



PERTSHIRE TOURISM PARTNERSHIP

VISITSCOTLAND UPDATE

30 MARCH 2021

NATIONAL

Scottish Tourism Emergency Response Group (STERG)

- Coordinating the STRT recommendations
- Tourism recovery planning: short term (6mth – 2yrs) and medium term (2yrs – 5yrs)

Scottish Tourism Recovery Taskforce (STRT)

- Recommendation to Scot Gov on recovery
- Focused on three areas: stimulating demand, business recovery and employee retention and investment
- Sector recovery support announced last week.
- Further proposals for medium terms support to go to Cabinet in June

More information:

STERG: <https://www.visitscotland.org/supporting-your-business/advice/coronavirus/sterg>

STRT Recommendations: <https://scottishtourismalliance.co.uk/wp-content/uploads/2020/10/Tourism-Task-Force-recovery-plan.pdf>



TOURISM RECOVERY PROGRAMME

- £25m announced by First Minister at STA Conference
- Developed in partnership with businesses
- Supports the [Scottish Tourism Recovery Taskforce](#) objectives

Immediate Recovery Programme

1. International Demand Building
2. Destination & Sector Marketing Fund
3. Holiday Voucher Scheme to create a more socially sustainable and inclusive tourism industry
4. Days Out Incentive Scheme
5. Strategic Infrastructure Plans: Visitor Management (RTIF and Better Places) Funds
6. Scottish Tourism Observatory
7. Tourism and Hospitality Talent Development Programme
8. Leadership Development to boost product innovation
9. Net Zero Pathway: support green & sustainable tourism industry
10. Investment models to support Scottish tourism recovery

More information:

Tourism Recovery Programme: <https://www.visitscotland.org/news/2021/tourism-recovery-programme>








GETTING READY FOR RECOVERY

Factors affecting attitudes to travel:

- Government restrictions
- Consumer attitude to (Covid) risk
- Financial impact on the economy and people's lives
- (Direct routes, vaccinations, international restrictions)



COVID-19 UK SEGMENTS

Segment	Percentage of Population	Likelihood to take UK domestic breaks
 Life Goes On	33%	Strong likelihood
 Pragmatic Policy Supporters	20%	Medium likelihood
 Covid Cautious	32%	Medium likelihood
 Covid Impacted*	8%	Low likelihood
 Anxious Appreciator Hermits*	7%	Low likelihood

