

Arran leads the way with a new destination card - – for immediate release

VisitArran is delighted to announce that as a result of income generated from partner businesses, the organisation has been able to lever some additional funding from Argyll & The Isles LEADER and NAC to support the development of the 'ArranCard' - a destination card that will be used in a variety of businesses island-wide. The purpose is to improve the visitor experience although residents may also like to consider this as a gift option for friends, from Easter 2017.

The recipient of an ArranCard will be able to use it towards accommodation, dining, retail, activity, and attraction - in fact anywhere as long as the business is signed up to the scheme. The bespoke card image attached is a design by local artist and VisitArran Director Angela Elliot-Walker, and reflects the iconic view of Brodick Bay, the village shops and Brodick Castle in the shadow of Goatfell. A website will offer a list of participating businesses and the balance on the card itself. Unlike existing gift vouchers that so many businesses offer, the ArranCard will be able to be split between different businesses, as the user sees fit.

Sheila Gilmore, Executive Director of VisitArran said:

“This is a very exciting project for Arran. We strongly feel that the ArranCard will simplify things for visitors allowing them to use one card across a variety of businesses during their stay on our lovely island”

An ArranCard will be valid for 12 months from the date of purchase, and be marketed throughout mainland Scotland initially. Ultimately, the ArranCard will save on time, effort and resource from those businesses that currently operate their own paper voucher schemes. Participating island businesses will be offered advertising on the card website, with a direct link to their own website too. The scheme will be open to all businesses on Arran, irrespective of whether they are VisitArran partners.

The Isle of Arran is situated off Scotland’s West Coast, less than two hours travel from Glasgow by rail and sea. Earlier this year Arran was named as Trivago’s Top European Island.

It is believed Arran is the first island community to run such a scheme, certainly in Scotland and possibly the UK, and it is planned to launch the scheme at the end of March 2017, kicking off with Easter and the summer months.



ISLE OF ARRAN - TRIVAGO'S TOP EUROPEAN ISLAND 2016
THISTLE AWARDS REGIONAL FINALIST 2015, 2016
TOURISM AWARD WINNER 2014 & 2016 - DESTINATION OF THE YEAR 2013
ARRAN TRUST: GREEN APPLE 2014 - GREEN AWARD WINNER 2013

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