



Callander Visitor Information

Location: Callander, Trossachs

Address: 55 Main Street, Callander, FK17 8DX

Situation: Town Centre, on a main travel route AND a popular day trip/stop off

Previous VS Centre: Yes

When Set Up: 2019

Premises: Owned (Community)

Business Type: Part of a Development Trust

Web:

visitcallander.uk

Social Media: Not active just now

Contact: callandervic@hotmail.com



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. Holiday let



Q. What are your opening months/days/ hours?
A. April to October
9.30 am - 4.30 pm Monday - Sunday
(Except Tuesday 1 pm - 4.30 pm)



Q. How are you staffed?
A. 30 volunteers - 20 active
1 manager 5.5 days (paid all year round, so actual hours in the season are more)

MARKET



Q. What is your annual footfall?
A. 2021 - 8154
2022 - 15,150
2023 - 19,037



Q. How would you describe the visitors that use your service - age profile, where they come from (UK or overseas)?
A. Visitors are from all over the world, top countries are US, Canada, Germany, France, Netherlands, Spain. Many are on the way north and west to key destinations, Skye, Glencoe, NC500, Inverness etc. Many tour buses come through Callander and day trippers from central belt. It's a popular destination for cycling and walking. All ages come, but can vary through the season: families in the summer, older couples in the spring and autumn. We don't keep data, but have a visitors book.

FINANCIALS



Q. What was your spend against the main cost headings last year?
A. We don't have these figures as it would be difficult to separate from other Development Trust Costs



Q. What is your annual turnover?
A. 2021 = £8,154 (opened mid June)
2022 = £15,150
2023 = £33,790



Q. What stock sells the best?
A. Scottish children's books (Cannae shove yer grannie), highland cows, magnets, maps, walking guides, soft toys



ADVICE



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

A.

1. *Where are the toilets?*
2. *Local walks - most often to Bracklinn Falls*
3. *Local cycling*



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

A. *Narrowing down the options for walks etc.*

And the most fulfilling?



A. *When they come back and say thank you when they really enjoyed the experience you recommended.*



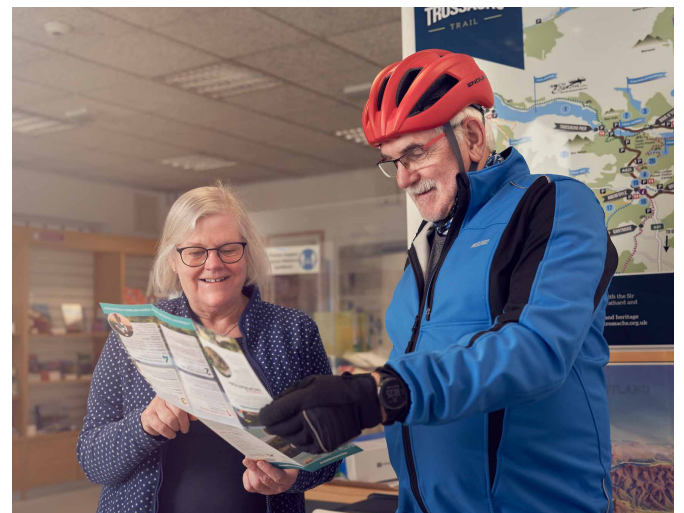
Q. What have you introduced that has made the service delivery so much easier ?

A. *The Trossachs Trail map and info panel produced by Friends of Loch Lomond & The Trossachs is the most used thing in our centre.*



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

A. *You need to know that you have good volunteer support. While we have a large number of great volunteers, they are not always available and filling the rota is often last minute or has to be covered by managers working extra time. The variety of requests is astonishing, you're always learning. Also everyone is different and you have to figure out what they would like.*



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