

A large, stylized purple flower graphic is positioned on the left side of the slide. It features a central circular element with a three-petaled flower inside, surrounded by larger, layered petals and a stem with leaves. The entire graphic is rendered in various shades of purple.

*Visit
Scotland* | *Alba*TM

PTP Partnership Update

Lorna Reid Regions & Sector Manager – Global Marketing

- Scotland is Calling
- Events – Themed Year 2025
- VS Webinars and Tool Resources –
vs.org

SCOTLAND IS CALLING

Our invitation to the world to come and create their own stories.

Let our majestic landscapes, rich heritage and warm hospitality stir your senses and ignite your wanderlust. Embark on a transformative journey like no other, as you immerse yourself in the vibrant tapestry of Scotland's culture, marrying ancient history with modern luxury in new and surprising ways.

Tactics

Our creative must be flexible across multiple formats and platforms - always thinking channel and audience first. Creating light-hearted creative using novel visual hooks and core themes that we know resonate with the markets.



Platform First



Sonic Equity



User Generated Content



Partnerships

Emotional drivers to visit Scotland



- Appreciation
- Connection
- Satisfaction
- Escapism
- Rest & Relaxation



Core theme: connection

What calls people to Scotland is unique to the individual, and we want to stir that emotional connection. A sense of belonging or longing, whether it be from deep rooted ancestral connections to cherished childhood memories and heartwarming nostalgia, connections inspired by film and television or a yearning for adventure in Scotland's natural playground.

Our messaging pillars are:

Adventure & Escapism

Great Outdoors, Active Adventure, Wellness & Wellbeing, Responsible Touring.



Innovative Tastes

Food & Drink (distilleries, breweries, foraging), Unique Bars & Restaurants, Local produce.

Culture & Curiosity

Ancestry, Film & TV, Unique Cultural Experiences, Local Communities.



Campaign tactics

•Insight driven

- matching demand with supply across regional and sector priorities

•Targeted

- focused on the "see", "think", "plan", and "do" stages of the visitor journey
- targeting life stage, attitudes and behaviours within key market – Emotional Resonance

•Channel first

- Content designed for the audience and channel in mind, based on market motivators, such as:
 - worldwide - wellbeing, and escapism
 - United States - film & TV, and ancestry but 20% of market but largest spend and intent to travel
 - UK - connecting with family and friends – largest single inbound market 80%

- We put most resources into our campaign for the months of October 2023 – March 2024. This is because doing so leads to optimal engagement with visitors and has the highest chance of turning "lookers" into "bookers".

•Partnerships

- Joint funded partnerships with key operators to deliver collective reach and impact. Value add media and content partnerships can be leveraged within this mix. Partners include:

-

The activities drove strong results across the markets

- UK activity with Expedia

13.4 million impressions online, over 2.7 million impressions on social media, and a ratio of 115:1 of return on ad spend in US dollars.

- US activity with Expedia

19.7 million impressions online, over 804.6 million impressions on social media, and a ratio of 80:1 of return on ad spend in US dollars.

Do you have a listing on Expedia ?

Winter

(December-February)

There is something quite magical about Scotland in winter and there are plenty of things to do in the off-season. Winter brings together the perfect blend of outdoor adventure, winter sports, and events throughout the festive period and well into the New Year. From Christmas markets and Hogmanay parties to celebrating our National Bard over a Burns Night supper, Scotland in winter promises a truly magical escape.

The authentic experiences we'll be talking about

Coorie

Take time to appreciate the simple pleasures this winter. Discover Scotland's cosy and unique experiences; relax by the fireplace with a warming glass of whisky and explore stories behind Scotland's national drink, immerse yourself in timeless classics or big screen releases at a luxury cinema, or experience the joy of live theatre.

