



Ancestral Tourism in Scotland



Tourism
Intelligence
Scotland

opportunities for **growth**

11

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“At the National Trust for Scotland we conserve some of the nation’s greatest treasures. We do this so that visitors can connect with the natural and human history represented in each of our properties, collectively telling the stories of the ways in which this place called Scotland and its peoples have changed over time.

There are 50 million people worldwide for whom Scotland represents a place of origin. Ancestral tourism provides an opportunity that can benefit all areas of the country, from our biggest cities to the remotest rural communities.

At the Trust we know from first-hand experience that along with our wonderful places we need to provide a fitting welcome and standards of service to meet the high expectations of international visitors. I urge operators across the country to work together in providing a world-class experience for people ‘coming home’ to their roots in Scotland.”

Kate Mavor, Chief Executive, National Trust for Scotland

”



These guides are developed for tourism industry businesses, offering relevant insights that will help grow the Scottish tourism industry and also enhance the experience they offer Scotland’s visitors.

PDF copies of all guides in the series are available to download at www.tourism-intelligence.co.uk

Front cover: Loch Awe and the ruins of Kilchurn Castle, West of Dalmally, Argyll and Bute.

Other specialist resources:

How to Shine Online: A practical online technology resource

Listening to our Visitors: A practical guide to using feedback

Scotland’s Historic Properties: Visiting the Future

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Destination Development: a practical online tool



Tourism
Intelligence
Scotland

Innovation in product and service development, and in business processes, is key to the future competitiveness of the Scottish tourism industry.

In this fast-moving consumer marketplace, Scotland needs to continually make the most of its distinctive strengths and keep up with growing competition. The more you know about your customers, the better you can cater for them, the more satisfied they will be and the more money they are likely to spend with you.

Gathering and using good market intelligence to drive innovation is a quick, easy, cheap and effective way to improve your business. To support the industry in this area, a joint initiative has been developed by Scottish Enterprise, Highlands and Islands Enterprise and VisitScotland - **Tourism Intelligence Scotland (TIS)**.

Tourism Intelligence Scotland is a key initiative in supporting the industry to achieve growth and innovation in tourism.

Tourism Intelligence Scotland is where forward thinking businesses go for easy to use practical insights to inspire them to get ahead....

It offers businesses the opportunity to access, share and understand a range of useful information – and can help businesses to get ahead and stay competitive. Go to www.tourism-intelligence.co.uk to access the library of intelligence. There are insights, hints and tips on a number of topics for every tourism sector.

What are the benefits?

Tourism Intelligence Scotland can help you to:

- » Obtain useful customer feedback and understand customers better
- » Develop innovative products and services based on good market intelligence
- » Find inspirational and relevant information quickly and easily understand the Scottish tourism market better
- » Understand the global trends that matter to you
- » Learn from other businesses, share useful insights and collaborate
- » Be more successful and stay one step ahead

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By registering with TIS, you will receive the popular TIS newsletter; each of the TIS guides which are of interest to you as they are produced; and you will be amongst the first to know about forthcoming events.

Introduction

As more and more people become interested in researching their family roots, ancestral tourism presents new and exciting year-round commercial opportunities, whatever the size, type and location of your business.

Each year thousands of visitors from across the globe choose to visit Scotland, either to explore their ancestry further by accessing more information or simply to get a feel for the place where their ancestors lived.

Whilst searching records is an important element of the family history quest, seeing and experiencing Scotland at first hand is just as important a motivation for many ancestral visitors to Scotland. For many, it's a journey of discovery that isn't over until they have actually visited their ancestral homeland.

With over 50 million people across the globe able to lay claim to Scottish ancestry, the scope and potential of this market for Scottish tourism is huge, and the great news is that there is a real opportunity for local communities right across the country to benefit.

According to the industry strategy outlined in *Tourism Scotland 2020 – The future of our industry, in our hands*, making the most of Scotland's rich heritage assets is a priority, with ancestral tourism identified as offering a fantastic marketing opportunity to attract more visitors and encourage them to spend more and stay longer. With the **2014 Year of Homecoming** offering a particular focus for ancestral visitors, now is the perfect time for tourism businesses to get on board and start planning how to make the most of the market potential.

How this guide can help

This guide will help you to:

- Understand what ancestral tourism is
- Realise the market potential
- Understand what ancestral tourists are looking for and how you can provide products and services to meet, and exceed, their expectations
- Use ancestral tourism to improve your bottom line

This guide is based on the *2012 Ancestral Tourism in Scotland* research conducted for VisitScotland.



The highland dancing competition at the Cowal Games, Dunoon, Argyll.

“
Ancestral tourism takes people on a truly personal journey, which is memorable, emotional and creates lasting, bonding relationships.”

Nick Barratt, BBC's 'Who Do You Think You Are?'

- Genealogy - or family history - is one of the world's fastest growing hobbies. It has increased dramatically in popularity as access to the internet has grown and family history resources such as the census and birth, death and marriage certificates have become available to view online – to the point where family research is now widely acknowledged as the third most popular global internet search.
- It's only really been since the late 1960s that family history has become a popular leisure pursuit - linked to increased leisure time, longevity, a sense of nostalgia for the past, need for self-expression and self-affirmation, a desire to create emotional bonding within families, and a wish to create a legacy for other family members in the present and future.
- Interest has been further driven in recent years by a media focus on family history, with TV programmes such as 'Who Do You Think You Are?' proving highly popular and inspiring many people to start researching their family roots for the first time.
- The Scottish Government estimates that around 50 million people around the world have Scottish ancestry, with the largest volume in North America and in other parts of the UK. Many of these people claim to be able to trace Scottish ancestry back five generations or more.



Genealogy - or family history - is one of the world's fastest growing hobbies

Matheson Dome Search Room, ScotlandsPeople Centre

- Many people in North America and Australasia have roots going back to one of Scotland's great clans or families. The clan system was the main political system in Scotland until the time of the battle of Culloden in 1746. The Highland Clearances eventually saw the end of the clan system, with thousands of Scots emigrating to the New World, seeking a better life.
- Over the centuries, many Scots chose to emigrate in search of better lives, new work opportunities and improved wages. For some, this new life started at Greenock as they boarded ships heading for Ellis Island, gateway for millions of immigrants to the United States, or destinations across Canada and Australia. Others were transported to the Americas and Australia on convict ships between the 17th and 19th centuries, and settled there once they had served their sentences.
- Many place names in North America and Australasia today are testament to the sheer numbers of these Scottish migrants, their successful integration into their new lives, and the strong influence which they exerted on their adopted homelands such as Nova Scotia, Hamilton, Banff, Dunedin, Glasgow and Aberdeen.
- The desire to research Scottish roots and ancestry is particularly high in places where these Scots settled between the 18th and 20th centuries.
- Whilst many people with Scottish roots also have ancestral connections with other countries, many choose to explore their Scottish ancestry above all else. Why? Quite simply, Scotland has high brand recognition across the world, and a unique cultural identity and traditions. This cultural identity is fostered and maintained by a network of clan organisations and Scottish associations globally, and has generated a potential market of visitors across the world who are 'warm' to Scotland and receptive to the idea of 'coming home' to walk in the footsteps of their ancestors.



French trawlers built by John Lewis. Aberdeen Maritime Museum.

Scotland has high brand recognition across the world, and a unique cultural identity and traditions

Case Study

Culloden Battlefield Visitor Centre

The Battle of Culloden in 1746 was the major event which ended the Jacobite period and heralded a new era in highland culture and history.

As such, the battle has connections with every clan story, not just those involved in the battle itself.

Many visitors to the National Trust for Scotland's Culloden Battlefield Visitor Centre are interested in their ancestral links to the clans involved in the battle. Staff on site are briefed on how to help with any enquiries and there are folders available providing details of the known names of the men involved in the battle and where visitors can go for further details about their family names. The Centre also has a good collection of published sources available for reference which focus on the period of the battle and the people involved.

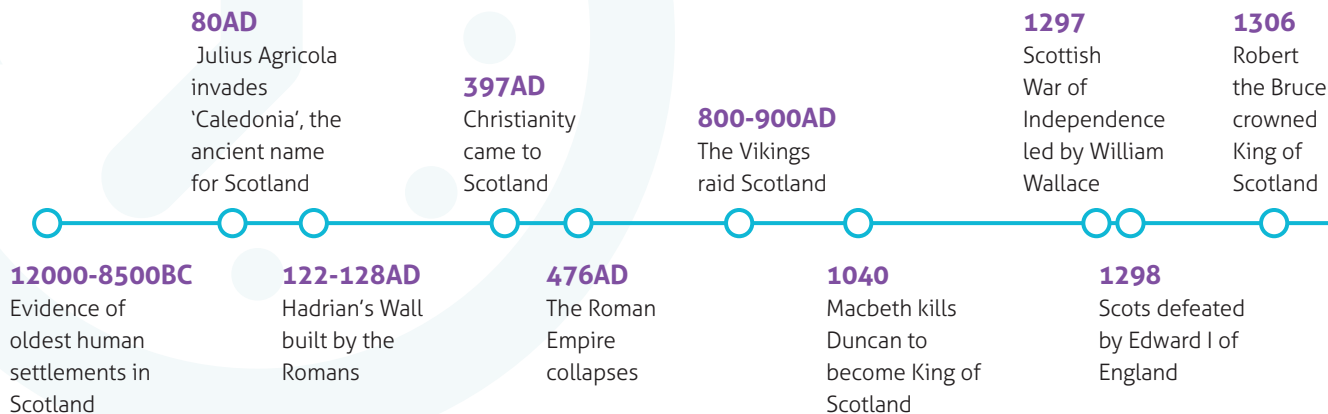
www.nts.org.uk/culloden

A headstone on the site of the Battle of Culloden

Timeline of Scottish history

VisitScotland's website www.ancestralscotland.com features a brief summary of the whole panorama of Scottish history from the first human settlements to the present day. Check it out to make sure you're equipped with the knowledge to enable you to deal effectively with queries from your ancestral guests.

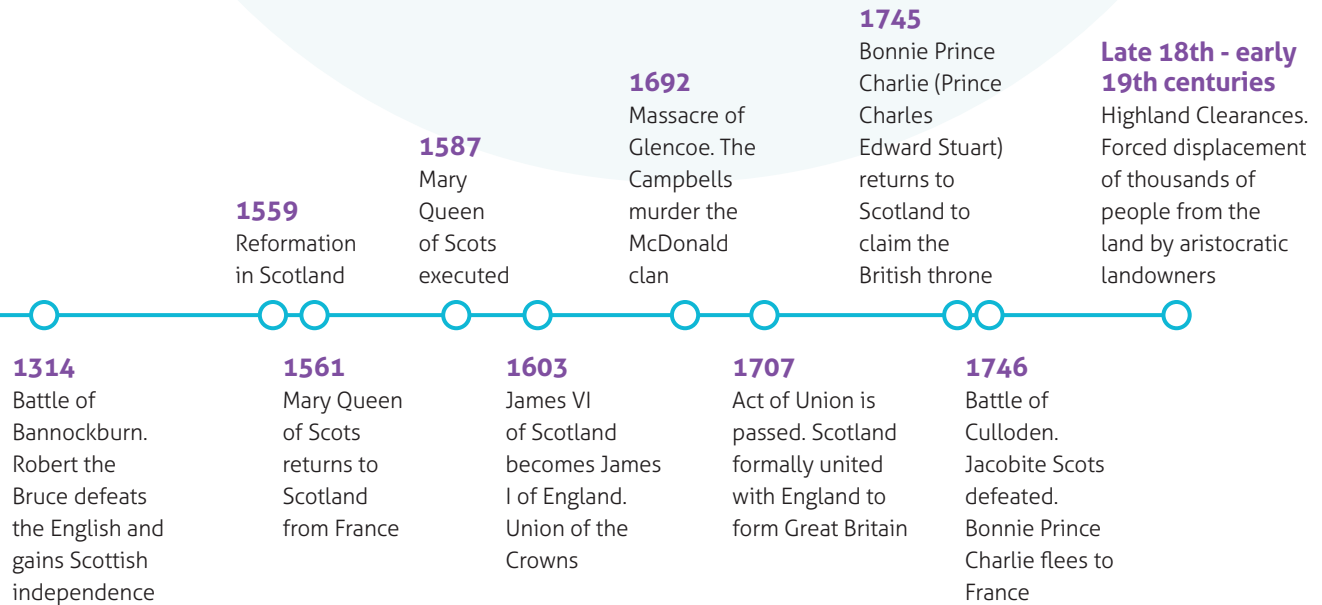
The Scottish clan system grew from Celtic, Norse and Norman-French origins and was firmly embedded in the Highlands by the 13th century. Clan means family or children in Gaelic and many can be traced back to specific areas in Scotland.



The clan system remained largely intact until the Battle of Culloden in 1746, resulting in the infamous Highland Clearances, when many Scots left for new lives in other countries. Many ancestral tourists to Scotland have their roots in one of the clans. The clan search facility on www.ancestralscotland.com will help you identify if your area is associated with a particular clan or clans. You'll also find a history of each clan and the sett of its tartan, plus some suggested touring itineraries taking in places of particular clan interest.

Knowing which clans or family names are connected with your part of Scotland provides a great marketing tool for your business! A simple Google search will give you contact details for clan organisations around the world. Why not get in touch and let them know about any special events you are organising or services, packages and products you can offer?

The Standing Council of Scottish Chiefs is the official body for information on the Scottish Clan System. Find out more about Scottish Clans at www.clanchiefs.org



What is ancestral tourism?

VisitScotland defines ancestral tourism as 'a visit to Scotland partly or wholly motivated by the need to reconnect with (your) Scottish ancestors or roots'

With so many records and archives now accessible online, it would be easy for family historians to limit their activities to desk research. But each year thousands choose to actually visit Scotland, either to explore their ancestry further by accessing more information or simply to get a feel for the place where their ancestors lived.

Whilst searching records is an important element of the family history quest, ancestral tourism is about so much more. In fact, seeing and experiencing Scotland at first hand is just as important a motivation for many ancestral visitors to Scotland. For many it's a journey of discovery that isn't over until they have actually visited their ancestral homeland. More often than not, this journey 'home' can be an intensely personal experience and an emotional journey like no other.

Scotland has particular strengths which mean we are ostensibly well placed to meet the needs of ancestral tourists. For those looking to research their Scottish roots further when here, we have an unrivalled range, depth, quality and accessibility of ancestral archives and resources across the country, from the dedicated ScotlandsPeople Centre in Edinburgh - which provides a one-stop-shop for people looking to access official records under one roof - to small, community-based museums and heritage centres in remote rural locations.



Seeing and experiencing Scotland at first hand is an important motivation for many ancestral visitors

Main entrance to HM General Register House, Edinburgh.

Our well-preserved built, industrial and cultural heritage makes it easy for visitors to experience their own past first hand – whether in the shape of a clan or family castle, a battleground or literally an ancestral home. The strength of our unique cultural identity and traditions, which are still very much in evidence, mean that opportunities abound for ancestral visitors to really connect with their kin, join in at events and get a real taste of Scotland.

