

Report to Partnership Meeting 3 February 2012

EUROPEAN PROJECTS

Transtourism Project – Giant Puffin

Purpose of Report

To update Members on progress on the Giant Puffin element of the Transtourism Project.

Progress

The following has been carried out:

- Draft website designs
- Design and Development Workshop (in Inverness)
- Final website designs
- Securing of Traveline Scotland data feed
- Build of demonstration Journey Genie, which now creates itineraries and allows selection of attractions
- 2x live demonstrations to Project Team for sign off of functionality
- Extensive testing to establish validity of public transport and Visit Scotland data
- Testing of two 7 Day Journeys
- Testing of day trips
- Continued liaison with Visit Scotland and Traveline Scotland

Outputs

The website product should be ready to go live in late spring 2012.

Next Steps

Two of our European Project partners, Co Down/Action Renewables (Northern Ireland) and The Burren (Ireland) have expressed an interest in potentially sharing our Journey Genie concept as developed at this stage with a view to developing their own websites. Our intention in participating in the Transtourism project is to develop and trial a journey focussed web based tool that would encourage visitors to come to our region and travel around it in a sustainable manner using public transport. In doing so other regions of the Northern Periphery would upon completion of the trial be able to see whether such an approach could be equally beneficially applied in their own region. The Board are asked to consider whether they would welcome allowing other regions to become involved at this stage, or whether it would be better to complete the website, trial its usage for a year making ongoing adjustments as necessary, and at that point establish how well the service has been received by users. The latter approach would allow other regions to learn from our experience and potentially either work with us to develop their own equivalent sites or consider developing a related but unique travel website of

their own, having gained confidence in the concept of otherwise from the experience gained in delivering Giant Puffin across the Highlands and Islands.

Recommendation

Members are asked to

1. Note the report,
2. Consider whether to invite other European Project partners to engage at this point in the project, or after completion of the website development and the initial trial year of service.

Risk	Impact	Comment
RTS delivery	√	This project fits well with a number of RTS Horizontal themes, promoting economic growth, use of sustainable transport, and provides valuable feedback on users experience in using public transport around the Highlands and Islands.
Policy	√	This project has integration and environmental benefits.
Financial	√	This project is fully funded
Equality	-	No impact on equalities issues.

Report by: Frank Roach
Designation: Partnership Manager
Date: 25 January 2011