

Adventure Activities Glencoe: A New Way Forward



UHI Tourism Knowledge Exchange Challenge Fund Project

Case study

The **impetus** for this collaboration between Woodlands Glencoe and the Centre for Recreation and Tourism Research has been declining sales of the company's core adventure activities over the past 2-3 years.

The overall **aim** of this collaboration was to undertake research into, and make recommendations regarding, new products, or enhancements to existing products, that will enable the company to design and create new adventure experiences.

The **output** is a guide outlining the results of the research, with recommendations on new products that Woodlands Glencoe can develop, as well as ways of modifying or enhancing existing products.

The **outcome** will be that Woodlands Glencoe have the knowledge and tools to develop these new products. Feeding into day-to-day operations and the company's long-term strategic planning.

Site visit and meeting



The collaboration began with an onsite meeting between Woodlands Glencoe and CRTR to discuss, and see firsthand, the issues that the company is experiencing. It was an opportunity for the company to familiarise the academic partner with aspects of their operations and future plans and aspirations and for the partners to discuss and agree aims and objectives for the collaboration.



Desktop research

CRTR undertook desktop research exploring:

- ❖ Sector trends
- ❖ More effective digital marketing, including web site analytics
- ❖ Opportunities for a regenerative tourism approach
- ❖ Local competition
- ❖ Ideas for changes to existing products
- ❖ Potential new activities



Ideas development

An interim report was presented followed by discussions about which ideas are viable for implementation.

All photos courtesy of Woodlands Glencoe

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Market status, key trends, emerging markets, potential opportunities



Observations and recommendations for each of the activities currently offered.



Detailed report



Critique of how the activities are marketed via social media



“Working with the team at UHI has unearthed several great suggestions for our business to take forward, all of which are easily implementable. We feel confident that the changes we will make as per UHI’s suggestions will prove beneficial to business”



WOODLANDS
Glencoe

Guidance on how Woodlands Glencoe could adopt regenerative tourism principles, including case study examples.



An outline selection of new activities or services in line with current or emerging market trends.