Outdoor Adventures

Scotland's winter landscapes offer a playground of activities. From skiing and snowboarding to picturesque winter strolls along snow-dusted trails, the breathtaking scenery provides the perfect backdrop to get outside and embrace the winter season. Stretch your legs on an invigorating walk, go wildlife watching or make the most of Scotland's winter sports.

Stargazing and the Northern Lights

December through to February gives you a better chance of experiencing this natural phenomenon in all its glory. See the night skies dance with delicate pinks and purples to vibrant greens across Scotland including the Outer Hebrides and Galloway Forest Park – the only Dark Sky Park in Scotland!

Festive Spirit

Watch Scotland's towns and cities come to life with twinkling lights and winter decorations. Shop local as local artisans produce the perfect gifts for the festive season, from tartan textiles and pottery to food and drink, and unique gift experiences.

Then soak up the festive atmosphere inside our renowned pubs and restaurants and indulge in the best Scottish food & drink.

Winter Festivals

It might be cold outside but Scotland's winter calendar is heating up. We've got lots to offer from local winter festivals, vibrant Christmas markets, theatre shows and Hogmanay celebrations that showcase Scotland's rich cultural heritage and warm community spirit. Come January we've got more to celebrate. From Burns Night supper events to toe-tapping music festivals including Celtic Connections. If romance is on your mind, spend Valentine's Day in Scotland's most beautiful locations.

Magical Days Out

Escape into the warmth at our world-class indoor activities and attractions for kids and adults alike. From galleries, museums and exhibitions to historic ships and stately homes, you'll find plenty of great days out this winter.



Get in touch about winter

Cosy places to stay & visit – charming cottages and luxury lodges that provide the perfect setting for quality time with family and friends.

Guided winter adventure tours & activities – bookable winter trips & experiences, from walking holidays and outdoor activities to wildlife watching stays.

Food & drink experiences – what's new for 2024, cosy pubs & bars, whisky experiences.

Local experiences – independent cinemas & theatres, artisan shops and producers, restaurants & cafés sourcing local produce.

Events & festivals – what's on for December-February, what's coming up in 2024

LOOKING AHEAD

Our marketing calendar for 2024



See our key messages and authentic experiences we will be looking to promote across the seasons. This will feature throughout our consumer-owned channels, including www.VisitScotland.com, our social media channels, influencer marketing and email marketing programmes.

We review marketing trends on a regular basis, so keep an eye out for any updates throughout the year.

Get involved with our marketing activity

We're calling on partners to help us create an integrated customer experience for our marketing audiences.

Are there specific locations, attractions or businesses that could be featured to help tell great stories? We'll look for opportunities to include these in our marketing.

Share high quality imagery and video assets with us. We'll include in the short-listing for potential promotion.

1 Tell us via Email TravelPR@visitscotland.com

We're always on the lookout for exciting and inspiring experiences to feature in our seasonal activity. Content should be visitor-focussed tourism experiences, rather than special offers or promotion deals.

What we'd like to hear about for Spring:

- Seasonal ideas, off-the-beaten path lesser-known experiences, and local tips
- New places to stay and places to eat
- New tours, attractions, experiences and trails
- Meet the maker experiences
- Big events and upcoming exhibitions (annual events and those exclusive to 2024)
- Sustainable and inclusive visitor experiences

2 Submit your events via www.visitscotland.com

3 Be Social Read about how we choose content to share on social media on visitscotland.org



Ideas will be reviewed & considered for www.visitscotland.com, social media and other owned channels. Please note, there is no guarantee ideas and contributions will be published. It is up to the discretion of VisitScotland.

- Themed Year 2025 – Year of Nature
- 2023 – Winter Festivals – St Andrew’s Day
- Coming Up in 2024
 - World Athletics Championship 1-3 March
 - Connect 17 April 2024 – Aberdeen
 - 152nd Open – 14 July Troon
 - World Orienteering – 12 July (Lothians)

Scotland's Travel Trade - Travel
Agents & Operators |
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Going local on global social - News
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