

Press Release 05/04/19

Stranraer launches as the Gateway to Galloway

Meet the team at VisitScotland Expo 2019 – at stand D21!



Stranraer Development Trust is launching the Gateway to Galloway tourism campaign at VisitScotland's annual premier tourism industry event – Expo 2019, held in Glasgow on the 10th and 11th of April. This is also an opportunity to showcase our flagship event, the highly successful Stranraer Oyster Festival. This is a very important piece of the long-term plan to create Stranraer as the 'Gateway to Galloway' drawing in domestic and worldwide tourists. We are the Gateway to Galloway.

Gateway to Galloway (G2G) is a campaign delivered by the Stranraer Development Trust promoting Stranraer as the ideal tourism destination. Stranraer, a picturesque seaside town on Scotland's most South-Western peninsula, is nestled between the beautiful Rhins of Galloway peninsula and the Southern Uplands. With stunning beaches, a plethora of local food businesses, bountiful walks and landscapes, it is the ideal location for a break away.

Douglas McMillan, board member and MD of McMillan Hotel group, one of the area's largest employers, says "There is outstanding potential for tourism development in the whole of the South West. The Stranraer Gateway to Galloway campaign is the centrepiece of our strong new tourism strategy. In partnership with Dumfries and Galloway Council and other stakeholders we intend to help put the whole region firmly on the tourist map."

Plans are underway for the Trust to open the Gateway to Galloway Visitor Centre and Community Hub in the extended and upgraded historic Harbourmaster's Clocktower Complex.

Romano Petrucci, Stranraer Development Trust Chairman, says “The G2G Hub is an essential part of our powerful new “Gateway to Galloway” tourism strategy. The historic Harbourmaster’s Clocktower complex is ideally placed to attract visitors, with a highly visible harbourfront position and parking, and will be a visitor conduit between the seafront and the town centre.”

Marking the start of the native oyster harvesting season, Stranraer Development Trust is bringing top chefs, inspiring speakers, amazing entertainers and some of the world’s leading oyster experts together for the Stranraer Oyster Festival - a seafood celebration on the shores of Loch Ryan.

Nestling under the sparkling waters of Loch Ryan is one of the last wild, native oyster beds in Scotland, fished sustainably by Loch Ryan Oyster Fishery Co. Ltd. The area’s unique seafood heritage, the local cuisine, the stunning scenery and the vision of the Stranraer business community, collectively inspired the first oyster festival held in Stranraer in September 2017.

In 2018, we expanded and delivered a rich and varied programme enjoyed by 14,000 visitors over the 3-day event. 125 local businesses engaged, 90 youths dedicated their time and energy to volunteer and over £1M was generated for the local economy.

Plans are well underway for the 2019 edition and we hope you will join us on 13th – 15th September 2019!



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Notes to editor:

About Stranraer Development Trust

Set up in 2016 as a business led non-profit trust by local business owners supported by public funding, the remit of Stranraer Development initially was to address the decline of the Stranraer’s retail and hospitality industry, exacerbated by the departure of ferries from Stranraer port facilities. The Stranraer Development Trust (SDT) has grown successfully in that time, achieving its initial objectives, particularly evidenced by its success in conceptualising and running the highly successful Stranraer Oyster Festival, which achieved over 14,000 visitors last year, potentially injecting up to £1 million into the South West local economy.

The Trust has added considerably to its professional expertise and experience during that period and has now redefined its business model ready to move into the next phase of its growth and achieve maximum impact and results for not only the community of Stranraer but also the surrounding

region of Galloway. It will undertake a number of carefully planned projects aimed to increase visitor numbers and optimise the visitor experience in the area.

Web: www.stranraerdevelopmenttrust.co.uk

Facebook: @StranraerDevelopmentTrust

Twitter: @StranraerDev

About Stranraer

A Royal Burgh since 1617 Stranraer sits at the end of the picturesque and sheltered waters of Loch Ryan, nestled between the beautiful Rhins of Galloway peninsula and the Southern Uplands, leading into some of Britain's most unspoilt lands. Its relatively mild micro-climate is warmed by the Gulf Stream.

The Latin inscription on the Stranraer coat of arms means "safe anchorage" and whether arriving by road, rail or sea visitors can be confident of a friendly rural welcome and country hospitality during their stay as they use the town as an ideal base to visit the many surrounding attractions of Galloway.

The shift of ferry services further up Loch Ryan in 2011 had a significant impact on Stranraer. Stranraer has been hampered by declining public and private investment, weak brand identity and a lack of awareness of the area amongst potential visitors. A £40.5 million harbour redevelopment plan has been proposed to revitalise the town and area.

About Stranraer Oyster Festival

Stranraer Oyster Festival takes place 13th-15th September 2019 for its third year

Web: www.stranraeroysterfestival.com

Facebook: @StranraerOysterFestival

Twitter: @StranraerOyster

Press enquiries:

Interviews and further information available upon request. Please contact:

Stranraer Oyster Festival or general SDT enquiries: Romano Petrucci, SDT Chairman,
romano@stranraerdevelopmenttrust.co.uk 07711 034200

G2G enquiries: Douglas MacMillan, Board Member, douglas@northwestcastle.co.uk 07860 945153

OR

Laurence Heron, Board Member, laurenceheron@gmail.com 07485 192513