



Tourism Business Growth Programme



Visit**Aberdeenshire**



Growing your business

The Tourism Business Growth Programme has been designed to help tourism businesses in North-East Scotland to grow. Developed and offered in partnership by VisitAberdeenshire and Opportunity North East, this hands-on series of workshops and one to one coaching will equip you with the tools, insights, and confidence to grow your business in a competitive and ever-changing market.

Throughout the programme, you'll connect with like-minded tourism professionals, strengthen your leadership skills, and gain valuable insight to your business' performance through a comprehensive business diagnostic. You'll explore emerging trends in next-gen tourism, create a clear and actionable growth strategy, and learn to manage supply chains to successfully deliver across multiple sales channels.

Who should take part

This programme is aimed at business owners and senior managers (with authority to implement change) in tourism SMEs and larger businesses who want to take control of their future growth. The number of participating businesses is limited to 12 (maximum of 1 person per business). The programme is intense, challenging and fun and requires a commitment from you.

Testimonial

"We have absolutely no hesitation in recommending participation in future programmes of this nature. For us it has done exactly what the name implies. We have made significant changes to how our business will operate in the future and are now actively exploring the planning and marketing techniques highlighted in the Game Changer Programme. Through actively facilitating new partnerships and new approaches it has given us the impetus to go forward in the knowledge that we have a good product to sell. It has also instilled the self-belief and insight which lies at the core of promoting effective business growth."

Joan Bruce & Carol Robertson, Garioch Heritage Centre.



2025 Participants

How it works

The Tourism Business Growth Programme has been developed specifically for businesses in the tourism sector and draws on global best practice.

It includes:

- A series of seven full-day interlocking business growth workshops over 2 months (mid- January - end March, Tuesdays and Wednesdays, dates listed on page 5)
- Three one-to-one support and coaching sessions arranged at a time to suit you.
- A best practice learning journey day.

It provides a complete grounding in tourism business management, a framework for future learning and enables you to rapidly implement the learning.

Teaching method

Each workshop includes a mix of pre-reading, case studies, interactive projects and collaborative work by the participants. You will also be provided with exercises, take-away business tools, references for further reading and access to an online business diagnostic tool that will provide a baseline of current business performance.

Cost

The primary investment required is your time and commitment for the duration of the programme. Otherwise, the programme is offered free of charge to successful applicants from the private sector.

[CLICK HERE TO APPLY](#)

Applications close 1700 hours, Thursday 20 November 2025.

For any queries, please contact:

Kayleigh McLeish, VisitAberdeenshire

kayleigh.mcleish@visitabdn.com

What other businesses say about the programme

A fantastic resource and framework to enable you to gain clarity and vision for future growth.

An opportunity to focus purely on the business and planning. When so many owners and managers are generally busy in day to day operations, that time can be difficult to identify. Extremely useful to hear from other businesses, industry bodies and professionals on best next steps and how to get the most from your business and where best to place future investments.

We came to the Game Changer as an established business wishing to discover more about the tourism industry and how we could play a more active role in its resurgence in Aberdeenshire. We left having strengthened our links with VisitAberdeenshire, built new collaborations with our fellow Game Changer Graduates and developed a new found respect for the many entrepreneurs in the area who bring so many wonderful activities, accommodation solutions and experiences to the area.

I highly recommend the Game Changer Programme for anyone in Aberdeenshire who is involved in tourism. Dedicating time out of the business to focus on business strategy, while surrounded by an inspiring group of like minded people is invaluable.

The programme being conducted over several months allowed time to reflect and implement as we went along.

Programme outline

Programme Module	Module Content
Workshops 1 & 2 (Tuesday and Wednesday, 13th & 14th January)	- Welcome, meet and greet with a 10-minute opening pitch from each business. <i>Soft Skills for Entrepreneurs and Leaders</i>: develop a personal growth model to identify areas for self-improvement. - Analysis business diagnostics through a SWOT, PESTEL and TOWS. - Understand Aberdeenshire as a destination and what it has to offer.
Workshop 3 & 4 (Tuesday and Wednesday, 27th & 28th January)	<i>Next-Gen Tourism and Hospitality</i>: past, present and future industry review. <i>The Entrepreneurial Mindset</i>: fundamentals of new business creation and USP business pitch. <i>Local, National and International Brand Development</i>: Explore the competition landscape, global brand positioning, and launch strategies. <i>Strategy, Planning and Presentation</i>: Gain constructive feedback from peers.
Best Practice Learning Journey (Wednesday, 4th February)	A full day learning journey, visiting some past participants to learn best practice arranged by VisitAberdeenshire
One to One (Online) (Monday, 9th February / Wednesday 11th February / Thursday 12th February)	Advice and coaching on the learning so far alongside preparation for the final presentation
Workshop 5 & 6 (Tuesday and Wednesday, 17th & 18th February)	<i>Big Data and the Use of Integrated AI</i>: Examine social media and in-app marketing with a focus on analytics and integrating data appropriately. <i>Introduction to Supply Chain and Order Fulfilment across OMNI Channels</i>: understand the role and importance of logistics and the supply chain. How to design a seamless customer experience across industries. <i>Sustainability and Green Tourism</i>: how to embed sustainability in your business model. Explore digital tools for managing carbon footprint, waste management and regenerative tourism. <i>Skills Gap Bridging</i>: An opportunity to highlight areas of further growth.
Workshop 7 (Thursday, 5th March)	Final growth plan presentation and programme review.
One to One (Online) (Tuesday, 24th March)	A focus on the implementation of growth plan
One to One (Online) (Tuesday, 7th April)	A discussion covering any barriers and successes of the growth plan.



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