SCENARIO PLANNING

The five scenarios

SCENARIO ONE: The baseline scenario

SCENARIO TWO: The old normal

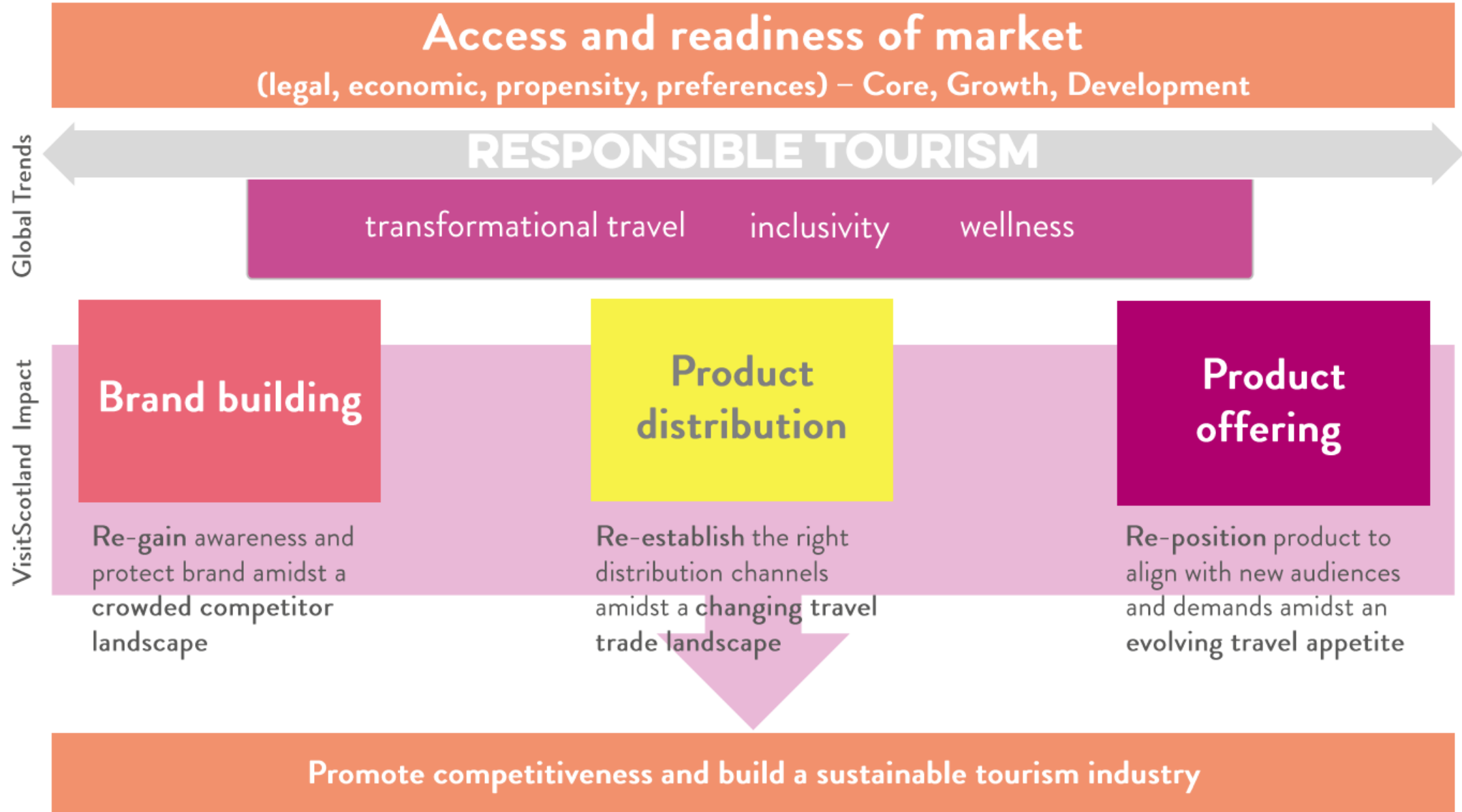
SCENARIO THREE: Doors open

SCENARIO FOUR: Long chill

SCENARIO FIVE: Five winters



RECOVERY BUILDING BLOCKS



MARKET PRIORITISATION - Q1, 2, 3 2021 - POST COVID



SCOTS – RESPONSIBLE TRAVEL



UK – PREPARE

MID-MARCH – MID-APRIL INITIAL PHASE

Objective • Inspire Scots to travel responsibly, once current restrictions ease

Activity Aspirational ‘Let’s keep Scotland special’

- Digital display, social and YouTube ads
- Radio adverts: Bauer, Global, digital
- Influencer activity
- Out of home (billboards)

MID-MARCH – MID-APRIL

Objective

- Inspire Covid Confident segments to research Scotland holidays, ready to book once restrictions ease
- Steer prospective visitors towards areas ready to welcome visitors; encourage Responsible Travel

Activity

- Digital display and YouTube activity
- Paid social activity
- Targeted TV ads
- Publishing partnerships: Hearst & Immediate Media
- TripAdvisor & Expedia activity



Out of Home (billboards)



YouTube ad

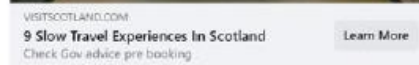


Digital display ad

RESPONSIBLE TOURISM CAMPAIGN

Scotland, yours to enjoy. All of ours to care for.

- AIM: Inspire Scots to travel responsibly, once current restrictions ease.
- TIMINGS: Launch 22 March (paid activity running for 4 weeks initially)
Organic and owned activity running throughout 2021
- ASSETS: Image bank, [30" edit video](#), [90" full length video](#)
- ACTIVITY:
- Digital display (YouTube, TEADs)
 - Paid social (Facebook, Instagram)
 - Facebook content re-engagement activity
 - Radio advertising (Bauer, Global, digital)
 - Regionalised Bauer radio partnership reads
 - Out of Home (OoH) advertising
 - Billboards (roadside, underground)
 - Influencer marketing (TikTok)
 - The Hebridean Baker (x3 videos)
 - On The Road Again Travels (x3 videos)
 - Organic and owned channel activity (social, email, PR, comms)
 - Organic social media programme
 - Email to 120K Scots database; Email to 5.2K tailored family segment
 - iCentre point of sale promotion and digital screens
 - Consumer and industry content (responsible itineraries, etc)
 - Media engagement and pitching to relevant national titles
 - PR content partnerships (Hearst and Immediate)
 - Partner amplification
 - Launch of the Visitor Tourism Promise (Pledge)



Facebook Content marketing activity
Responsible travel ad



30" radio script

Let's keep Scotland special,
Now and for generations to come.
It's all of ours to care for.
Our wildlife need their space, and our respect
Our communities need our time and our support
Buy local, eat local...and move on if things are busy.
Take only pictures.
And leave only footprints;
So we can leave these special places as we find them
Scotland, yours to enjoy responsibly
Find out more at [visitscotland.com / enjoy'](https://visitscotland.com/enjoy/)

#RespectProtectEnjoy

OUT OF HOME ADS

OoH ads will promote the overarching responsible message “*Let’s keep Scotland special*” whilst reinforcing key tactical messages around:

- Keeping dogs under control and on leads around livestock
- Binning or taking litter home
- Avoiding overcrowding and moving on from congested hotspots



RESPONSIBLE TOURISM PROMISE

A visitor promise on VisitScotland.com asking visitors to commit to a series of responsible actions and behaviours, showing their commitment to preserving Scotland's natural assets and beauty for now and generations to come.

