



Lossiemouth Visitor Information Centre

Location: Lossiemouth, Moray

Address: 8A Pitgaveny St, Lossiemouth IV31 6NS

Situation: A popular day trip /stop off location

Previous VS Centre: No

When Set Up: 2024

Premises: Reception area of Development Trust offices.

Business Type: Trading arm of the community development trust

Web:

www.lossiemouth.org

Social Media:

Facebook- www.facebook.com/visitlossiemouth

Insta- <https://www.instagram.com/visitlossiemouth>

Contact: alison@lossietrust.org



OPERATIONS



Q. Is visitor information the primary or a secondary service on offer in the premises?

A. *Secondary*



Q. What other services / businesses are provided in the premises where the visitor information is available?

A. *Trust Office with room hire. VIC is in the reception area which has a small retail area.*



Q. What are your opening months/days/ hours?

A.
*June to September
12 am - 3 pm Wednesday - Sunday
(To be reviewed at the end of the season)*



Q. How are you staffed?

A.
*• 15 volunteers (2 on shift at any time)
• 1 partner business staff*

MARKET



Q. What is your annual footfall?

A. *First year of operation - just a few a day at the moment*



Q. What stock sells the best?

A. *n/a*



Q. How would you describe the visitors that use your service - age profile, where they come from (UK or overseas)?

A. *We are recording, but numbers are very small. Typically visitors staying in Lossie for a few days. RAF extended families. Visitors from other parts of Scotland.*

FINANCIALS



Q. What was your spend against the main cost headings last year ?

A. *n/a*



Q. What is your annual turnover?

A. *n/a*



ADVICE



Q. What are the top three questions you are most often asked?

- A.
1. *I'm here for a few days, what do you suggest?*
 2. *What is there to do for children?*
 3. *When are the planes flying?*



Q. What is the hardest part of providing visitor information?

A. *Lack of funding and resources*



And the most fulfilling?

A. *Knowing that we've brightened someone's day and added value to their experience. Love hearing how much people love Lossie! Chatting to the visitors and hearing their stories and sharing our stories.*



Q. What have you introduced that has made the service delivery so much easier ?

A. *Responded to volunteers suggestions, have created top ten lists of things to do*



Q. What is your key piece of advice to any community thinking of providing visitor information?

A. *Look after your volunteers, listen to them, train them. Talk to other VICs and learn from them.*



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