



The GALE Centre

Location: Gairloch, Highlands

Address: Tourist Information Service, The GALE Centre, Achtercairn, Gairloch, IV21 2BH

Situation: On the A832 a main travel route AND popular day trip / stop off location.

Previous VS Centre: Yes

When Set Up: 1997

Premises: Owned (Community)

Business Type: Social Enterprise

Web:

www.visitgairloch.co.uk

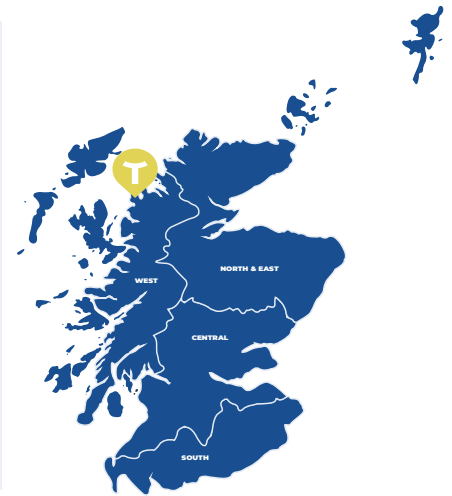
www.galeactionforum.co.uk

Social Media:

Facebook - www.facebook.com/thegalecentre

Twitter - x.com/GALE_Centre

Contact: craig@galeteam.co.uk



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. *Gift shop and community cafe*



Q. What are your opening months/days/hours?
A.
Jan - Dec
Monday - Sunday
10 am - 5 pm Mon to Sat
10 am - 4.30 pm Sun



Q. How are you staffed?
A.
• *30 volunteers*
• *20 paid staff - full time equivalents*

MARKET



Q. What is your annual footfall?
A.
• *2021 - 23076*
• *2022 - 28486*
• *2023 - 29522*



Q. How would you describe the visitors that use your service - age profile, where they come from (UK or overseas)?
A. *Most of our visitors will be from the UK, with a significant minority from mainland Europe (German, Dutch, Italian and Spanish.) We have a mixture of older couples and families, as well as single on activity holidays eg munro bagging.*

FINANCIALS



Q. What was your spend against the main cost headings last year ?
A.
• *Staff = £306,459*
• *Premises = £7,957*
• *Heating & Lighting = £10,803*
• *Ops: insurance/accounting = £16,466*
• *Other: stock = £125,517*



Q. What is your annual turnover?
A.
2021 = £510,371
2022 = £490,603
2023 = £461,984



Q. What stock sells the best?
A. *Cakes, toasties and coffee from the cafe.*
Postcards, art work, and clothing from the gift shop.



ADVICE



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

A.

1. *Place to eat*
2. *Places to walk*
3. *Things to see and do on a rainy day*



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

A. *Accommodation requests are time consuming*



And the most fulfilling?

A. *Providing those little nuggets that help the visitors make the most of their time and encourage them to stay longer.*



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

A. *Introducing a self-service method through leaflets, posters and iPad.*



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

A. *Think about what you can offer that encourages tourists to stay in your locale for longer and/or spend more.*



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