Phase 1 – visitor promise

Phase 2 – industry promise

THE PROMISE I'M MAKING...

"As a farmer I am fortunate that my office is Scotland's stunning countryside. Over 70% of Scotland is farmland. Our family have been caring for the environment and landscapes on our farm for generations. We will continue to look after nature in the same way we care for our livestock and food crops and we will continue to welcome responsible visitors to our farm to enjoy what we experience every day. That's my promise."

CAROLINE MILLAR, GO RURAL



The image shows a screenshot of the VisitScotland.com website and a social media post. The website header includes navigation links like 'Home', 'About', 'Travel', 'Accommodation', 'Relax', 'Holidays', 'Travel', 'About Scotland', and 'Events'. A banner features a woman and a child in a forest with the text 'YOUR PROMISE TO SCOTLAND' and a 'Play the video' button. Below the banner is a section titled 'ABOUT SCOTLAND'S RESPONSIBLE TOURISM PROMISE' with the text: 'Let's keep Scotland special. Now and for generations to come. Whether Scotland is your home or your destination, it's all of ours to care for. So let's all make just a few simple commitments that will help make sure Scotland remains beautiful and unique for everyone to enjoy. Join us to #RespectProtectEnjoy Scotland.' Below this is a list of commitments under the heading 'WHEN I EXPLORE SCOTLAND, I promise to care for Scotland's nature. I will...':

- Not disturb the incredible wildlife that has roamed this epic land for centuries.
- Tread lightly to protect their habitats.
- Be considerate to farmland and livestock.
- Keep my dog on a lead when needed.
- Stick to the marked roads, tracks and paths.
- Take my litter home with me.
- Respect the weather, and dress appropriately.
- Take only photos and leave only footprints.
- Observe the Scottish Outdoor Access Code.

The social media post is a tweet from a user with a Scottish flag profile picture. The text of the tweet is: 'I'm going to help keep #Scotland bonnie for everyone to enjoy! 🇪🇸 <http://go.visit.sc/ResponsibleTourismPledge> #RespectProtectEnjoy |'. The tweet includes a video thumbnail showing a woman and a child in a forest, similar to the website banner. The tweet also shows engagement options like 'Everyone can reply' and a 'Tweet' button.

A SHARED MESSAGING FRAMEWORK

Our golden thread – a single overarching message:
Scotland, yours to explore. All of ours to care for.

Tracking reach, engagement and advocacy across social media – a shared hashtag:
#RespectProtectEnjoy

Educating, signposting and reinforcing guidance – leveraging **SOAC** brand strip as CTA:
Scottish Outdoor Access Code

Audience specific activity for sub-themes of:
Litter, fire, human waste, camping, campervans and motorhomes, dog walking

Feb	Mar	Apr	May	Jun	Jul	Aug
SOAC – Promotional messaging around keeping dogs under control and away from livestock <i>Owned and earned channels; Feb - May</i>						
	Visitor Summit <i>19 March</i>					
	VS Responsible Tourism Hero Campaign – <i>Scotland, Yours to Explore</i> <i>Visitor Promise; Hub content; Partner activity</i> <i>19 March -April; Scots</i>					
	SOAC – Access campaign <i>TBC – retargeting social</i>					
		VS <i>Camping and Campervan</i> videos (<i>hub activity</i>)				
		ZWS <i>Scotland Is Stunning p2 - Litter Campaign</i> <i>Digital, radio, social</i>				
			F&LS Campaign Activity – Fire <i>TBC</i>			



2020 ACTIVITY



merlins_mind • Follow
Scottish Highlands

merlins_mind It was busy at the north coast but it's nice to find some quiet and beautiful places to enjoy the



johnmurrayjnr • Following
Kingsbarns Beach

johnmurrayjnr #Scotland
And we need to
#keepscotlandbeautiful

Our natural spaces are
than ever right now.

