Rosslyn Chapel and enjoy the beauty of the famous venue.

The railway greatly improves access to Midlothian and this partnership will make it even easier to visit Rosslyn Chapel by public transport. The journey from Edinburgh to Eskbank takes 18 minutes and the journey from Tweedbank to Eskbank takes 37 minutes. The taxi journey to Rosslyn Chapel takes around a further 10 minutes.

## COUNTY HOTEL & BORDER JOURNEYS

### A JOURNEY WITH SCOTT - 'FLOWER OF YARROW' TOUR

Will and Trond, owners of the County Hotel, saw huge opportunities for their business and the wider community in Selkirk and beyond with the new Borders Railway. Will, as Chair of Selkirk Chamber of Trade, organised a 'Sir Walter Scott Court Tour' for visitors on the steam train bringing an additional 150 visitors to the town.

Plans are now in place to run train packages for 2016. Capitalising on the hotel's heritage as a historic coaching inn, the County Hotel Selkirk will launch an innovative service providing all-inclusive tours for guests arriving by the Borders Railway.

This takes inspiration from the horse-drawn carriage service the County Hotel once provided for visitors in the late 1800s, which shuttled guests from the railway station. This time around it does not involve a horse and carriage, but collects guests from the station at Tweedbank and takes them on a tour of the Borders.

Following the guided sightseeing tour, visitors will be taken to the County for dinner and an overnight stay before being transported back to the station next morning after a hearty breakfast.



## TRAQUAIR HOUSE

Traquair House welcomed the coming of the Borders Railway with special offers for visitors who used the Borders Railway to visit Traquair. Visitors are offered a 50% discount on normal admission prices by showing their rail ticket on the same day of the visit.

## BURTS AND TOWNHOUSE HOTELS

### BORDERS' BEST THEMES FOR RAIL TRAVELLERS.

Burts and The Townhouse hotels have developed train-friendly themed packages highlighting the best of the Borders – encouraging visitors to leave their car at home and let the train take the strain. Guests are met at Tweedbank Station and transported to either the Burts or The Townhouse Hotel, where a welcome drink awaits.

After enjoying their Borders hospitality, guests are welcome to enjoy one of their 7 themed excursions or activities to work up an appetite for a very special 'Best of the Borders' dinner. This is followed with a dram or a pint of local ale before they retire for a sound night's sleep. On waking, there's a Scottish Borders breakfast waiting, before guests say their farewells and transport is provided back to the train station. Guests who want to stay a little longer can choose 2 and 3 night breaks.

## BORN IN THE BORDERS IN GALASHIELS

Born in the Borders opened a new cafe in the Galashiels Transport Interchange, giving both bus and rail passengers a true taste of the Borders.

Open from 6am-6pm, the cafe serves a range of coffees, teas, soft drinks, soups, sandwiches and treats. So whether it is a toffee muffin from Dalgettys, or an Elsdon goats cheese and chilli jam sandwich, visitors can be sure of getting something delicious and local.

## MAKING IT WORK FOR YOU

- » 50% of overnight visitors to the Scottish Borders are from other parts of the UK, with 39% from other parts of Scotland and 11% from overseas. The emphasis of your marketing should be on the UK, and especially Scotland's central belt, London and the South East and the NE of England
- » Day visitors to the Scottish Borders are predominantly from the neighbouring areas of Edinburgh & the Lothians and North East England
- » With the success of the Steam Train Experience in September and October 2015 (almost 100% of seats occupied) there is the potential for more Steam Train Experiences to run again. Keep a look out for these so you can promote to visitors and even develop offers and packages
- » The VisitScotland Borders Railway Toolkit include itineraries – why not develop your own?



# NEXT STEPS – MAKING THE MOST OF THE OPPORTUNITIES

Working together is vital to the success of tourism in Midlothian & The Borders. Consider how you can best use the Borders Railway and the tourism product to create memorable visitor experiences.

**Develop packages, create offers and joint marketing initiatives – think about what will appeal to visitors and work with other companies to put together a package that stimulates and meets that demand.**

Tourism businesses working together to create ‘must see’, ‘must do’ visitor offers will attract visitors and encourage them to spend more. Businesses working together have a key role to play in developing innovative products and experiences.

## HERE ARE 10 THINGS YOU CAN TRY NOW:

1. Look for like-minded businesses and develop collaborative marketing activity to promote both businesses and the railway. You could give visitors a reason to visit at quieter times of year or work together to improve their overall customer experience, linking accommodation, station pickups, restaurants and attractions - generating repeat visitors and referrals.
2. Make sure you have information about the railway on your website. Use the VisitScotland suggestions for online messaging to promote the Borders Railway.
3. Make sure you have copies or link to train and Borders Weaver bus timetables for visitors to download from your website.
4. Direct mail your past guests to let them know about the Railway.
5. Create your own itineraries for visitors to follow.
6. Use social media to challenge your guests to take the best photo when using the Borders Railway and encourage them to use @bordersrailway #brilliantmoments #mybordersrailway.
7. Pictures and videos paint a thousand words – in every language. The images you use should give people a real flavour of your location, the Railway and the area it’s in – and if a picture paints a thousand words, think what a short video on your site would say to your visitors.
8. Get the year’s event’s calendar into your own marketing so you can adapt your website and direct mail previous customers. Contact local event organisers to see how to get tickets for your customers.
9. Add Waverley Line or Scott links to your website and have some memorabilia, guides, photos and history books etc. on your premises for visitors to learn from and enhance the quality of their experience.
10. Who’ll do the station pick-ups? Who’ll provide the Borders’ tour? Which restaurants, bars accommodation providers and cafes will you recommend? What attractions will your customers visit? Get your alliances and links sorted out now, do your deals in the winter ready for next season and the enjoyment of your customers.