Although we have fantastic resources and attractions on the ground for ancestral tourists, we must make sure that the welcome and service we offer matches the quality of these products and meets the high expectations of these visitors. Above all else, we have to make it as easy as possible for ancestral tourists to find the information they need and the particular places they wish to visit.

“

Walking in the footsteps of my ancestors is extremely important to me. Even if I cannot identify exactly where they lived and worked, there is a strong feeling of shared memory that I experience in certain places. It is a feeling of roots, if that makes sense.

”

Why is ancestral tourism important to Scotland?

- Firstly, one aspect of the market is **non-competitive**. Either you have Scottish ancestry or you don't! This means we have a ready market of potential visitors who could be persuaded to take a trip to Scotland.
- Secondly, visitors undertaking genealogy activities **spend significantly more per day** than the average tourist to Scotland, making them a highly valuable market segment.
- Ancestral tourists also **stay longer than other visitors** (average 10 nights, as opposed to 4.5 nights for all visits to Scotland).
- The market is growing! It's anticipated that the number of visits from people with Scottish ancestral links could increase from the **current level of 800,000 per year to 4.3 million in the next five years**, if we all work together to make the most of the market opportunity.
- Family history research **can take place at any time of the year**, leading to a real opportunity to encourage tourism to Scotland in **off peak periods**.
- Ancestral tourists aren't necessarily attracted to major tourist centres, as ancestors came from all over Scotland. Often, the places they are interested in visiting are **located in areas that traditionally have little tourist trade**, so all areas of Scotland can benefit.
- The **diverse nature of ancestral resources** and attractions on the ground in Scotland means that there is a real opportunity for local communities to benefit.



Case Study

Dunbeath Heritage Centre

Each year Dunbeath Heritage Centre in Caithness welcomes many visitors who are researching family roots in the area.

The Centre has a dedicated family research area, along with genealogical resources including census, births and deaths records, local family trees, and a collection of old photos and memorabilia.

Housed in the old school attended by renowned author Neil Gunn, the centre also features displays and artefacts relating to Neil Gunn's life, work and literature. His books provide a particularly rich resource for ancestral visitors looking to find out more about life at a time when many people were moving around the local landscape.





Meg Sinclair, Centre Manager says: "Ancestral enquiries often uncover some extremely poignant personal stories. Recently we welcomed a group of visitors who brought along some war medals which they had purchased at auction. The medals had been awarded to men from Dunbeath in the First World War. Although the new owners knew the men's names, they wanted to see if they could put a history to the men behind the medals."

"We helped them do some research and then, looking through our photo albums, they were thrilled to come across a photograph of the men themselves! We were delighted to have been able to help them fill in the story behind these men's lives, albeit in a small way."

www.dunbeath-heritage.org.uk

The scale of the opportunity

- Research shows that some **10 million people with Scottish roots** are interested in finding out more about their ancestry. Significantly, around two-fifths of these are interested in finding out more about their ancestry and **plan to visit Scotland for this reason in the next two years**. There is therefore a potential market of around 4.3 million people who could be encouraged to visit in the short to medium term.
- In value terms, **converting this potential market into visitors could be worth £2.4 billion to Scotland**. The scope and potential of the market is therefore huge!
- Homecoming 2014 presents an opportunity for tourism businesses of all sizes, **with a major worldwide marketing campaign launching during 2013** to entice people with Scottish ancestry to come 'home' to Scotland.
- Homecoming 2014 is not the only opportunity! **Scotland is set to host The Ryder Cup and the 2014 Commonwealth Games**, both of which are likely to attract thousands of visitors who have ancestral roots here. There are also **major historic celebrations** coming up, including the **700th Anniversary of the Battle of Bannockburn** in 2014, the **100th Anniversary of the start of World War 1** in 2014, and the **300th Anniversary of the Jacobite Uprisings** in 2015. What better time for visitors to be celebrating their Scottish connections!
- Even with a packed programme of events and activities planned, we can't rely on the pull of these events alone. Ancestral tourists have extremely high expectations of a visit to Scotland. As such **we need to understand better what they want and how we can deliver it** in order to be able to realise this undoubted tourism potential.

Country					REST OF THE WORLD
Number interested in finding out more about their ancestry and planning to visit Scotland in the next two years	0.5m	0.4m	1.5m	0.05m	1.9m
Potential value	£500m	£450m	£430m	£60m	£940m

Source: 'Ancestral Tourism in Scotland' research report by TNS, on behalf of VisitScotland, 2012

Overview of the market

Current annual market size/value





In line with traditional patterns of emigration, the core markets for ancestral tourism to Scotland are the USA, Canada, Australia/New Zealand and the UK itself.

Although the overseas ancestral market represents a much smaller number of visitors, it is the market segment that is likely to generate more revenue. Visitors from these markets not only spend more than UK ancestral visitors but also stay longer, making them a particularly lucrative group of visitors. Most importantly, these core overseas markets bring highly enthusiastic and committed ancestral visitors who really value what Scotland can offer.

Whilst spending time researching genealogy is a key element in over 200,000 visits to Scotland each year, having ancestral links has been identified as one of the key reasons for coming to Scotland in well over 800,000 visits.

Research tends to be only part of the reason for most ancestral tourists to take a trip to Scotland. These visitors will require more direction and support from you.

VISITORS WHOSE ANCESTORS LIVED IN SCOTLAND (EXCLUDING SCOTTISH RESIDENTS) (PER ANNUM)

Market				
Number of trips	595,000	113,000	59,000	49,000
Value	£175m	£106m	£69m	£53m

VISITORS WHO CARRIED OUT ANCESTRAL RESEARCH WHILE ON A TRIP TO SCOTLAND (PER ANNUM)





Number of trips	133,000	36,000	11,000	14,000
Value	£36m	£34m	£13m	£15m

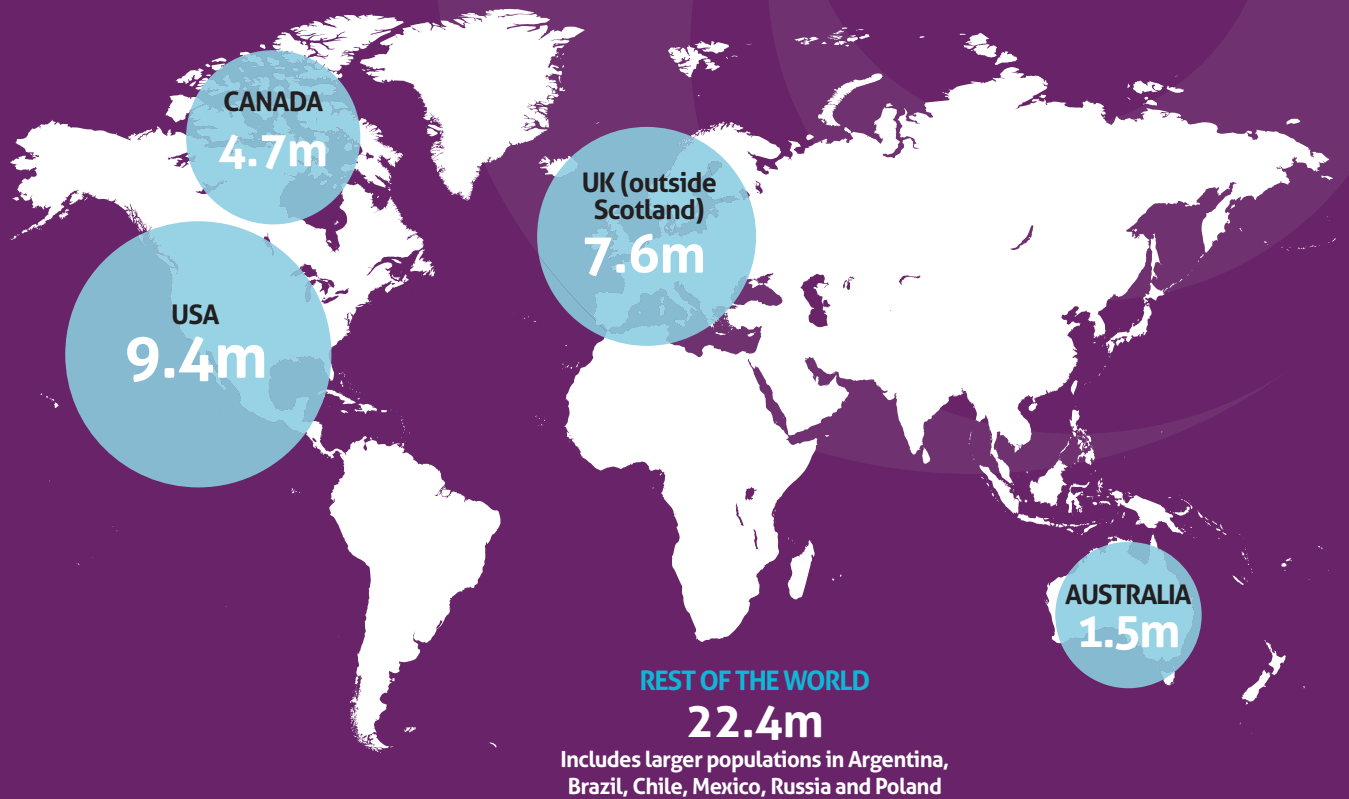
Source: 'Ancestral Tourism in Scotland' research report by TNS, on behalf of VisitScotland, 2012

Market potential

Some 50 million people living outside Scotland were either born in Scotland or have Scottish ancestry.

The table on the right provides a snapshot of where they are located and the relative market potential.

Country					REST OF THE WORLD
Number with Scots ancestry	9.4m	4.7m	7.6m	1.5m	22.4m
% of population	3% - higher in Midwest/Northeast	15% - higher in Nova Scotia, British Columbia, Alberta, Ontario	17% - higher in North of England	8%	N/A



Ancestral tourists

Ancestral tourists tend to visit a number of destinations during their trip – either because they have family connections in more than one part of Scotland, or simply because they want to see as much of Scotland as possible. Edinburgh is the most-visited destination, followed by the Highlands and Glasgow, but visits are spread right across Scotland.



Edinburgh Castle

All parts of Scotland have an opportunity to benefit from ancestral tourism.

Visitor Profiles

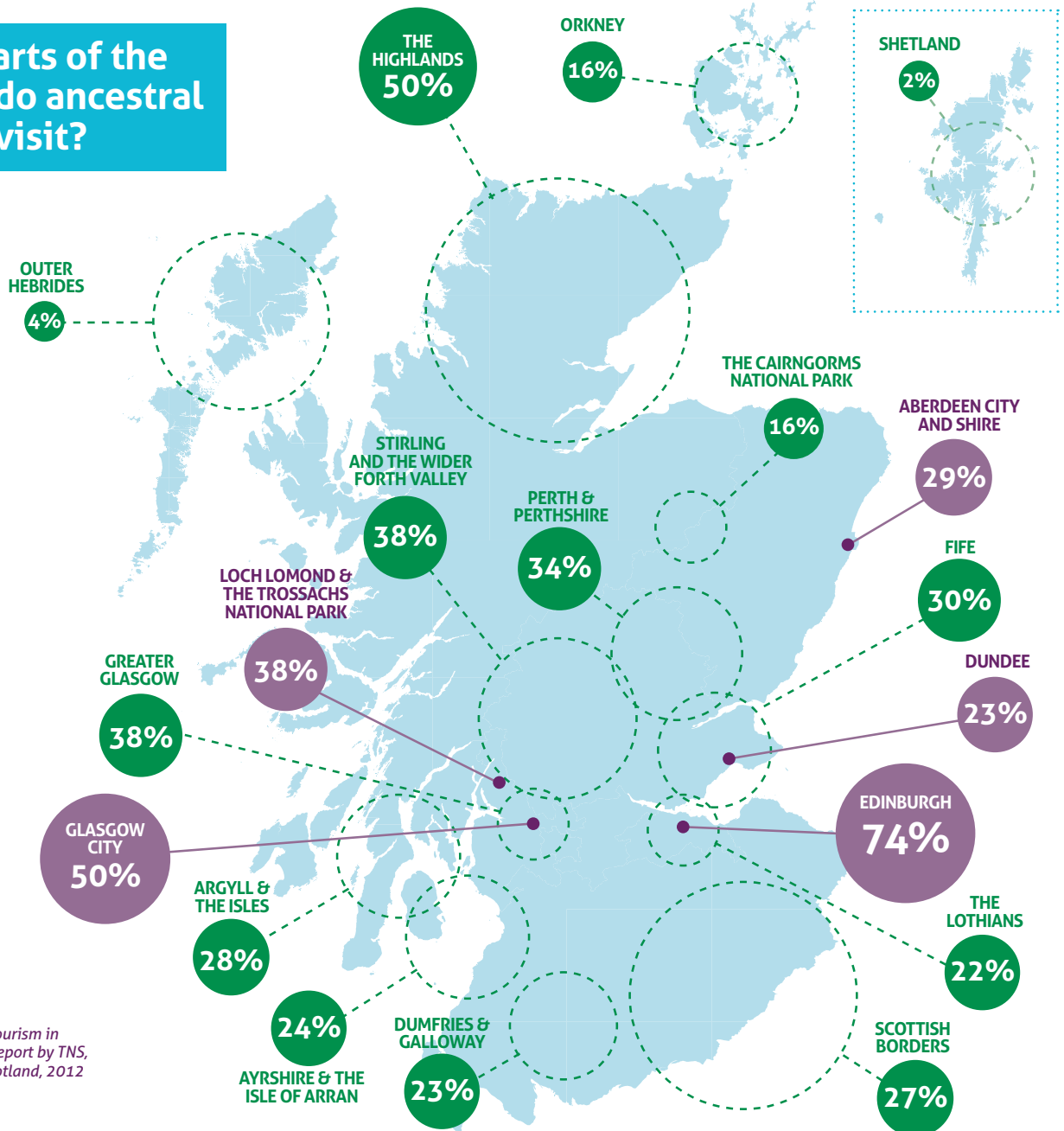
Ancestral tourists are likely to fall into one or more of these core segments:

- Clan interest – people who have their roots in particular Scottish clans or septs
- Family historians – people with Scottish ancestors who are actively researching their family history
- Scotland 'aficionados' or fans, who have some kind of connection with Scotland although not necessarily direct family roots

Within these core segments the characteristics of individual ancestral tourists will vary enormously, however the research has identified a number of key trends:

- Ancestral tourists predominantly fall into the 'affluent boomer' category of age group 45+ (with 50% falling into the 55+ age bracket)
- The majority (91%) are empty nesters, with no children in their household
- As empty nesters, they tend to travel as a couple, however only one person might have ancestral connections with Scotland
- Because of their age/profile, they tend to have high disposable income and are time-rich
- As many ancestral resources are now available on the internet, they tend to be extremely online-savvy
- Ancestral tourists tend to stay longer than other tourists – an average of eight days for UK visitors and fourteen days for overseas visitors. Short breaks are also popular for UK ancestral tourists, simply because of the ease of access to Scotland
- A wide range of accommodation types are used, with serviced accommodation such as Bed and Breakfasts (B&Bs), guest houses and hotels particularly popular for overseas visitors. Staying with family is also popular as might be expected – one quarter of ancestral tourists stay in a relative's home at some point

Which parts of the country do ancestral tourists visit?



