

The latest update from our Slow Adventures in Northern Territories project - SAINT.

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## Welcome to SAINT.

Welcome to the first in a series of newsletters that will share details of what has been happening across the project regions, along with details of whats next and how you can get involved. Your comments and views are welcome so please do get in touch via the [contact page](#) on our website.





Not sure what Slow Adventure is all about? Take a look at this short video.

## The Project Launch events

With eleven project partners across seven countries, the project launch involved a variety of events. Here is a flavour of what took place.



Project partner Derry City and Strabane District Council held a launch event which combined food and tourism businesses. Jennifer O'Donnell (pictured

far right), SAINT Project Officer in Derry, sees great opportunities for businesses and the region from developing this initiative 'The establishment of Slow Food NW fits well with the aims and objectives of the SAINT programme and will help us develop an international kite mark for the region as a slow food destination and promote it through project partners across several European countries including Norway, Iceland, Sweden'



In Finland and Scotland events were held in venues that were accessible to key SMEs and associate partners in the regions, with guest speakers joining in person and via video links to ensure the widest reach and impact for the project.

## Phase One: Research

The principal aim of the SAINT project is to extend the market reach of small to medium sized enterprises who deliver slow adventure experiences across the region.

The first step in that is to gain a better understanding of the current market and its potential. All partners have been focused on collating and developing research activities to give us an insight into regional and global trends.

For example, there have been:

- Urban dwellers taking part in our email panel from New York to Sydney
- Regional focus groups of SMEs discussing the concept of slow adventure
- Desk based research on current visitor trends
- Evaluation of digital marketing activity
- Ethnographic studies of groups of participants on slow adventure trips
- Analysis of digital tourism marketing trends in each region.

The data gathering report is now available. Please [contact us](#) if you would like a copy.

## Phase Two: Case Studies

The partners have now started to operationalise their regional case studies, which will run through to November 2016. These case studies will be focussed on trialling and assessing different marketing or clustering approaches to improve SMEs' promotion of slow adventure. The proposed approaches include:

- The use of digital storytelling
- The project logo and values as a possible accreditation scheme
- The development of slow adventure itineraries
- Clustering together different routes and experiences
- Working with SMEs and through DMOs to promote slow adventure

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### What's next?

There will be a series of regional workshops and events to share the findings of our market research, and our ideas on how digital technology can help to reach new markets. Please check our [events page](#) for full details as these events are planned across the regions.

Our next trans-national meeting will be held in Northern Ireland in October 2016.

For more information on any of the above please contact the lead partner in Scotland at [sara.bellshaw.whc@uhi.ac.uk](mailto:sara.bellshaw.whc@uhi.ac.uk).



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