**VisitScotland Perthshire Tourism Partnership Update**

**9 September 2021**

**ScotSpirit Holiday Voucher Scheme**

*This is one of the Scottish Government Tourism Recovery Projects.*

The scheme launched to businesses on 10 August and is opening to applications from low income families and unpaid carers in October. Businesses will be paid for the bookings through the initiative. There is still time for businesses to sign up to be involved in this initiative so if you’re able to continue to encourage B&Bs, campaign parks, guest houses, holiday parks, hostels, hotels & VAs to participate that would be much appreciated.

More info: [Holiday Vouchers for Families, Carers & Young People | VisitScotland.org](https://www.visitscotland.org/about-us/what-we-do/working-in-partnership/scotspirit-voucher-scheme)

**New Global Marketing Campaign: Scotland is Calling**

*This is one of the Scottish Government Tourism Recovery Projects (International Brand Building).*

VisitScotland are hosting an industry webinar on their upcoming international marketing campaign, Scotland is Calling, on Wednesday 15 September from 11am – 12pm.

More info: <https://www.visitscotland.org/news/2021/marketing-webinar>

**Scottish Tourism Observatory**

*This is one of the Scottish Government Tourism Recovery Projects.*

If you are interested in tourism data, then look out for more information about this project in the coming week. The first part of the activity will be some quantitative research via an online survey, which will ask about the data and info people need, what they use now and for what purpose, and any challenges they face in finding and using the data and info they need.

More info: <https://www.visitscotland.org/news/2021/tourism-recovery-programme>

**Camelot Days Out -  UK National Tourism Boards Days Out Campaign**

VisitBritain in partnership with the National Lottery is developing a Days Out campaign to boost bookings this autumn and winter. The initiative is open to UK-based attractions with paid admission fees. There are conditions which include being signed up to ‘We’re Good to Go’.

More info: <https://www.visitscotland.org/news/2021/visitbritain-campaign>

**VisitScotland Days Out**

*This is one of the Scottish Government Tourism Recovery Projects.*

In addition, VisitScotland is working with industry partners to operate a Days Out incentive scheme to encourage Scots to make the most of a day out and visit local tourism attractions and experience providers. This scheme will launch later this year and VisitScotland will publish further detail on how visitor attractions can sign up to the scheme in due course.

**COVID-19 Marine and Outdoor Tourism Restart Fund:**

Round two of this fund has been launched. Designed to provide support to marine and outdoor tourism businesses who have been significantly affected by Covid and were not able to be supported through Round 1. The fund is open to applications from 8 - 29 September 2021. Apply [here](https://growbiz.us7.list-manage.com/track/click?u=aeb345708ece247fe3eb5770b&id=bc8cb81dad&e=d56b539c45).

**Quality Time with VisitScotland**

This new service offers free of charge, one-off, online (video or phone) advice sessions especially designed for businesses who aren’t part of VisitScotland’s QA scheme. Our initial focus is **hostels** and **small serviced accommodation** (Bed and Breakfasts, Guest Houses, Inns, and Restaurants with Rooms), particularly those in cities and the less-visited areas of 2020/2021.

More info: <https://www.visitscotland.org/news/2021/quality-time-with-visitscotland>