Source: 'Ancestral Tourism in Scotland' research report by TNS, on behalf of VisitScotland, 2012

While summer is the most popular time for ancestral trips (notably June and September), these can also be spread throughout the year – indeed some ancestral tourists travelling on limited budgets may actively prefer to travel off season - providing further potential for business generation.

The amount of research actually done on a trip varies – but it usually forms a relatively small part of the overall holiday.

The likelihood of ancestral tourists from all markets returning in order to trace ancestors is extremely high (92%), as is the likelihood to recommend Scotland to family and friends (97%). Satisfaction with Scotland is extremely high amongst ancestral visitors, making them a highly important market.

“

I found where my ancestors were buried and spoke with local people who actually remembered some of them. It was unbelievable to see the area they lived in.

”

Holiday Planning Process

Before taking the decision to visit, ancestral tourists will normally have spoken to family members and done at least some research online. Indeed, two in three research their ancestry online before planning a visit to Scotland.

Once here, family history enthusiasts may carry out more research by visiting national or local records offices, archives, local history centres and libraries. The final step in the process for these people will be to search out the significant places associated with their ancestors such as the actual house, place of work or burial site.

It is important to realise that there is an even bigger market of people who simply have a desire to get a feel for the place where their ancestor lived, find out more about their way of life, and soak up the Scottish atmosphere. These people may choose to simply enjoy what Scotland can offer without doing any more formal research while here, and they will require lots of information on the wide range of activities and attractions that Scotland can offer, in order to help them make the most of their visit.

As might be expected, UK visitors plan their trip later than international visitors, with one in five UK tourists waiting until the last minute to book.

International visitors, particularly those who haven't visited Scotland before, are more likely than their UK counterparts to want the added reassurance of using travel agents or tour operators to make their travel arrangements, and to book a package. A number of Scottish operators offer tours of clan lands and popular ancestral sites, as well as bespoke tours tailored to the needs of individual ancestral tourists. Repeat visitors of all nationalities are more likely to make their travel arrangements independently.

What motivates them to visit?

- Feeling a 'special connection' with Scotland
- Family responsibilities – several generations of the same family or members of an extended family often visit together. "I wanted to take my father back to his roots. He went to Canada in 1923 and never returned to Scotland. I wanted to find where his family was buried and meet the relatives still living there"
 - Taking parents back to their roots
 - Importance of passing on information to younger generations
- Visiting living relatives
- Wanting to further their family history research. Perhaps they have come to a dead end in their online search and want to access particular documents or resources that are only available in Scotland.
- Walking in the footsteps of ancestors – see where and how their ancestors lived, experience their ancestral home first hand and get a real feel for Scotland.

“
Besides a strong interest in history and a natural inquisitiveness, I think that I feel a responsibility to pass this family information on to my children.

”

“

I can research all I want from home, but I can't stand at the altar of a church or visit a battleground unless I'm here in Scotland. Or see the actual sites that my ancestors saw. I still remember the first time I saw the Forth Bridge and knew this was something my mother talked about from childhood.

”



“As I get older, I find it even more important to learn and record facts to pass along to younger generations.”

Gordon Highlanders Museum

What they do when here

When asked about their reasons for taking a previous holiday in Scotland, 72% of North American visitors gave sightseeing as the primary reason, followed by genealogy/researching ancestors at 68%.

REASON FOR TAKING A HOLIDAY

Sightseeing

72% (American/Canadian)

Genealogy/researching ancestors

68% (American/Canadian)

Visiting a place you've always wanted to visit

65% (American/Canadian)

Visiting friends and family

53% (Canadian/UK)

Just relaxing

32% (UK)

Walking/rambling

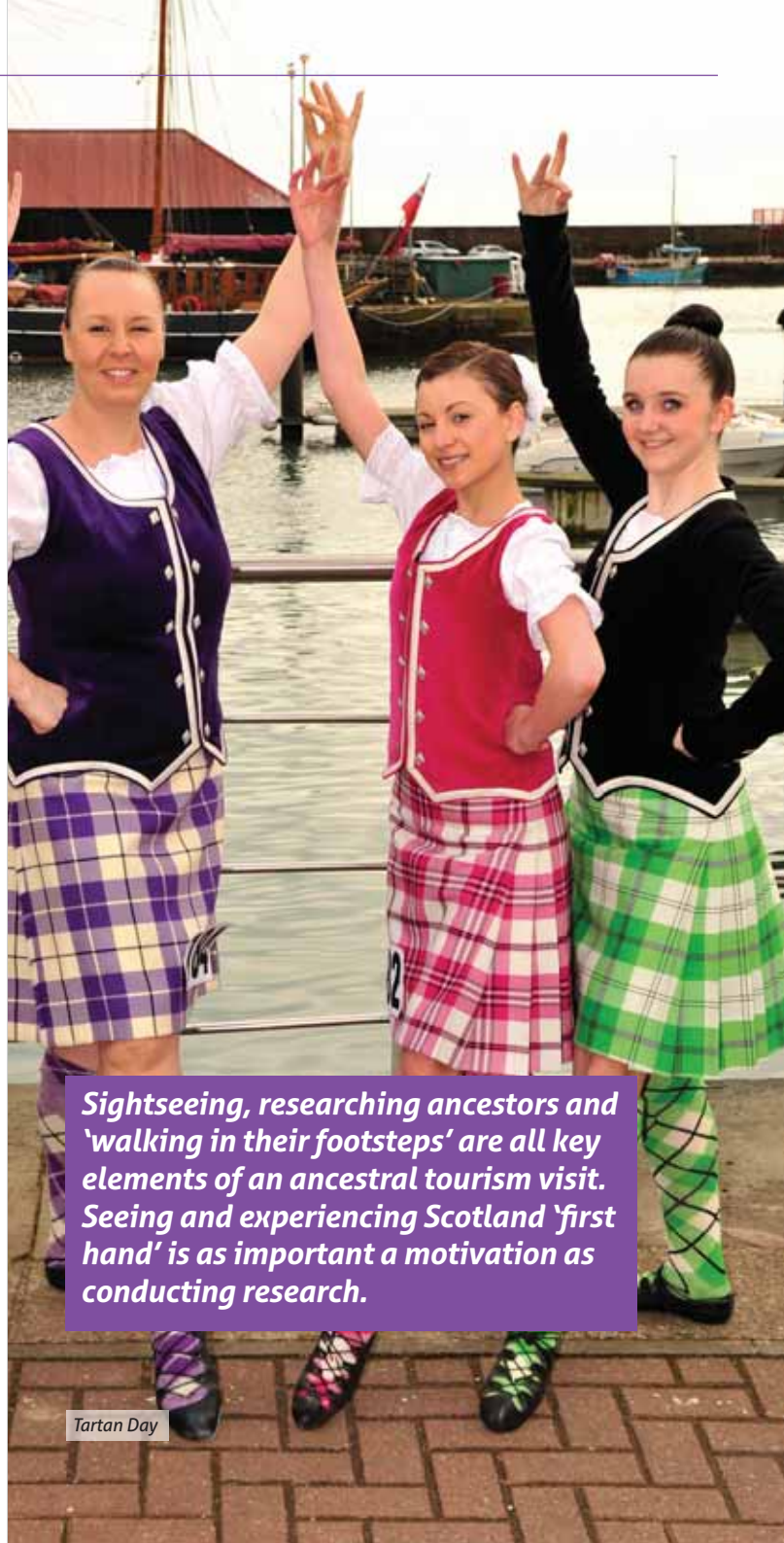
21% (UK)

Attending a personal special event (eg. wedding)

18% (UK)

Visiting an arts/cultural festival (eg. Edinburgh Festival)

17% (UK)



Sightseeing, researching ancestors and 'walking in their footsteps' are all key elements of an ancestral tourism visit. Seeing and experiencing Scotland 'first hand' is as important a motivation as conducting research.

The reasons for taking a trip to Scotland vary by market. Not unnaturally, sightseeing is extremely important for international visitors who may have travelled a significant distance to come here. **This may be considered a 'once in a lifetime' experience for many and they will want to make the most of their time when here.** International visitors are also more likely to carry out further research into their ancestry when here.

It is extremely important for ancestral tourists to connect with Scotland by seeing the sites, meeting the people and attending events.



A visit allows further access to documents but more importantly the chance to see places 'first hand'.

Callanish Standing Stones, Isle of Lewis, Outer Hebrides

“

I have to admit our trip was combined with wanting to see Scotland. We had taken a previous trip to the UK, and everything about it seemed familiar. When we returned home, I dug deeper into my family history and I saw how much of it was English and Scottish. So I decided our return trip could be combined with seeing where the family was from and how much more I could learn.

”

When they visit, ancestral visitors are 'immersed' in Scotland and undertake a very wide range of activities in order to make the most of their trip and to see the very best of what Scotland can offer.

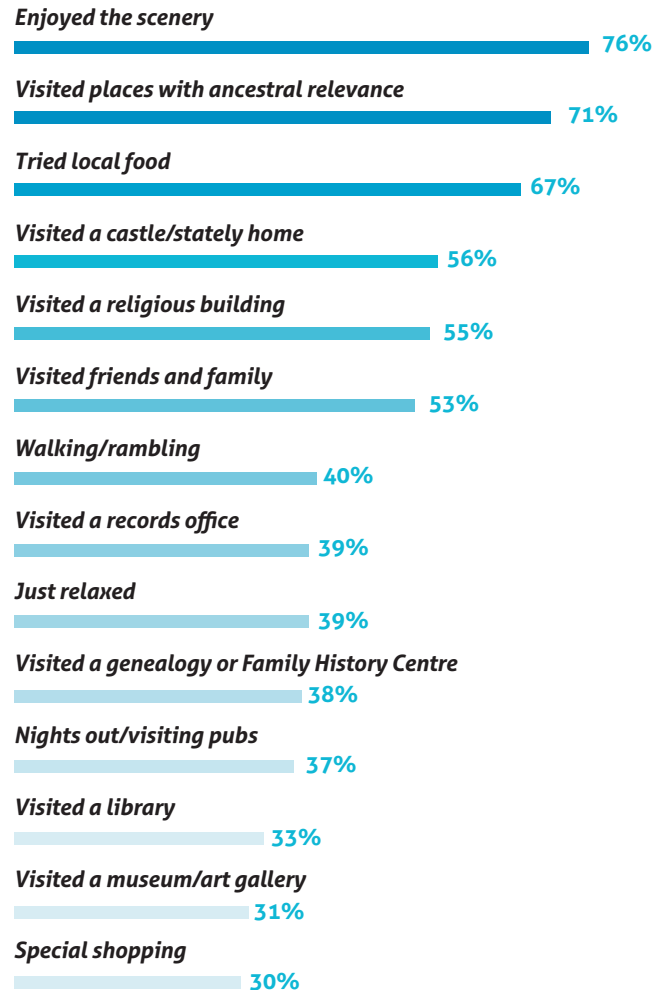
This is particularly true of international visitors who have obviously travelled further to get here.



Kirkmadrine Church, the Rhinns of Galloway

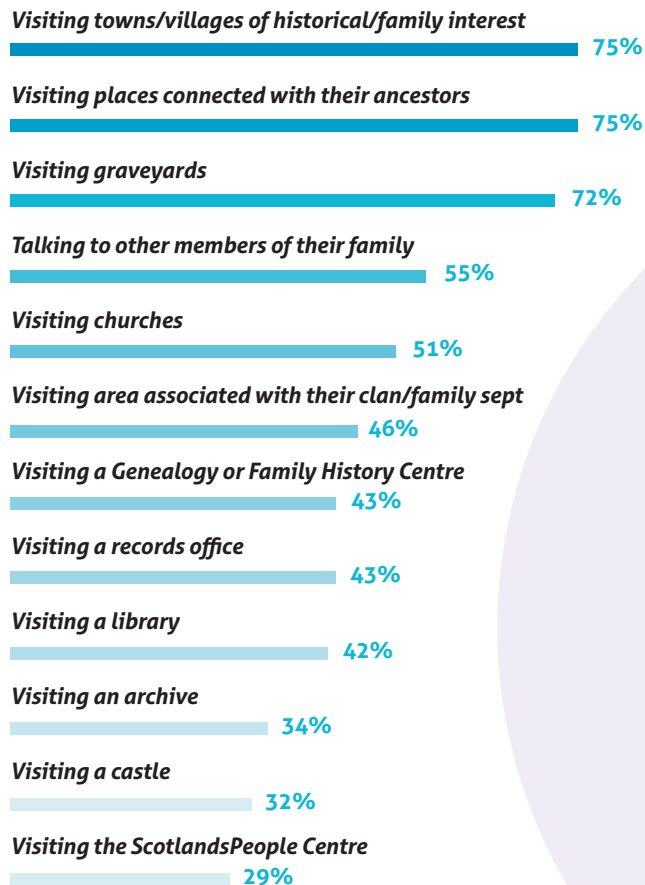
“ Just travelling the back roads and smelling the air was important. Going into the church where they baptised their children – how great is that! ”

ACTIVITIES UNDERTAKEN WHEN HERE



SOURCES USED TO RESEARCH ANCESTRY WHEN HERE

For those choosing to further their family history search when here, visiting towns and villages of historical or family interest and places connected with their ancestors were the most popular activities, followed by visiting graveyards, talking to other members of their family, visiting churches, and visiting areas associated with their clan or family sept.



“
 Although I am fifth generation Australian, it truly felt like I had come home!
 ”



Innerpeffray Library, Scotland's first free Public Lending Library

How can you make it easier for people researching their ancestors to find the particular places and resources that they're looking for?

The Vanderplaat Family

The Vanderplaats are a Canadian family of four living in the Toronto area.

Peter Vanderplaat was born in Holland and his wife Jane (née MacNaughton) is from Canadian/Scottish roots. They had explored their Dutch heritage but only started to get serious about a search for Jane's MacNaughton roots after her father John died in 2006.

Alastair Cunningham from Scottish Clans & Castles explains, "While planning a trip to Scotland, they came across our website and blog which featured an article on the MacNaughtons. After an exchange of emails they asked us for a proposal, expressing a desire to 'trade up from Gouda to haggis and from Heineken to whisky'. We suggested an itinerary for their ten day tour of Scotland and contacted key people with connections to Jane's ancestors.

They enjoyed a private tour with James Duncan Millar, the current owner of 'Remony' on the shores of Loch Tay, the estate where Jane's great-great grandfather was born. James kindly took them up in his Land Rover to seek out 'Balmacnaughton', a stone cottage where the MacNaughtons had lived and worked. Later the family visited the graveyard by the Kenmore church, filled with MacNaughtons, whose first names they recognised from the family tree.

