Nairn

Business Actions

• Listen to what we say NO to
• Better access to internet
• Provide better range of activities for younger generation
• Ask customers what I could do better?
• Analyse the customer journey
• Online availability
• Open forum
• Marketing for the town
• Learn about VisitNairn.com, will join
• Great networking experience
• Forum
• Add WOW factors
• Tourist information centre
• Local leaflet
• Market Nairn
• Deliver on quality price, product and service
• Offer weekend breaks during the winter
• More advertising
• On line forum for accommodation providers
• Google web mapping for places and shops etc
• TIC
• Improve first impressions
• Improve local knowledge
• Ask what I could do better?
• Questionnaires for guests
• Market Nairn more
• Forum formation (on website etc)
• Online clearing house for room vacancies
• Create special wedding mini break
• Maps are important
• Market the town
• Customer feedback – introduce forms
• In-depth knowledge of tourism and things to do, how to access
• Online clearing house for accommodation
• Cooperation with other suppliers to make packaging easy
• Creation of a forum
• Mystery shoppers
• Market the town, how can we go about it?
• Support efforts to mobilise more (all) tourism service providers and businesses into a collective forum
• Tackle the long standing problem of local tourism info and marketing

• In my own business do more mystery shopping
• Review website performance
• Formation of a forum
• Extended wedding breaks/groups
• Transported tours
• Create special breaks
• Loyalties with other groups and businesses
• Festival Centre
• More out of season activities
• Local knowledge brochure
• Improve product knowledge

• Market Nairn more
• Improve tourist information
• Encourage tourists to use Nairn as a centre to visit the Highlands and not just a stop off point between Inverness and Aberdeen.
• Visitor stats - use
• Feedback cards – strategically placed
• Online open forum
• Promote Nairn
• What's on event promotion
• Opportunities to WOW
• Get customer feedback

Collaboration Ideas

• Online clearing house for accommodation vacancies
• Promote the various festivals more
• Promote the whole area more/promote Nairn as a centre
• Produce a local leaflet
• Businesses to visit what's local
• Develop a network
• Formation of a forum, membership/open forum
• Offer more local/traditional food e.g. fish restaurant
• Nairn must identify and promote it's USP's then work out how to preserve and improve them
• What's On, promotion of events
• Create mini breaks/special interests
• Run local transported tours
• Offer extended mini breaks to wedding groups
• Map reference on web site, highlighting golf, jazz, classical music
• Do something about the town centre
• Benchmark quality of service etc of local area via feedback survey
• Find out what visors think about /want from Nairn
• TIC
• Promotional literature, well circulated/distributed
• Improve first impression