## ONE LAST THING . . .

If you do one thing after reading this guide – get out and about and talk to local businesses. Get your links, alliances and partners in place . The more you talk, the more ideas you’ll have about working together to make the most of the Borders Railway and the opportunities on your doorstep.

# SUPPORT AND RESOURCES

To help you get started, here are some organisations that can help your business.

ORGANISATION	CONTACT DETAILS
Borders Railway	<a href="http://www.bordersrailway.co.uk">www.bordersrailway.co.uk</a>
The Borders Railway Community Rail Partnership	<a href="http://www.bordersrailwayforyou.co.uk">www.bordersrailwayforyou.co.uk</a>
Scottish Borders Business Forum	<a href="http://www.sbbusinessforum.org">www.sbbusinessforum.org</a>
Experiencing Scotland	<a href="http://www.experiencingscotland.com">www.experiencingscotland.com</a>
Federation of Small Businesses	<a href="http://www.fsb.org.uk">www.fsb.org.uk</a>
Midlothian & East Lothian Chamber of Commerce	<a href="http://www.melcc.org.uk">www.melcc.org.uk</a>
Midlothian Council	<a href="http://www.midlothian.gov.uk">www.midlothian.gov.uk</a>
Midlothian Tourism Forum	<a href="http://www.visitmidlothian.org.uk">www.visitmidlothian.org.uk</a>
ScotRail – Business Direct	<a href="http://www.scotrail.co.uk/business-direct">www.scotrail.co.uk/business-direct</a>
Business Gateway	<a href="http://www.bgateway.com/local-offices/midlothian">www.bgateway.com/local-offices/midlothian</a> <a href="http://www.bgateway.com/local-offices/scottish-borders">www.bgateway.com/local-offices/scottish-borders</a> <a href="http://www.bgateway.com/local-offices/edinburgh">www.bgateway.com/local-offices/edinburgh</a>
Scottish Borders Chamber of Commerce	<a href="http://www.borderschamber.com">www.borderschamber.com</a>
Scottish Borders Council	<a href="http://www.scotborders.gov.uk">www.scotborders.gov.uk</a>
Scottish Enterprise	<a href="http://www.scotent.co.uk">www.scotent.co.uk</a>
Tourism Intelligence Scotland	<a href="http://www.tourism-intelligence.co.uk">www.tourism-intelligence.co.uk</a>
VisitScotland	<a href="http://www.visitscotland.org">www.visitscotland.org</a>

## FIND OUT MORE

Contact the Business Gateway to find out how the Borders Railway Tourism Business Advisor can help you and your business.

Scottish Borders Tourism Strategy	<a href="http://ow.ly/TFbb0">http://ow.ly/TFbb0</a>
Midlothian Tourism Strategy	<a href="http://ow.ly/TFaTZ">http://ow.ly/TFaTZ</a>
Tourism in Scotland 2020	<a href="http://ow.ly/TGLRF">http://ow.ly/TGLRF</a>
VisitScotland Growth Fund	<a href="http://ow.ly/TFbzk">http://ow.ly/TFbzk</a>
Midlothian & Borders Tourism Audit 2015	<a href="http://ow.ly/TFaZf">http://ow.ly/TFaZf</a>
Borders Railway Prospectus	<a href="http://ow.ly/TJmBb">http://ow.ly/TJmBb</a>

### The Scottish Borders Tourism Partnership

A collective of private and public sector companies working to promote the tourism industry in the Scottish Borders. Its main role is to direct the region's tourism strategy so that it meets the needs of tourism businesses in the Scottish Borders.

### Midlothian Tourism Forum

Represents the tourism businesses and public sector in Midlothian promoting and developing Midlothian as a visitor and business destination.

### PHOTO CREDITS

VisitScotland - [www.visitscotland.org](http://www.visitscotland.org)  
 Borders Railway - [www.bordersrailway.co.uk](http://www.bordersrailway.co.uk)  
 National Mining Museum Scotland - [nationalminingmuseum.com](http://nationalminingmuseum.com)  
 Midlothian Tourism Forum - [www.visitmidlothian.org.uk](http://www.visitmidlothian.org.uk)  
 ScotRail - [www.scotrail.co.uk](http://www.scotrail.co.uk)  
 The Lane Agency - [www.thelaneagency.com](http://www.thelaneagency.com)  
 Peter Devlin - [www.devlinphoto.com](http://www.devlinphoto.com)

Copywritten, Designed and Produced by BTS  
[www.businesstourismsolutions.com](http://www.businesstourismsolutions.com)

“The Scottish Borders is one of Scotland’s greatest tourism assets with its rich heritage and beautiful and inspiring landscape. The Borders Railway, which delves deep into Sir Walter Scott country, provides visitors with opportunities to enjoy the many wonderful attractions and experiences the Borders has to offer.”

**Mike Wilson, Chair, Scottish Borders Business Forum**

“The Borders Railway provides a great opportunity for tourism in Midlothian and the Borders. It’s now up to every business and organisation to make the most of it and turn their own location into the next stop for visitors and commuters.”

**Ian Gardner, Chair Midlothian Tourism Forum**

# BORDERS RAILWAY BUSINESS GUIDE

YOU'RE ON THE RIGHT TRACKS  
TO DEVELOP YOUR BUSINESS

**BordersRailway**

Edinburgh • Midlothian • Scottish Borders



The project is being delivered as part of the 'Borders Railway Blueprint', a partnership project led by Scottish Enterprise, Scottish Government, Transport Scotland, VisitScotland, ScotRail, Scottish Borders Council, Midlothian Council and Edinburgh City Council. The Blueprint sets out an ambition to maximise the economic benefits of the Borders Railway, transforming tourism, business and investment opportunities for communities along the new rail line.