Whenever possible we try to arrange visits to relevant privately owned castles or estates for our clients providing a unique opportunity for those involved. The Vanderplaats described their experiences as completely unexpected and another incredible highlight of our wonderful trip."

www.clansandcastles.com

Case Study

A hiker with a red backpack and a blue jacket is seen from behind, standing on a rocky outcrop and looking out over a vast valley. The valley features a winding river, green fields, and distant hills under a clear blue sky. The hiker is wearing a tan cap and green trousers.

Case Study

Hidden Deeside Tours

Hidden Deeside Tours provide visitors with an opportunity to get off the beaten track and see the places behind the legends, in the company of local history expert and tour guide Mike Robson.

"By visiting places that other tourists don't normally see, our groups get a completely new perspective on the rich history and heritage of Royal Deeside", says Mike.

"For example, at Cairn-na-Queen on the River Dee, over 500 large boulders represent the deaths of individual members of the Farquharson clan in various clan battles and also the Jacobite uprisings. By telling the stories behind the monument, we're able to bring a human aspect to what at first glance might appear to be a pile of cold, grey stones. People are fascinated by that type of historical insight, and if they go away from our tours thinking 'We didn't know that!', then we've done our job".

Mike is also able to offer a bespoke service to ancestral tourists researching their family history. "By working with other local experts, including genealogists, authors and storytellers, I can help visitors to dig deeper into their family history and can provide a real flavour of what life would have been like for their ancestors".

"Sometimes ancestral visitors may arrive with just a snippet of information, but if you're patient and are prepared to work on it, you can surprise and delight them by turning up something which will provide real colour to their search".

www.hidden-deeside.com

A walker takes in the view of Braemar and the River Dee

What do ancestral visitors expect from you?

Each ancestral visitor will have a unique connection to Scotland and their own specific requirements.

They may wish to investigate clan history, battlefields, gravestones and churches and places where their ancestors lived and worked. They may also wish to visit specific sites and museums in order to access relevant records, newspapers and photographs. The discovery of a key fact may result in them having to completely change their plans!

Expert researchers will require far less support from you than those visitors who are new to ancestral research; the latter will require more advice and guidance.

To provide a fantastic experience for your ancestral visitors you'll need to find out more about their personal search to be able to tailor the information, products and services you offer to them.

What will they want to get out of their trip?

- **Find out as much information about their ancestors as possible**, including inscriptions on gravestones, census records, photographs of places and local sources like newspapers. Others want to verify information gleaned from internet sources, find out something new and surprising about their family or even to try to solve family mysteries!
- **Get a unique insight into how their ancestors lived**, which they cannot get through desk-based research alone.
- **Connect with other people**. This is very important for ancestral tourists and can occur on different levels. Some want to share the experience with family members, discover long lost relatives, or speak with locals in the hope of finding out more about their relatives and their way of life.
- **Connect with their Scottish identity and national pride**. This is a very personal motivation, and can often result in a feeling of 'coming home'.

Provide an authentic Scottish experience

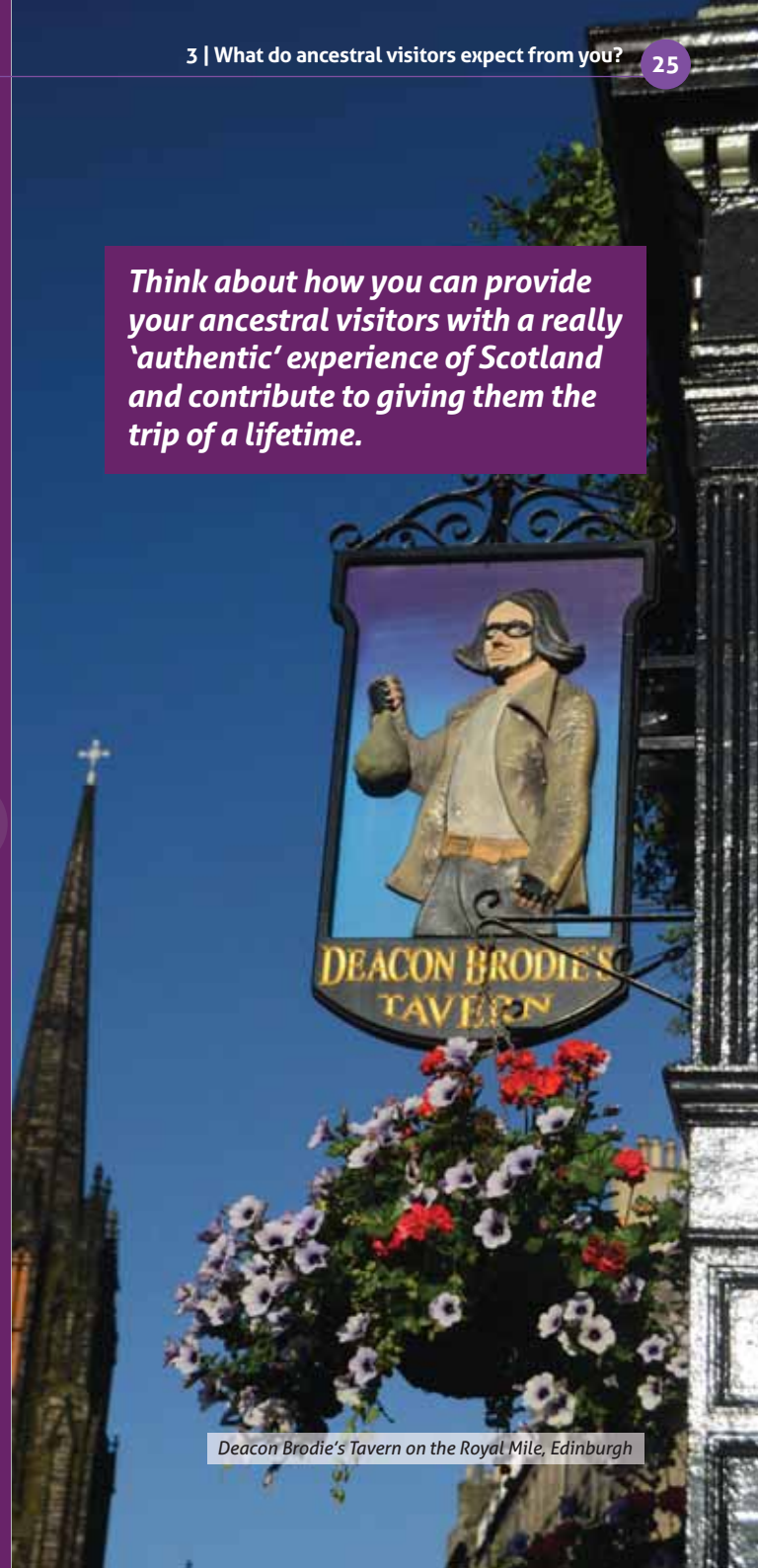
Above all else, ancestral tourists will want to immerse themselves in our culture and tradition. In fact, they'll expect to be able to do this!

Use Scotland's strengths to your benefit. The more information you can give them about local culture and traditions the better – and if you can arrange for them to try these first hand, they will really appreciate it.


Experiences which will delight them include:

- Being made to feel special and having the opportunity to participate in things that 'normal' tourists don't.
- Being treated like a 'homecomer' rather than a tourist!
- Enjoying traditional Scottish hospitality – friendly pubs and traditional music
- Sampling high quality, fresh, Scottish, local food & drink and finding out what the story is behind it
- Attending events which showcase Scottish culture and traditions such as festivals, Highland Games, traditional music nights, sporting events and ceilidhs. Events of this nature will also give them a great opportunity to engage with local people.
- Hearing tales of life in times gone by
- Meeting with local people, particularly those with an engaging story to tell
- Visiting attractions that really bring Scotland's history and culture to life
- Getting a feel for life in Scotland today
- Having an opportunity to buy traditional Scottish produce and goods such as tartan, tweed, whisky, haggis or shortbread.

Think about how you can provide your ancestral visitors with a really 'authentic' experience of Scotland and contribute to giving them the trip of a lifetime.



Deacon Brodie's Tavern on the Royal Mile, Edinburgh



Case Study

Museum Without Walls

A new project at Timespan, in Helmsdale, is attracting visitors from across the globe whose ancestors were involved in the Clearances.

The Museum Without Walls project has used cutting edge digital technology to develop a Clearances trail in the Strath of Kildonan, which can be accessed via smart phone and tablet app on site and at home.

The trail, developed with input from the local community, starts in the museum and leads visitors along the Strath road to learn about its history and the events that took place there 200 years ago.

Timespan Director, Anna Vermehren says: "With 2013 marking the 200th anniversary of the start of the large scale removal of the native population, we are expecting an influx of overseas visitors to the area. For those with ancestors who were involved in the Clearances, the trail and app brings history to life in a vivid way and provides a modern interpretation through digital technology. Additionally, our visitors will be able to visit a virtual reconstruction of a township in our museum that is accessible through an avatar."

Running alongside the trail and app, there will be a unique opportunity for people to get involved in an excavation of a longhouse, and a large scale commemoration of the events of 200 years ago.

Anna adds: "Our Genealogy Group provides a great service to trace ancestors in our area, discuss views about the historical events surrounding the Clearances and find useful information online and in our archive here at Timespan".

www.timespan.org.uk

'The Emigrants' bronze statue to commemorate the Highland Clearances

What are the barriers to visiting?

The research identified a number of potential barriers to taking an ancestral trip. These include:

- Increasing availability of more information online means more information can be sourced without making a physical trip to Scotland.
- Using public transport can be an expensive consideration, as well as it sometimes being difficult to reach areas which are further afield.
- The information available can be very fragmented and difficult to access for people who are unsure of where to start.
- It takes time to research, plan and take a visit to Scotland.
- Some individuals may have very limited information about their ancestors with which to start their research.
- Few ancestral travel packages are available.

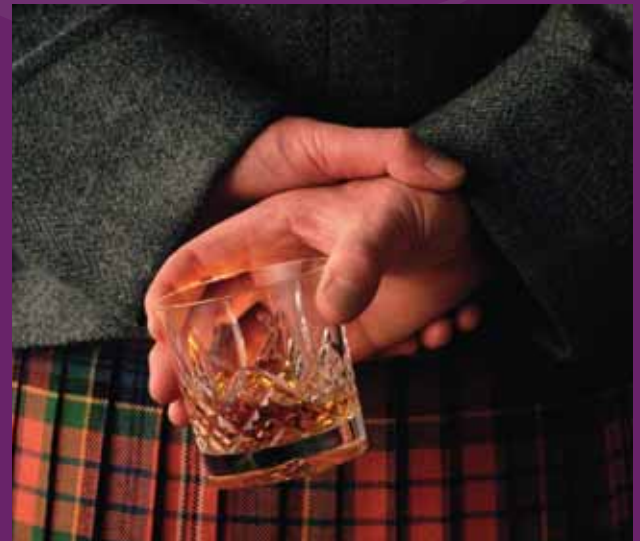
A lack of awareness of how to conduct research once in Scotland is a major barrier to taking a trip, with a third of North American respondents stating this as the main reason they have not travelled here for ancestral research purposes. We need to do everything we can to reassure potential ancestral tourists at the planning stage about the accessibility of resources and assistance on the ground. We must make it as easy as possible for them to find the resources they need when here, whether it be archives and registrars, libraries, family history societies, or genealogists who can help with their search.

As many ancestral tourists will not have travelled to Scotland before, we need to provide them with information on people and businesses who can actually take them to see the sites they want to visit, such as local tour guides and tour operators.

Providing the best possible experience for our ancestral visitors

Given all of this, what do we need to do to provide the best possible experience for ancestral tourists when they arrive in Scotland?

- **Provide traditional Scottish hospitality.** Think about ways that you could provide your visitors with a real taste of Scotland, such as a welcoming dram and a piece of traditional shortbread with their afternoon tea. Play up to Scottish stereotypes! Wear a kilt! Identify which tartans are associated with your area and, think creatively about how you could introduce tartan into your visitor offer, perhaps by arranging for your guests to visit a mill to see how it's made, or even incorporating it into your décor! The Scottish Register of Tartans is a database of tartan designs, maintained by the National Records of Scotland. You can search the contents of the Register, containing thousands of designs, at www.tartanregister.gov.uk



Provide the best possible experience for your visitors

Case Study

Tartan Day Celebrations

In 2004, the House of Representatives in the US decreed that April 6, the date of the signing of the 1320 Declaration of Arbroath, should be established as National Tartan Day, to recognise 'The outstanding contribution and achievements made by Scottish Americans to the United States'.

Since then, Tartan Day has gone from strength to strength and, in 2004, Angus Council was the first council in Scotland to celebrate Scotland and all things Scottish with a week-long programme of special events leading up to April 6. Over the last three years, other areas of Scotland have joined in and Tartan Day has become a national day of celebration!

Merlyn Dunn, Senior Marketing Officer at Angus Council says: "The Tartan Day Celebrations in Angus are a fantastic draw for people with ancestral roots in the area to 'come home' and celebrate their heritage."

"Our week-long programme of events includes storytelling; traditional craft workshops; guided heritage walks; Highland Dancing competitions; a family history day; pipe band displays; a Scottish quiz; and the Tartan Day Scotland International Golf Challenge, as well as a commemoration of the signing of the Declaration of Arbroath."

"To provide a real flavour of Angus, a number of restaurants, cafes and hotels also offer a special Tartan Day Menu, all with a Scottish theme and showcasing the best of Angus produce."

How could you incorporate Tartan Day into your visitor offering?

www.tartandayscotland.com

- **Provide a warm welcome.** Although many ancestral tourists will return time and again to Scotland, for some the journey 'home' to Scotland is a once in a lifetime experience, and as such it can be an extremely emotional time. We therefore need to make sure that their expectations on this trip of a lifetime are not just met but exceeded. Provide them with a really warm welcome, and make them feel special and valued.
- **Provide value for money.** As ancestral tourists consider themselves 'homecomers', they won't want to feel exploited. Like all visitors, they'll be looking for great value for money, and if you can provide them with something a little bit different or extra, it will make their stay memorable. Think about what added value you could offer to really make them feel special.
- **Show enthusiasm and empathy.** It goes without saying that ancestral tourists will expect you and your staff to share their enthusiasm about their ancestral quest, because to them it's a really big deal! Remember that one of the reasons they're in Scotland is to 'connect with other Scottish people'. We need to make sure this is a positive experience. Try and spend some quality time with them, to find out about their background and share your local knowledge. Become an 'enabler' in their ancestral quest.
- **Be knowledgeable.** Ancestral tourists will appreciate staff who can signpost them to relevant places of clan or ancestral interest in the local area, such as museums, churches, battlefields, castles and stately homes. This doesn't require you to possess an encyclopaedic knowledge of local history, but rather to have a basic level of knowledge about key historic events and ancestral sites in the locality. Ancestral tourists will greatly appreciate personal recommendations and assistance of this nature.

Make sure this knowledge shines through on your website and in your marketing materials. Tell people about the sites they'll find in your area and how you can help them to explore the locality when they arrive.