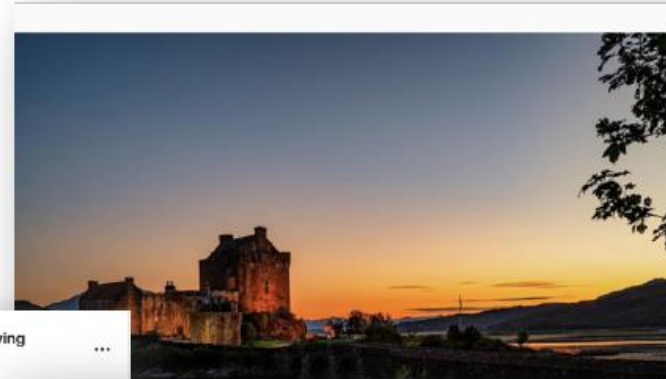
Here's just 3 wee easy
do to ensure our beaches
are clean for everyone

- Litter: bin it or better
home. Especially if the
excuses 🍃
- Dog Poo: bag it or bin
home if the bin is full

Liked by exploringedinburgh
1,938 others

AUGUST 17

Add a comment...



johnpow37 • Follow
Eilean Donan Castle

johnpow37 A different perspective of Eilean Donan Castle at sunset. It's a beautiful castle to visit if you are having a #staycation but remember "take nothing but photos and leave nothing but footprints". Lets

#keepscotlandbeautiful

#eileandonancastle #eileandonan #castle #castlesofscotland

BBC The Social
13 August at 06:00

Don't be a dirty camper. Here are Calum's wild camping tips 🌟



The freedom we've got in Scotland for camping is special

15K 497 comments 8.2K shares



Pine Martin Bar & Perfect view Production

mylittlewildlings • Follow 40m



LOOKING AHEAD

Building upon existing and planned activity.

- Extended responsible activity (organic; paid - budget dependent)
 - Elongate timing and distribution channels, extending to greater Scots audience
 - Expand into new priority markets when appropriate (rUK, short haul EU, priority international)
 - Aligned joint partner campaigns and activity
- More specific topic activity and campaigns
 - Litter
 - Camping
 - Campervans and motorhomes (inc human waste)
- Roll-out of brand agnostic assets within the DML Collection - icons, signage, leaflets, posters, social media tiles, etc
- Toolkits for retailers and PoS (rental companies, campsites, etc)

GETTING READY FOR REOPENING

Reopening

- We're Good To Go (Safe Travels)
- Reopening Guidance
- Tell us when you're open
- Online presence ready?
- Scotland Reconnect 27-29 April
- iCentres opening 26 April

Play to Regional Strengths

- Food & Drink
- Culture & Creative
- Outdoor Activities

Plan for Return of Other Opportunities

- Travel Trade
- Business Events (MICE)

Looking Ahead

- Year of Scotland's Stories 2022



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Register here: <https://www.eventbrite.co.uk/e/get-tourism-ready-with-visitscotland-registration-147559714077>

FURTHER SUPPORT AND RESOURCES

INDUSTRY SUPPORT

VisitScotland.org | Visit our dedicated advice page at www.visitscotland.org/supporting-your-business/advice/coronavirus for up to date information and advice on Coronavirus (COVID-19) for tourism businesses, including:

- Latest COVID-19 information and resources
- Tourism industry FAQs
- VisitScotland's response to COVID-19
- Latest notes from STERG weekly meeting
- Covid-19 Tourism Funds administered by VisitScotland

Dedicated tourism industry advice | Our experienced team of Industry Relationship Managers can be reached at business.advice@visitscotland.com to help with any questions you have about business operations or marketing at this time.

Financial support advice | 0300 303 0660 | Contact the dedicated Scottish Enterprise business support line. Open Monday - Friday between 8.30am and 5.30pm or go to findbusinesssupport.gov.scot/coronavirus-advice

Industry newsletter | Stay up to date with the latest regional and national news by signing up to VisitScotland's Tourism Insider newsletter at visitscotland.org/news

Social media | Stay in touch with the latest from VisitScotland on [LinkedIn](#) or [Twitter](#)

MARKETING INFORMATION

VisitScotland.org

- [Market intelligence report](#) – ongoing data and insights into how Covid-19 is impacting tourism globally and our key markets – and links to our activity
- [Marketing response to Covid-19](#) – regularly updated information on VisitScotland's marketing#
- Our visitors – deep dive insights into our UK and overseas visitors

USEFUL CONTACTS

- Contact business advice team: business.advice@visitscotland.com
- Travel trade enquiries: traveltrade@visitscotland.com
- Updates & story ideas (PR): travelpr@visitscotland.com
- Sharing virtual tours or web cams: content@visitscotland.com
- Advice regarding insights: research@visitscotland.com