



Cullen Tourist Office

Location: Cullen, Moray.

Address: Cullen Tourist Office, 11 The Square, Cullen, Moray, AB56 4RR

Situation: In the main Square next to the Heritage Centre and the main car park and bus stops.

Previous VS Centre: YES

When Set Up: 1996

Premises: Leased

Business Type: Unincorporated

Community Association

Web: <https://discovercullen.com>

Social Media:

Facebook - www.facebook.com/discovercullen

Twitter - twitter.com/discovercullen

Instagram - www.instagram.com/officialdiscovercullen/

Also on TikTok, Threads and LinkedIn



OPERATIONS



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

A. Primary



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

A. Retail



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

A.
March - September.
11am - 3pm
Daily during easter holidays, weekends from Easter to end of May then daily from start of June until mid-September.



Q. How are you staffed?

A. 12 volunteers

MARKET



Q. What is your annual footfall?

A. 2021 - Closed in 2021 due to the pandemic and volunteers not wishing to be in a confined space.
2022 - 1,143
2023 - 1,866



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

A. We have a mixture of all ages but tends to be adults age 40+. Mainly UK visitors but we do receive visitors from overseas. We record full footfall data, what visitors are asking for etc and have this data to share.

FINANCIALS



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

A.
• Staff = £0
• Premises = £0
• Heating & Lighting = £375.22
• Ops: insurance/ accounting = £100.00
• Other: Printer ink & postage = £103.40



Q. What is your annual turnover?

A.
2021 = £0
2022 = £812.45
2023 = £458.00

We also have revenue generation via our online shop which is not included in these figures.



Q. What stock sells the best?

A.
• Local artwork
• Local interest books
• Greeting cards
• Walking guides



ADVICE



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

A.

1. How to walk to local landmarks (and get back again)
2. Where to go for lunch and the best Cullen Skink
3. Questions about the heritage of Cullen



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

A. Shortage of leaflets or accurate information from businesses that would help us help our customers better.



And the most fulfilling?

A. Meeting visitors from all different walks of life and being able to help them make the most of their visit to Cullen and Scotland.



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

A. From an income generation perspective we have new for 2024 a sumup card machine. From an information perspective, all volunteers have been through induction and information training so we all have a consistent level of local knowledge and know where information is in the office to best help our customers.



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

A. Don't get too caught up about leaflets and maps etc, the key thing is providing a friendly welcome and being able to help provide the information the customer wants.

They want that local/insiders knowledge and help to make their visit as good as it can be.



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