- **Be able to signpost to national and local research resources.** Ancestral tourists will appreciate people who have some knowledge of national and local ancestral resources such as the National Records of Scotland, local records offices, libraries or family history societies. Again, it is not necessary to have a detailed knowledge of the records contained in each, but enough so that you can provide consistent, accurate and up to date information on the facilities and services available.

Make it your business to find out what research resources are available in your local area, when the offices are open, how to get there, and whether (and how) advance appointments need to be made. If possible, actually go and visit these places to familiarise yourself with what they can offer, so that you can provide comprehensive information to your ancestral guests.

Consider producing a short 'factsheet' for guests, highlighting the research resources in your area. Or, to provide a really useful practical resource, why not have national websites and resources listed on one side and local resources on the other?

If you're within easy striking distance of Edinburgh, why not encourage your guests to make use of the superb facilities at the ScotlandsPeople Centre at New Register House in Edinburgh? Not only is it cheaper to do online research there than at home, ScotlandsPeople employees are on hand to offer advice on how to research more effectively and to guide people through the process. Find out more about the ScotlandsPeople Centre on p35.

- **Showcase Scotland's natural larder.** In common with other visitors, ancestral tourists are looking for a 'food experience' where they can sample Scotland's culture through its food and drink. Showcase Scottish food and drink on your menu and use local suppliers to offer a truly unique flavour – and if the produce used has a story behind it, tell visitors about it! Access the *At Your Service* guide on the TIS website for more ideas.
- **Provide recommendations.** Ancestral tourists will trust your local knowledge and experience and will welcome personal recommendations on the best places to go, such as good restaurants and pubs.
- **Promote specialist tour guides, operators and ancestral researchers.** If there are local genealogists based in your area, why not let potential ancestral guests know about them via a listing or link on your website, and have their details available when guests arrive. Similarly, if there are tour guides or ancestral tour operators based in your area, let guests know about them and provide a summary of the services they can offer. If they can offer bespoke, personalised tours, this is something to really emphasise.
- **Provide suggested itineraries and touring ideas.** Ancestral tourists will welcome suggestions and recommendations for day trips and itineraries in the local area, particularly those that take them to notable historic sites or attractions which have a story to tell. Could you develop some suggested sample tours which are likely to appeal to ancestral visitors? If so, why not flag these up on your website to give potential ancestral tourists a taste of what they will experience in Scotland, and have them available for guests when they arrive.



Fresh local Scottish produce

Try and spend some quality time with them, to find out about their background and share your local knowledge. Become an 'enabler' in their search.

- **Promote other activities.** Even where ancestral tourists are carrying out research when here, the research element is likely to be a fairly small part of their overall trip. Remember that only one member of the party may have an active ancestral interest. It's therefore extremely important to provide lots of suggestions for alternative activities for other family or group members, in order to help them make the most of their time when here. Likely interests will include – taking in the scenery, sightseeing, visiting attractions, attending events and festivals, walking, shopping, outdoor activities and visiting pubs. Chat with them about their interests and be ready with suggestions. Make sure they know how to get there and have accurate information about opening times and costs to hand.
- **Think beyond your own business.** Cross-sell to other providers. Look at how you can work in partnership with other operators in your area to provide a seamless visitor experience for your guests.
- **Provide information on transport options.** As many ancestral tourists will have flown into Scotland, they may be heavily reliant on public transport to get around or will have their own hire car and be looking for directions on how to reach the places they're looking to visit. By their very nature, some of these places might be in obscure, out of the way places, well off the beaten tourist track. Make sure you've got local transport timetables and maps to hand and be ready to provide directions and assistance as required.

“
Knowing that this trip couldn't be just about genealogy, I also looked at what might be of particular interest to my husband
”



Castle Stalker & Loch Linnhe, Appin, Argyll



Top tips

- ✓ Consider providing free internet access in your accommodation or attraction – ancestral tourists will often want to follow up discoveries they have made on the ground by further research on the web when they arrive back in the evening.
- ✓ Consider developing a 'library' of local history books, maps and photographs, as a resource that ancestral tourists can access.
- ✓ Ensure both you and your staff have a basic knowledge of key historical events and sites in your area, so that you can speak knowledgeably and with confidence to your ancestral guests.
- ✓ If your area has strong connections with particular surnames, make it your business to find out about the clans associated with those names and any relevant clan sites in the locality.
- ✓ Think about ways you can extend an ancestral theme into your visitor offer, for example, incorporate tartan into your decor, name rooms after a particular clan or family - and tell visitors about the association.
- ✓ Ensure that both you and your staff know where the local records offices, libraries and family history societies are, and better still pay these offices a visit to find out what records they hold and how your guests can access them.
- ✓ If you run a visitor attraction with ancestral or historic connections, consider how you can tell its story in an engaging and interactive way that is really going to 'bring it to life' for ancestral tourists. Similarly, if you are an accommodation operator, think about ways you could bring your area or building's history alive - for example by creating a display of old photographs.
- ✓ Ancestral tourists are likely to want to shop for traditional Scottish products and goods. Make sure you're familiar with retailers in your local area who sell Scottish produce such as tartan, tweed, cashmere, whisky, shortbread and local crafts and can provide this information when visitors ask for it. Better still, have a list available for guests as part of your visitor information pack.
- ✓ Provide plenty of practical information on getting around the local area, such as maps and timetables.



Case Study

Duntrune House B&B

Barrie and Olwyn Jack at Duntrune House, Dundee, have made a virtue out of their private passion for genealogy, family history and local heritage.

When they came to Duntrune in 1981, Olwyn started researching the history of their new home and all the previous owners. Their parallel interest in genealogical research gave them a solid grounding in family history research. As a result, they started to accumulate the tools that others might find useful. When they decided to take B&B guests in their beautiful old property, they were able to share these with their guests. Now, ancestral tourism accounts for 17% of their bed-nights.

Over the years, Olwyn and Barrie have compiled a small genealogy library with items bought cheaply at second hand bookshops, charity outlets and Family History Fairs, including: local Family History Society publications; a gazetteer and street directory from the late 1800s; books showing old photographs of the area; and old maps which are especially useful for tracking down addresses which have changed or disappeared.

Olwyn says, "The library is a fantastic resource if guests are looking for something in particular, however it's equally important to let them know what resources there are online and locally, and we list these on a dedicated page of our website. We also offer free computer and wi-fi access to enable them to further their research when they get back to base in the evenings. Simple things, like giving them 'table space' to spread out their materials, can be really helpful too."

"Our top tip is to be prepared to advise guests before they come, and maintain contact after they go home. This means they arrive prepared and are also more likely to come back. Getting to know local historians, who can help with information or even act as guides to meaningful places, will also help ensure guests get the most out of their visit."

www.duntrunehouse.co.uk

Guide to existing ancestral resources

A basic knowledge of research resources will help you signpost your visitors to the most useful sources of information to help with their quest.

VisitScotland's website www.ancestralscotland.com provides a brief overview of the process involved in researching your family history. You could also check out the following websites to familiarise yourself with the extensive range of records and resources available.

The main national resource is the National Records of Scotland, formed in 2011 when the General Register Office for Scotland merged with the National Archives of Scotland. This is a world-leading initiative, which will create a one-stop family history service, providing a wide range of public and private records, including wills and testaments, estate records, valuations, court and church records, some dating back to the 12th century. This will make research for those with Scots ancestry easier than ever before.

ScotlandsPeople Website

The ScotlandsPeople website (www.scotlandspeople.gov.uk) is the Government's official Scottish genealogy resource and houses Scotland's largest online resource of original genealogical information. The website has almost 90 million records searchable for a fee, including births, marriages, deaths, census records and digitised wills and testaments.



The main national resource is the National Records of Scotland

New Records Office, Edinburgh

Searchable records include:

The Statutory Registers comprise the official records of births, marriages and deaths in Scotland from 1 January 1855 when civil registration was introduced. These are available to search in person or online. For data protection reasons, access is restricted to births that took place over 100 years ago, marriages over 75 years ago and deaths over 50 years ago.

The Old Parish Registers (OPRs) comprise the records of births & baptisms, banns & marriages and deaths & burials kept by individual parishes of the Church of Scotland before the introduction of civil registration in 1855. As the parish minister or the session clerk usually assumed responsibility for maintaining the registers, these records can sometimes be unreliable and difficult to read.

Catholic Parish Registers include records of births and baptisms, confirmations, first confessions, marriages, deaths and burials. Like the Old Parish Records, these include information gathered before the introduction of civil registration in 1855.

Census Records include data gathered on the country's population every ten years since 1801, with the exception of 1941. Records may only be inspected after 100 years, so the census returns presently available for public scrutiny are 1841-1911.

The census is a snapshot of a household on a given night and provides details of a particular family and anyone else who happens to be in the house at that time, such as servants, lodgers, or visitors.

The Wills & Testaments Index contains over 611,000 index entries to Scottish wills and testaments dating from 1513 to 1925.

ScotlandsPeople Centre

Located right in the heart of Edinburgh, the ScotlandsPeople Centre (www.scotlandspeoplehub.gov.uk) allows visitors to search records in person – with the advantage that you can see images of birth, marriage and death records right up to almost the present day.

A day search pass allows visitors to spend over seven hours viewing as many records as they like. Seats can be booked by calling 0131 314 4300. Opening hours are Monday-Friday, 09:00-16:30.

The costs for all the services, including prints or electronic saves, are detailed on the website.

Full access to the ScotlandsPeople records is also available at the Family History Centre at the Mitchell Library in Glasgow.

Free Taster Sessions

The ScotlandsPeople Centre offers free two-hour taster sessions. This would be a good introduction to any tourism business which wishes to know more about ancestral research.

It is possible for any visitor who is unsure about searching records or is short of time to book an assisted search with the ScotlandsPeople staff.



The Reid Research Room, ScotlandsPeople Centre



Case Study

Rob Tamburrini

"My journey started when my father uncovered an old photograph of his grand-parents. It was amazing how a simple photograph got me thinking and wondering what life was like for them and wondering what circumstances may have influenced their decision to emigrate.

I knew that the family originated in Italy and that my grandfather was born in Scotland because his parents had emigrated there from Italy around 1903. Using this limited information to search the internet, I was quickly directed to the 'ScotlandsPeople' website.

From the site I was able to uncover a great deal of information about my great-grandparents and their eleven children! When I thought I had exhausted the information available on-line, I got in touch with the National Records of Scotland to ask whether a personal visit to the ScotlandsPeople Centre in Edinburgh might enable us to access further records and uncover more detail. The answer was yes! So I decided to drive up to Scotland and spend a few days in Edinburgh.

The ScotlandsPeople Centre is a fabulous place and the staff are extremely helpful. Apart from the records of birth, death and marriages, access to the 1911 Census gave me a great insight into the make-up of the Tamburrini household at that time. Some of the information from it raised further questions about the family and their businesses and occupations.

Using both the ScotlandsPeople website and the Centre facilities, I was able to uncover further details of his grandfather and his siblings. Using that information, I managed to track down the Parish Church, St. Augustine's in Coatbridge, where they had been baptised. I made arrangements to visit the current parish priest who was very helpful in locating baptismal records and even introduced me to an old parishioner who, as a boy, knew of the Tamburrini family and even remembered the Ice Cream parlour they had in Coatbridge.

My visit to Scotland was extremely worthwhile and I'm hoping to visit again to continue my ancestral discoveries!"

The National Archives of Scotland

The National Archives of Scotland contain records created by Scottish government from the 12th century until the present day, along with private records created by businesses, landed estates, families, courts, churches and other corporate bodies. These can be accessed online at www.nas.gov.uk

Scottish Archive Network

Scottish Archive Network website (www.scan.org.uk) allows you to search a single electronic catalogue of historical records in 52 Scottish archives. The site also contains the answers to frequently asked questions on Scottish history, together with research tools, digital images of historical documents, exhibitions, publications and a discussion forum.

The Court of the Lord Lyon King of Arms

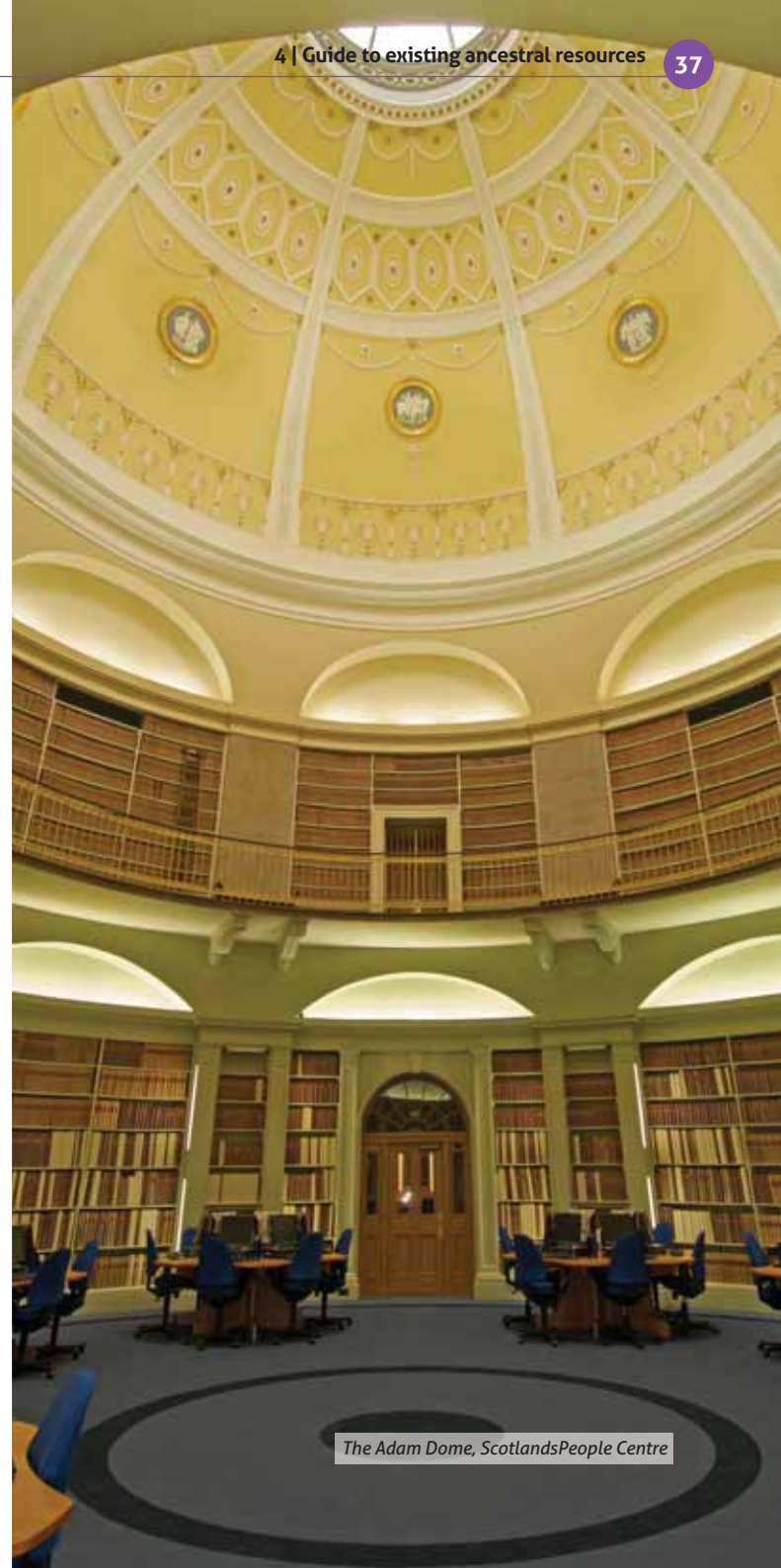
The Court of the Lord Lyon King of Arms is the heraldic authority for Scotland and deals with all matters relating to Scottish Heraldry and Coats of Arms and maintains the Scottish Public Registers of Arms and Genealogies. Use the website to find out about Coats of Arms, Clan Crests and Heraldic Flags.

www.lyon-court.com

Statistical Accounts of Scotland

The two Statistical Accounts of Scotland, covering the 1790s and the 1830s, are among the best contemporary reports of life during the agricultural and industrial revolutions in Europe. Learn more about the area in which you or your ancestors have lived, or use this key source to study the emergence of the modern British State and the economic and social impact of the world's first industrial nation.

www.edina.ac.uk



The Adam Dome, ScotlandsPeople Centre

The Commonwealth War Graves Commission (CWGC)

If your area has particular military connections - for example if one of the Scottish regiments has its base there - you may come across ancestral tourists who are seeking more information on a relative who fought for the regiment or was injured or killed on active duty. The casualty database on the CWGC website lists the names and places of commemoration of the 1.7 million men and women of the Commonwealth forces who died during the two world wars. It also records details of the 67,000 Commonwealth civilians who died "as a result of enemy action" in the Second World War. The records can be searched by surname, date, war, rank, regiment, awards or any combination of those criteria.

www.cwgc.org

Standing Council of Scottish Chiefs

The Standing Council of Scottish Chiefs is the definitive and authoritative body for information on the Scottish Clan System. Use its website to find information relating to the Standing Council, as well as links to other relevant resources and additional information on the clan system.

www.clanchiefs.org

The Association of Scottish Genealogists and Researchers in Archives (ASGRA)

ASGRA's website contains a list of professional researchers who can undertake genealogical reviews in advance of a visit to Scotland or assist with further research when ancestral visitors are here.

Members are professional researchers who have undergone tests of their competence in using a wide variety of sources. They have also agreed to adhere to a strict Code of Practice.

www.asgra.co.uk

Scottish Association of Family History Societies

Scotland has a country-wide network of Family History Societies which provide comprehensive resources for members and visitors looking to research their family roots. Many of these societies have centres which are open to the public and actively welcome visitors. Opening hours vary and it is best to check with individual offices before visiting. A full list can be found at www.safhs.org.uk



The Gathering, Holyrood Park, Edinburgh.

A photograph of Elgin Cathedral, a large stone building with Gothic architecture, featuring tall windows and a prominent tower. In the foreground, there is a graveyard with several gravestones of various shapes and sizes. The sky is blue with some light clouds.

Case Study

Elgin Cathedral

Elgin Cathedral is one of Scotland's most beautiful medieval buildings, much of which dates back to the 13th century. Its many outstanding architectural features include the country's finest octagonal chapterhouse.

Another feature of the site is the fascinating graveyard, which attracts many visitors searching for relatives and links with their past.

In 2009, to coincide with Homecoming and to assist these 'ancestral' visitors, staff at the Cathedral forged strong links with local heritage and genealogy organisations, enhancing the visitor experience at not only the building but also within the Elgin area.

Working with the Moray Burial Research Group and the Elgin Local Heritage Centre, themed afternoons were held to assist visitors to the Cathedral in tracing their family history which proved particularly popular. Staff also produced a gravestone map to assist visitors in finding the final resting place of their ancestors and where possible, staff were on hand to guide visitors around the cemetery to make sense of often faded headstones.

Nicola Grant, Monument Manager at Elgin Cathedral says: "By identifying the importance of the ancestral tourism market to the Cathedral and working with key local organisations in the field, we were able to provide a much more meaningful visitor experience to our visitors with genealogy links. This was reflected in a 2% rise in visitor numbers in 2009 on the previous year".

www.goo.gl/aYdje

Elgin Cathedral

Case Study

HebridesPeople

A Community organisation in the Outer Hebrides is rolling out a project to provide a unique genealogy project resource for people with Hebridean roots.

The first stage of the HebridesPeople project, which is being led by eminent local genealogist Bill Lawson of Northton Heritage Trust and Seallam! Visitor Centre, was the publication of a comprehensive emigrant database. This was followed by records for families connected with individual parishes on the Isles of Harris and Lewis, including Berneray, St Kilda and Point. Records for other parishes will be added gradually over the next few years.

Uniquely, in addition to births, marriages and deaths records, the database provides access to family notes and family sheets – all hand-written by Bill – giving users an opportunity to extend their research beyond individuals into entire families. Summarised histories of each township are provided through a gazetteer.

Bill says: "Emigration from the islands has been prolific over the centuries, and there is huge demand from family historians and ancestral tourists for information relating to relatives."

"By bringing the information together in one central database and making it accessible online, we're aiming to make the process as seamless as possible for researchers. By supplementing the records with a history timeline, maps, images and a gazetteer, we're also hoping to inspire many more visitors to come to the islands to experience the places where their ancestors lived and worked through the centuries".

www.hebridespeople.com

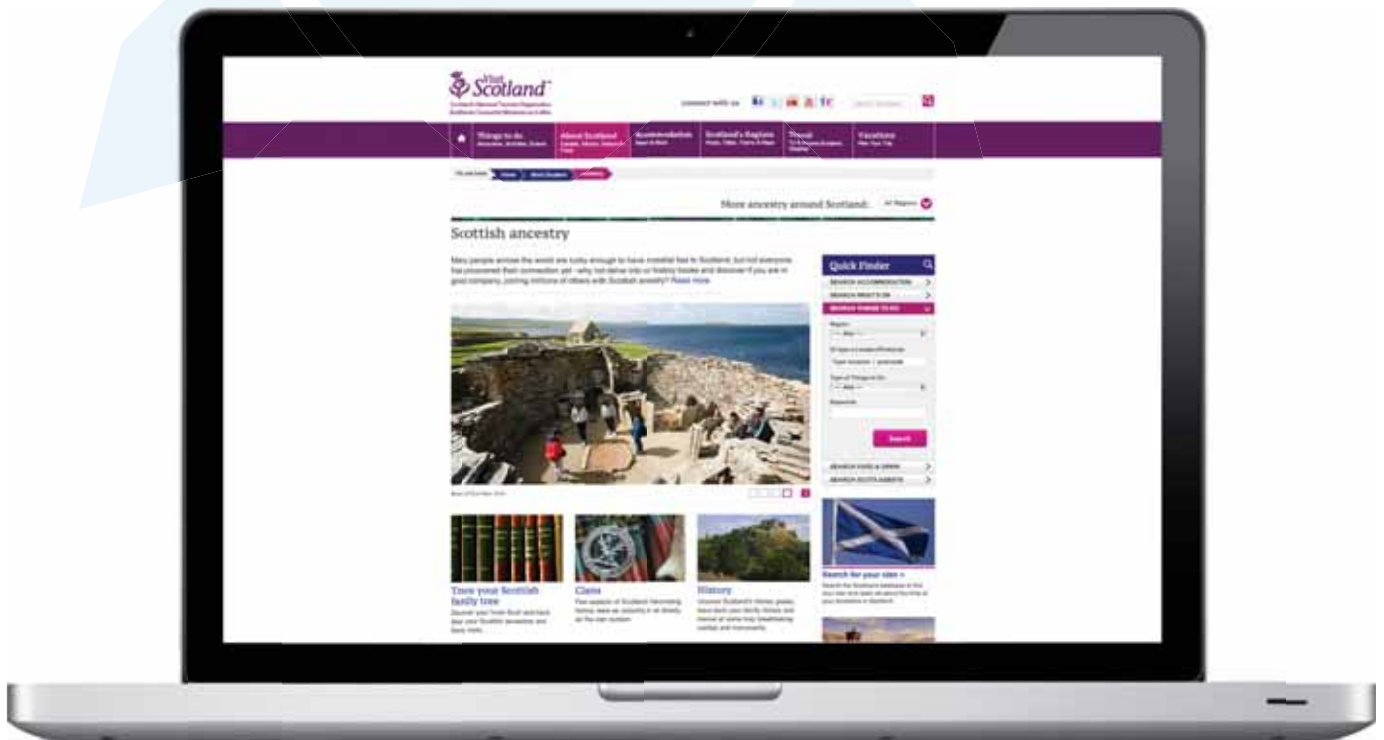
Places of Work

Scotland has a rich industrial heritage and many ancestral tourists will be interested in finding out more about the trades their ancestors worked in, such as coal mining, fishing, ship building, farming and weaving. Many of the trades have excellent archives and records, some of which are available to search through individual trade associations or through Scotland's National Archives. Some, such as shipbuilding, fishing and coal mining, also have national museums which house a wealth of information, artefacts and displays, which will give ancestral tourists a fantastic sense of what life was like for those who worked in them.

Ancestral Scotland

AncestralScotland is VisitScotland's dedicated ancestral tourism brand. Their ancestral marketing programme targets potential visitors of Scots descent in their long-haul markets including US, Canada, Australia and New Zealand, as well as reaching potential ancestral visitors in the UK and other global markets.

The website www.ancestralscotland.com provides a fantastic resource for those thinking about visiting Scotland for ancestral purposes. Equally, it provides a huge amount of information for tourism operators who may be new to the ancestral market, including information about relevant attractions such as castles and industrial and regimental museums. It would be useful for you to familiarise yourself with this site.



Know your local area

As we've seen, the research shows that one of the biggest barriers to taking an ancestral trip to Scotland is not knowing how to conduct research when here.

This is hardly surprising, given that research services and family history resources vary from area to area.

The types of local facilities that ancestral tourists will want to visit for research purposes might include churches, local libraries, archive centres, registrars, museums and heritage centres, family history societies and cemeteries.

In most regions of Scotland, registrars, archives and libraries are operated by Local Authorities. Some Local Authorities also operate their own dedicated Family History Centres. In others, the local Family History Society, run by volunteers, may be a key resource. Some will offer assistance and advice with individual searches, others will simply offer access to the records. Some will charge a fee for services, others won't.

All the facilities have varied opening times. Some will also require visitors to book in advance while at others they can just turn up unannounced, so it is worth checking before visiting

Top tip

A great idea is to compile the information on what's available locally into a factsheet for your visitors. This can be as simple as an A4 sheet detailing addresses, contact details and opening hours. If possible, however, try and provide a summary of the particular resources and services each offers, along with booking information where required. Directions on how to get there, whether it be by public transport or by car, will also be extremely useful.



Remember, the more information you can provide for your ancestral guests, the more they will get out of their stay

Provide your guests with information

Finding out what research resources are in your area will therefore help you to provide the best possible service for your guests. Once you know what's in your area, phone them to check what their opening hours are, whether pre-booking is required, and what services they offer. Better still, visit the facilities yourself so you have knowledge of what's on offer.

Remember, the more information you can provide for your ancestral guests, the more they will get out of their stay and the more delighted they are likely to be!

The AncestralScotland website has a comprehensive section detailing the research services available in each region of Scotland, along with up to date opening times and contact details, and provides a great starting point when pulling this information together.

Case Study

Angus Kirkyard Trails

Hot on the heels of its project to digitise burial records for Angus and make them accessible online, Angus Council has launched a series of seven kirkyard trails to help ancestral visitors find out more about the rich history of the area.

Fiona Scharlau from Angus Archives says: "Scottish kirkyards are a unique part of our heritage as the last resting place of our ancestors. They tell us about the life and death of individuals, their beliefs and even their artistic sensibilities through the choice of epitaphs and symbols. The gravestones themselves are essentially documents carved in stone, containing a wealth of genealogical information in names, dates, places and relationships. As such, kirkyards can be a fantastic resource for people researching ancestors or simply just looking for an insight into the history of a particular area".

The Historic Kirkyard Trails leaflet provides a potted history of each kirkyard, highlights the notable gravestones and the symbols to look out for, and identifies each location on a map.

www.goo.gl/mBLO9



Riverside Museum, Glasgow, 2013 European Museum of the Year

Museums

Museums are a fantastic resource for people visiting Scotland to trace their ancestral roots. In addition to access to archives, either at a local level or through resources and centres such as ScotlandsPeople, museums can help visitors access information and collections which either represent local places or bring the past to life.

Every local authority has a museum or a museum service. Several museums are linked with archives and would be a natural destination for someone researching records. Some visitors will have links with places that particular museums are concerned with, other museums may be of interest because they cover a particular theme relevant to the diaspora such as a clan, a regiment, the clearances or an industry.

Local Authority museums often link to archives or have both museums and archives in shared facilities. There are over 400 museums across Scotland so visitors are never far from a collection. For further information on museums, please visit

www.museumsgalleriesscotland.org.uk



Case Study

The National Mining Museum Scotland

The National Mining Museum Scotland receives regular requests from people researching their family history who have discovered connections to the Scottish mining industry.

Gillian Rankin, Marketing Officer at the Museum says: "Unfortunately, as virtually no detailed employment records exist, we're rarely able to fill in dates and other specific details. What we can do, however, is help establish what people did and how they lived, including conditions in the work place, living conditions at home, social life and wages."

"Statutory births, deaths and marriages records may refer to the occupation of mining and the addresses given may give some indication of the mining district involved, but likewise it is seldom possible to say categorically at which colliery the person worked or what his occupation was at the pit, as mine workers would often commute quite considerable distances to other pits."

"On the plus side, on the occasions where we can positively identify a mineworker's location and occupation, a great deal of background detail is available. For example, our library holds a large range of reference and guide books, records of the collieries and working conditions and practices within the industry, as well as a collection of archival papers that can all help to add to the family history."

"We also have a photographic archive with over 15,000 images associated with the Scottish mining industry, including surface and underground shots, and images of many of the people in the industry".

www.nationalminingmuseum.com

Case Study

Titan Crane

The Titan Crane, which was used to build passenger liners and battleships including the QE2 and HMS Hood at the renowned John Brown's Shipyard, is proving a magnet for visitors with ancestral links to Clydebank.

Cheryl Dyer, Operations Officer at Titan says: "We get a large number of visitors whose ancestors actually worked at the shipyard, however such is the importance of the town's shipbuilding heritage, that Titan is also a 'must visit' for people whose ancestors were among the 18,000 residents who had to leave Clydebank during the 1941 Blitz. Standing on the top of the crane gives them a fantastic sense of place of the town that was so very nearly destroyed more than seventy years ago".

Visitors to the 150 foot high "A" listed crane, are taken on guided tours of the old site by ex- shipyard workers who bring history to life with personal anecdotes about their time at the yard. A unique collection of ship models, memorabilia and historic photos are also on show at The Drawing Office Visitor Centre, showing the shipyard in its heyday.

Cheryl adds: "People love looking through the old photos and film reels. Quite a number have even recognised members of their own family or people they knew, which is always a special moment.

"Though little remains of the shipyard itself, memories come flooding back when they see the famous slipway which launched so many great ships, and the fitting out basin where the vessels were completed".

www.titanclydebank.com

Using ancestral tourism to generate business

With the ancestral tourism market offering such huge potential, tourism businesses of all sizes and in all areas of Scotland have a fantastic opportunity to capitalise.

As we've seen, ancestral tourism can offer you a great way to:

- tap into a new market of enthusiastic and committed visitors
- generate potential repeat visitors
- lengthen your season
- extend visitor stays
- become more profitable

How can you use this growing market to generate more business?

Use ancestral tourism to lengthen your season

The ancestral tourism market is a great niche to tap into if you're looking to lengthen your season or boost your business in traditionally quieter periods. Family history research can be done at any time of year, as the national and local services are all open year-round.



Outwith the main tourist season research facilities and services may be quieter

A rare 11th century Celtic psalter

As many ancestral tourists will be travelling on a budget, some actually prefer to travel at off peak times to take advantage of cheaper flights, good travel deals and special offers. Another benefit is that the research facilities and services on the ground may be quieter.

It's important to remember, however, that ancestral tourists travelling in the off season may need a little bit of extra reassurance that they will be able to do and see everything they want to. Provide that reassurance through your marketing materials and also in any communication you have with them in advance of their visit. When they arrive, make sure you provide them with lots of information about what's open and when.

Think about how you can incentivise off season visits.

Can you offer any special deals or added value to attract ancestral visitors outwith your normal peak season? It could be a great way of filling beds in your quieter periods.

A group of local businesses working together, however, will have much greater pulling power than one business working in isolation. Why not join forces with other businesses in your local area to develop special off season packages or deals to make it particularly attractive for ancestral tourists to visit? Ancestral tourists are much more likely to visit a particular area if they know there will be plenty for them to see and do.

Can you offer any special deals or added value to attract ancestral visitors outwith your normal peak season?

- Tell potential ancestral visitors about any special deals or packages that you are offering, through your website and social media channels.
- Let them know about what's open in your local area in the off season – remember to include details of non-ancestral activities and visits too! Provide plenty of reassurance that there's lots going on, whether it be attractions, activities or events.
- If there are events taking place that you think would interest ancestral tourists, highlight these in your marketing material and on your website.
- Tell them about the opening times of local research services. If they will be quieter at particular times, sell that to them as a benefit! For example, if you come in November you won't have to book in advance at the archive or family history centre.
- Provide them with information about the weather or transport options in the off season. Reassure them that travelling around will be easy.



The Loch Torridon Hotel, Highlands of Scotland.



Case Study

Hawick Heritage Hub

Hawick Heritage Hub, the Scottish Borders Archive and Local History Centre, has been using social media to great effect to drive interest in the area's archives.

Through 'Voyage of the Vampire', readers were able to follow the life and travails of Sir George Henry Scott Douglas, a captain in the 34th Regiment of Foot, through a series of online blogs. Entries were set up to appear in 'real time', allowing readers to follow George on his ship The Vampire between April 1846 and January 1847, with the latest instalments being promoted via Twitter.

Paul Brough, Archive Manager says: "The Vampire diary was received as part of a collection donated to the Heritage Hub in 2008 and is one highlight from a rich collection of diaries and papers from Sir George and the wider family."

"People sometimes perceive archives as forbidding places when in actual fact they are full of colourful resources which can really bring history to life. The Vampire diary in particular presents a vivid and gritty social history of the era. We came up with the idea of presenting the diary as a blog as a way of challenging people's perceptions, showcasing the potential of archives and providing access to a wider audience."

"The blog has been so successful that we've now rolled out 'Charlotte's Diary', the story of George's sister's pursuit of love!"

www.heartofhawick.co.uk

Marketing tips to reach the ancestral market

- Ancestral tourists tend to be more IT literate than other markets, so one of the best ways of reaching them is via the internet.
 - Some of the key family history and ancestral websites are listed in our 'Links and Resources' section. Why not check these out and see what promotional opportunities they present? Some will have advertising opportunities. Many have online discussion forums that you may be able to join and use as a marketing tool. A number also have their own social media channels, such as Twitter feeds and Facebook pages that you could tap into. Use these to tell people about your news and special offers.
 - Make sure your own social media channels are kept active and up to date – tell potential ancestral visitors about your latest news, special events and new services being offered by your local Family History Society. Give them a reason to want to visit.
 - Encourage ancestral visitors to leave reviews about your business on Trip Advisor or other customer review sites. For tips on using technology and social media to drive your business, go to TIS's *How to Shine Online* guide at www.tourism-intelligence.co.uk
 - Ancestral and family history magazines are widely read by this market and offer a potential advertising channel. Similarly, if you have news, developments or stories to share, why not approach the editorial team to see if they will run your story free of charge? They're always on the lookout for good content, particularly if there is a quirky or innovative angle. Better still, why not work with other businesses in your area to offer a press familiarisation trip to a journalist from one of the magazines? This type of 'free' press coverage is simply invaluable.
- Find out why visitors are coming before they arrive. Do they have ancestral roots in your area? If so, you can make them feel special by being prepared and signposting them to 'must visit' attractions and sites, which might encourage them to book for longer.
 - If your building or attraction has a particularly rich history or interesting story that you think would be of interest to ancestral tourists – tell them about it in your marketing material! It all helps to add colour and a flavour of what they can expect when they arrive, and is a unique selling point that may make you stand out from other businesses in your area.



“
I wanted to feel the Scottish blood in my veins, just by being where my ancestors lived.
”



Case Study

Cat's Whiskers Tours

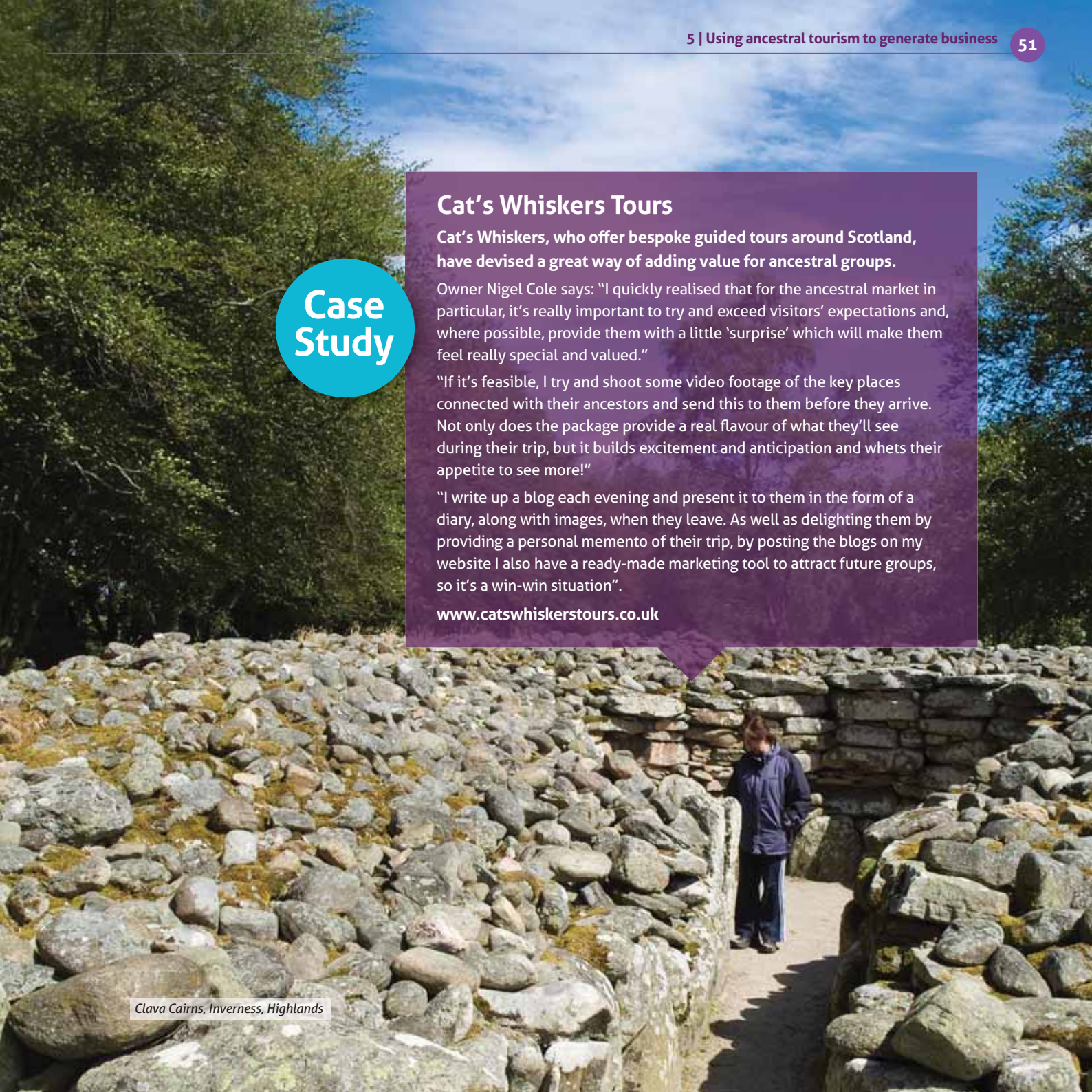
Cat's Whiskers, who offer bespoke guided tours around Scotland, have devised a great way of adding value for ancestral groups.

Owner Nigel Cole says: "I quickly realised that for the ancestral market in particular, it's really important to try and exceed visitors' expectations and, where possible, provide them with a little 'surprise' which will make them feel really special and valued."

"If it's feasible, I try and shoot some video footage of the key places connected with their ancestors and send this to them before they arrive. Not only does the package provide a real flavour of what they'll see during their trip, but it builds excitement and anticipation and whets their appetite to see more!"

"I write up a blog each evening and present it to them in the form of a diary, along with images, when they leave. As well as delighting them by providing a personal memento of their trip, by posting the blogs on my website I also have a ready-made marketing tool to attract future groups, so it's a win-win situation".

www.catswhiskerstours.co.uk



Clava Cairns, Inverness, Highlands

Things to consider including in your marketing material:

- Demonstrate your knowledge of ancestral tourism/ family history highlighting what ancestral-related services and facilities you offer such as free internet access and a genealogy library.
- Does your building or attraction have a particularly rich story or interesting history? It gives you a unique selling point and helps to provide a flavour of what they can expect when they arrive.
- Show your proximity to local ancestral sites and services. Tell visitors how easy they are to reach, either by car or local transport.
- Provide information about genealogists or tour guides in your local area who might be able to help with their ancestral quest.
- Include links to other attractions and activities in your area for those 'non-ancestral' members in a group.
- Ancestral tourists, probably more than any others, will appreciate 'seeing' what Scotland and a particular area can offer, before they arrive. Video footage or images of towns, villages and ancestral sites will really whet their appetite for a personal visit.
- Search online to find out what clan organisations associated with your area exist across the world and target them or other Scot's interest associations with your news and information. A simple internet search should help you identify them.
- Introduce yourself to your local Family History Society, and find out if they can offer any you promotional opportunities. Remember, they're in touch with potential ancestral tourists on a daily basis.

- VisitScotland rolls out a significant marketing campaign under the AncestralScotland banner, aimed at encouraging potential ancestral tourists in our key long haul markets to take a trip 'home' to Scotland. The opportunities offer a cost effective way of reaching large numbers of potential ancestral tourists. Check out the latest opportunities at www.ancestralscotland.com and make sure you don't miss out.



Search online to find out what clan organisations associated with your area exist across the world and target them

Leather bound volumes at New Register House, Edinburgh



Case Study

Scotia Roots

Scotia Roots, who offer a genealogy service and bespoke tours for visitors researching their Scottish ancestors, have gained real business benefits from being part of VisitScotland's Ancestral Tourism Welcome Scheme.

Owner Steven McLeish says: "Being in membership of the scheme is a fantastic selling point for us. When potential customers see the logo, it builds their confidence and provides reassurance that they will receive a high quality level of service and experience.

We promote the scheme through our website and marketing materials, and of course the free listing we have on www.visitscotland.com provides us with great exposure. When we receive enquiries we always ask where they heard about us, and a good number have seen us on the site.

Marketing opportunities such as web links and e-newsletters have also proved to be a very cost effective promotional channel for us. AncestralScotland.com's high search engine ranking generates thousands of visits each year, enabling us to get our marketing message directly into the hands of many more potential visitors than we could through our own efforts".

www.scotiarootstours.co.uk

A guided tour at the Outsider Festival, Rothiemurcus, Aviemore

Ancestral Tourism Welcome Scheme

Participation in VisitScotland's Ancestral Tourism Welcome scheme gives you the opportunity to publicise your knowledge of, and commitment to, meeting the needs of ancestral visitors, and as such can provide you with a really strong promotional tool for your business. Once you're accredited, you can use the quality assurance logo in your marketing material and on site, and you will also be entitled to a free listing on www.visitscotland.com

To participate in the scheme, you must meet the requirements of the Code of Conduct, which can be found on the VisitScotland website. Accommodation providers must also participate in a relevant Quality Assurance scheme.

For more information on the scheme and Code of Conduct go to www.visitscotland.org/business_support/quality_assurance/welcome_schemes/ancestral_tourism.aspx



The Queen's Forest, Badenoch And Strathspey District

Homecoming 2014

2014 will be Scotland's second Year of Homecoming, building on the success of Homecoming Scotland in 2009. The 2009 programme featured over 400 events and festivals celebrating some of Scotland's great contributions to the world including Burns, golf, whisky, great Scottish minds and innovations and its rich ancestry, culture and heritage. The initiative raised Scotland's profile in a competitive global marketplace. It influenced 95,000 visitors to come to Scotland and generated £53.7 million of additional tourism revenue. That year, Scotland outperformed Europe and the world in terms of trips and was the only part of the UK to show positive growth in international trips compared to 2008.

The 2014 celebration is being backed by a massive national and international marketing campaign and organisers across the country are already working hard to develop a fantastic programme of events to tap into the potential for Scotland.

Now's the time to start thinking about how you can get involved.

Check out VisitScotland's Homecoming 2014 toolkit which will give you access to logos, images and other collateral to help you market Homecoming to potential visitors. Then make sure you tell people that 2014 is a fantastic year to visit!

Go to www.visitscotland.org/business_support/advicelink/homecoming_scotland_2014.aspx



Homecoming Boat Festival, Portsoy, Aberdeenshire.



Case Study

Orkney Homecoming

1999 saw the first ever Orkney Homecoming taking place, in celebration of the island's historical connections with the Hudson's Bay Company in Manitoba, Canada.

Cameron Taylor, then Director of Orkney Tourist Board says: "The idea came from a meeting I had at World Travel Market in 1997 with Max Johnson of the Great Canadian Travel Company. We thought a homecoming would be a fantastic way to mark the millennium and to celebrate the historical connections between our two communities."

"Working with a local incoming tour operator, we developed a package which included travel to Scotland, a special ferry sailing to Orkney, as well as accommodation, tours and cultural events on the island. Sponsorship allowed me to travel to Manitoba to promote the event on radio and TV, and before we knew it, the event had gone viral and we ended up attracting people from right across the world!"

"The ferry journey into Kirkwall Harbour is something that will stay with me forever. When the ship's captain announced to those assembled on the deck, 'The harbour frontage you can see is unchanged since your ancestors left. Ladies and gentlemen, welcome home', it was a truly magical moment and one which really encapsulated everything that we had been trying to achieve."

Such was the event's outstanding success, a follow-up Homecoming was organised in 2007, creating an ongoing legacy of cultural, social and economic links between Orkney and Manitoba.

www.visitororkney.com

Collaborate with others

Collaborating with other businesses will help plug any gaps in your own products and services, as well as provide you and your area with a much stronger marketing proposition.

Why not work with other businesses in your area to organise your own events and packages with an ancestral theme? Think about the types of things ancestral tourists are looking for and try to offer them something unique and special.

By presenting a joined up visitor offering or package, you will:

- Enhance the visitor experience
- Add value to visitor stays
- Encourage potential repeat visits
- Increase satisfaction levels
- Encourage visitors to stay longer and spend more in your area

In essence, you will be much stronger together than alone!

The Tourism Scotland 2020 strategy encourages us to, 'Ask ourselves: Which local products, places and services could I proactively recommend to my customers to help make the visitor experience more accessible? And who could I partner with to help make all of this happen?'



Top tip

Getting together as a group to produce a local ancestral information pack, highlighting the research services and ancestral products available in your area, would provide ancestral tourists with a really useful tool to help them with their research on the ground. Equally, it could be used as an information tool for staff in local businesses, to help them signpost ancestral tourists to particular services when here.



Case Study

Routes to Your North East Roots

Local organisations in Aberdeen City and Shire are working together to capitalise on the business opportunity around ancestral tourism.

Members of the Aberdeen and North East Scotland Ancestral Tourism Partnership, an affiliation of regional archives, registrars, family history societies and other organisations, have joined forces to create a web portal for all the area's family history resources.

The portal contains materials on, and links to: starting your family history search; sources of information; planning a visit; stories of northeast family history; official records including births, marriages and deaths; lists of related organisations such as museums, libraries, local study centres, archives, Family History Societies and family history events.

Users can also download a printed guide - Routes to your North East Roots: A guide to researching family history in Aberdeen City and Shire.

Creation of the portal has been supplemented by a programme of networking events for local tourism businesses.

Phil Astley, City Archivist, Aberdeen City Council says: "Working in partnership across local authority boundaries has led to a much more joined-up approach to ancestral tourism. Not only have we created a 'one stop shop' for family history researchers, we've also provided a valuable marketing resource for local tourism businesses and made it easier for potential ancestral tourists to plan a visit to the area".

www.northeastscotlandroots.com

Archive image showing the launch of the trawler Prince Philip at Hall Russell shipyard

- Look beyond your own business at what else ancestral visitors might want to do. Then look at who in the local area provides those services and approach them to see how you could work together. Distillery tours, whisky tastings, 'meet the chef' events, cookery demonstrations, a round of golf, joint ticket with local heritage attractions, a tour of a textile mill to see how tartan and cashmere are made and guided walking tours would all provide fantastic colour for ancestral tourists and give an added dimension to their visit.
- Cross-sell other businesses and providers in the local area, both in advance of a visit and on arrival through your visitor welcome pack. Having a range of information on other activities will encourage longer stays and enhance the visitor experience.
- Find out about genealogists, tour guides and ancestral tour operators based in – or covering - your area. Promote them on your website or when visitors arrive, to make sure they have access to people who could help enhance their stay.
- Identify local people with a story to tell – for example, historians, storytellers, traditional musicians and performers. Make contact to see if you could incorporate them into your own unique ancestral package.
- If there are anniversaries or special events coming up in your area, have early discussions with event organisers to agree how you could work together to add value to the event and provide a more joined-up visitor proposition.
- Trails and touring itineraries are a great way of encouraging visitors to stay longer and explore more of an area. Could you work together as a group to develop and market these?



The Anchor Hotel, Gourdon, Aberdeenshire



Case Study

Banffshire Coast Tourism Partnership

When Canadian Jim decided to explore his Banffshire roots, local tourism businesses joined forces to ensure he got the most out of his time in the area.

Having established that the family had moved from Portsoy to Buckie before emigrating, ancestral researcher, Alison Smith, was able to recommend quality accommodation in both centres.

Equipped with maps of the area highlighting the relevant addresses, Jim was delighted to visit all the locations which his ancestors had known and take photos of them to share with his Canadian family. Census records showed that one of his relatives had become a baker in Buckie and at Alison's suggestion, Jim visited Buckie Heritage Centre, where he was thrilled to find a wealth of additional information about the family business.

Moving along the coast to Portsoy, where earlier generations had been employed in salmon fishing, Jim headed for the restored Salmon Bothy and its museum for an authentic insight into the life of salmon fishers in days gone by. A programme of special events which coincided with his stay, gave Jim a unique opportunity to hear about the experience of modern salmon fishermen, to reconnect with his roots through their stories of times past and to enjoy a sense of community with the folk of Portsoy.

Alison says: "The success of Jim's visit can be put down to effective communication between members of the Banffshire Coast Tourism Partnership. Collaboration by accommodation providers, heritage centres, event organisers and research services ensured a genuine Scottish welcome for Jim."

www.banffshirecoast.com

Use events to grow your business

Events can provide a fantastic marketing focus by giving visitors a reason to come in the first place, and also potentially extend their stay in an area, give them the chance to sample local culture and traditions and engage with local people. Have a look at the tenth *Opportunities for Growth* guide about *Events, Festivals & Cultural Tourism* on the TIS website. Provide your guests with plenty of options, by having an up to date list of what's on in your local area on your website and marketing materials, and in your establishment.

- Speak to visitors and find out what they'd like to see. Make a point of telling them about any special events taking place during their stay, such as Highland Games, which are likely to appeal. You never know, you could persuade them to stay an extra day or two.
 - Remember that ancestral tourists are likely to have a particular interest in traditional Scottish products such as golf, whisky, Scottish local food and traditional music. Is there a food, whisky or music festival happening in your area? If so, tell visitors about it!
 - Get in touch with local event organisers to see what services you can offer and how they can promote your business.
 - Find out if the clan associations for your area are planning any gatherings or special events to coincide with Homecoming 2014. Speak to the organisers to see how you can tap into the itinerary.
 - It's not all about Homecoming 2014. Remember that the 2014 Commonwealth Games in Glasgow and Ryder Cup are also likely to attract many thousands of visitors who will have Scottish ancestral roots, and these people will be looking for things to do when they're not enjoying the sport. Think about how you could generate additional business.
- Other notable events coming up include the 700th Anniversary of the Battle of Bannockburn, 100th Anniversary of the start of World War 1 and the Anniversary of Jacobite Rising in 2015. Is your area likely to benefit? If so, start thinking now about how you could capitalise on the expected influx of visitors.



Tossing the caber at The Gathering, Holyrood Park, Edinburgh.



Top tips

- ✓ Ancestral tourism can be a great way of generating business in quieter periods. Think about how you can incentivise off season visits. Can you offer any special deals or added value to attract ancestral visitors outwith your normal peak season?
- ✓ A group of local businesses working together will have much more pulling power than one business working in isolation. Collaborate with others to make your visitor offering stronger and encourage visitors to stay longer and spend more – something which will benefit the whole area as well as your business.
- ✓ Ancestral tourists are by nature 'online savvy', and the internet offers a great marketing channel for your business. Check out the key ancestral and family history websites and see what promotional opportunities they present, such as advertising, online discussion forums and social media feeds.
- ✓ Demonstrate your knowledge of ancestral tourism and family history research before your visitors arrive. Shout about your expertise in your printed marketing material and on your website. Tell them why they should book with you and what ancestral-related services and facilities you can offer.
- ✓ Make a point of telling visitors about any special events taking place during their stay, such as Highland Games, which are likely to appeal. You never know, you could persuade them to stay longer.
- ✓ Homecoming 2014 offers huge opportunities for Scottish tourism businesses. Think about the types of things ancestral tourists are looking for and work with others to develop your own unique and special products and packages.
- ✓ If you're in an area with a particular clan association, check whether any clan gatherings are planned for your area in 2014 and speak to the organisers in advance.
- ✓ Why not look at developing a 'Welcome Home' pack for ancestral tourists to your area in 2014? Perhaps including a welcome letter, special offers and added value deals from local businesses and practical information to help them make the most of their stay.

Links and resources

Ancestral Research Websites (Scottish Focus)

AncestralScotland

www.ancestralscotland.com

VisitScotland's ancestral tourism marketing portal.

Historic Scotland

www.historic-scotland.gov.uk

Museums Galleries Scotland

www.museumsgalleriesscotland.org.uk

Includes a database with museum information, collection details, contact details, maps and web links.

National Archives of Scotland

www.nas.gov.uk

Holds a wide range of public and private records, including wills and testaments, estate records, valuations, court records and church records.

National Trust for Scotland

www.nts.org.uk

ScotlandsPeople

www.scotlandspeople.gov.uk

Official site of Scotland's genealogy records, including Old Parish Registers, Births, Marriages and Deaths Indexes and Census Records.

Scottish Archive Network

www.scan.org.uk

Single electronic catalogue to historical records in 52 Scottish archives.

The Association of Scottish Genealogists and Researchers in Archives

www.asgra.co.uk

Membership organisation comprising professional genealogists.

The Commonwealth War Graves Commission

www.cwgc.org

Lists the names and place of commemoration of the 1.7 million men and women of the Commonwealth forces who died during the two world wars.

The Court of the Lord Lyon King of Arms

www.lyon-court.com

The heraldic authority for Scotland

The Royal Commission on the Ancient and Historical Monuments of Scotland

www.rcahms.gov.uk

Information relating to Scotland's buildings, archaeology and maritime sites.

The Statistical Accounts of Scotland

www.edina.ac.uk

Contemporary reports of life during the agricultural and industrial revolutions in Europe.

Scottish Association of Family History Societies

www.safhs.org.uk

Family History Societies based in different regions of Scotland.

Standing Council of Scottish Chiefs

www.clanchiefs.org

Official body for information on the Scottish clan system.

Useful Ancestral Websites (General)

Ancestry

www.ancestry.co.uk

Pay-per-view site - first to launch the national censuses (1841–1901) and many other digitised record sets.

BBC Family History

www.bbc.co.uk/history/familyhistory/

Tips and links to help you start your family history search

British Genealogy

www.british-genealogy.com/

An active group of forums with over 17,000 members.

Cyndi's List

www.cyndislist.com

A comprehensive, categorised and cross-referenced list of links to genealogical research sites

Family History UK

www.familyhistory.uk.com

Community portal website, connecting ancestors and living relatives all over the UK

Family Relatives

www.familyrelatives.com

One of the first family history websites to combine social networking and millions of records

Family Search

www.familysearch.org

The world's largest collection of free family trees, genealogy records and resources, compiled by The Church of Jesus Christ of Latter-day Saints or Mormons)

Find My Past

www.findmypast.co.uk

Formerly 1837online.com, this site has fully searchable Births, Marriages and Deaths indexes (1837–2006) amongst other collections.

Genes Reunited

www.genesreunited.co.uk

Family tree linking website with 500 million names.

GENUKI

www.genuki.org.uk

Genealogical service for the UK and Ireland

Origins

www.origins.net

Comprehensive British and Irish record collections from 1200s to the present.

The Genealogist

<http://www.thegenealogist.co.uk>

Various useful online databases and transcripts, including censuses.

Key Magazines

Genealogy/Family History

Family Tree Magazine
www.family-tree.co.uk

Who Do You Think You Are?
www.whodoyouthinkyouaremagazine.com

Your Family History
www.your-familyhistory.com

Your Family Tree
www.yourfamilytreemag.co.uk

History/Heritage

BBC History Magazine
www.historyextra.com

History Scotland
www.celebrate-scotland.co.uk/History-Scotland

History Today Magazine
www.historytoday.com

Scottish Memories
www.celebrate-scotland.co.uk/Scottish-Memories

Scottish Interest

Scotland Magazine
www.scotlandmag.com

Scots Magazine
www.scotsmagazine.com

Scottish Field
www.scottishfield.co.uk

Ancestral Tourism Training

If you're interested in finding out more about national and local family history resources, or ancestral tourism in general, there are ancestral training courses available which will provide you with a fantastic grounding along with lots of great marketing ideas and tips to help you provide the best possible experience for your ancestral visitors. Further information can be obtained from your local Family History Society or VisitScotland.

These are only a few of the vast number of resources available. For further information in your local area search online or speak to your local family history society.

Photography credits

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Next steps for your business

Know what the key facts are about ancestral tourism

- Ancestral tourism is not a 'one size fits all' market. Look at how can you adapt your products and services to meet the needs of individual guests.
- Sightseeing, researching ancestors and 'walking in their footsteps' are all key elements of an ancestral visit. Seeing and experiencing Scotland 'first hand' is therefore as important a motivation as conducting research.
- When they visit, ancestral visitors are 'immersed' in Scotland and undertake a very wide range of activities. How can you help them make the most of their trip?

Understand who our ancestral visitors are and what they want

- Be aware of the different types of ancestral tourists and recognise who might be coming to your area.
- One of the biggest barriers to travelling to Scotland is a lack of knowledge of how to undertake further their research when here. How can you make it easy for your guests to find what they need?
- Ancestral tourists need lots of information and personal recommendations. Remember, it's not all about research!
- Ancestral tourists consider themselves 'homecomers'. Think about what added value you could offer to really make them feel special.



A family group from the USA visit Urquhart Castle beside Loch Ness

Provide authentic experiences

- Ancestral tourists want to experience things that other tourists don't. What unique experiences can you arrange that will enhance memories of their stay?
- Ancestral tourists are looking for traditional Scottish hospitality. Think about how you can provide them with a real taste of Scotland.
- One of the reasons ancestral tourists visit is to 'connect with other people'. Look at ways you can help them to do this.

Collaborate with others to maximise the opportunity

- Work as a group to provide a joined-up visitor experience for ancestral visitors to your area.
- Let your guests know about local specialists who could help with their ancestral quest.
- Look beyond your own business at what else ancestral visitors might want to do. Cross-sell to other providers.
- Speak to event organisers about how you can work together to maximise the business opportunities around special events and anniversaries.



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