



WORKING TOGETHER REGIONAL RECOVERY

JULY 2020

A NEW LANDSCAPE

Monumental shift in the tourism and events industry

Physical distancing and reassurances on hygiene will alter tourism

New traveller mindset looking for sustainable and responsible products

Tourism needs to be part of the local conversation

We need to be mindful of both community and visitor needs

Timing and pace is key

EARLY RESPONSE / A PHASED APPROACH PUBLISHED 22 APRIL

RESPOND	RESET	RESTART	RECOVERY	
ALL NON ESSENTIAL TRAVEL PROHIBITED		SOME EASING	DOMESTIC MOVEMENT	INTERNATIONAL MOVEMENT
<p>Objective: Keep yourself and Scotland safe</p> <p>Messaging: Dream now, travel later</p> <p>Activity:</p> <ul style="list-style-type: none"> All paid and social activity paused Messages of support to intermediaries Industry support priority – new pages on VisitScotland.org 	<p>Objective: Keep Scotland top of mind, build advocacy & trust</p> <p>Messaging: <i>'Only in Scotland'</i> Dream now, travel later</p> <p>Activity:</p> <ul style="list-style-type: none"> Absence video / social Armchair travel – virtual tours on VisitScotland.com Activity to engage / inspire Intelligence gathering VisitScotland.org extended Market/audience insight webinars for industry 	<p>Objective: Reconnecting Scots with Scotland</p> <p>Messaging: <i>'Only in Scotland'</i> Scotland: Day trips UK: Start planning trip Intl: Inspiration</p> <p>Activity:</p> <ul style="list-style-type: none"> Domestic day trip inspiration Intermediary destination training & content sharing PR inspiration Video distribution via YouTube (UK) 	<p>Objective: Increase demand for short notice Scotland holidays</p> <p>Messaging: <i>'Only in Scotland'</i> UK: Book your trip Intl: Start planning your Scotland trip</p> <p>Activity:</p> <ul style="list-style-type: none"> UK & Intl inspiration Virtual intermediary workshops / webinars PR inspiration Video distribution via YouTube (UK/EU) UK campaign Content partnerships 	<p>Objective: Increase demand for 2021 Scotland holidays</p> <p>Messaging: <i>'Only in Scotland'</i> Book your trip to Scotland Market prioritisation</p> <p>Activity:</p> <ul style="list-style-type: none"> Virtual intermediary workshops / webinars Destination training events Media fam trips / PR Video distribution (YT) Campaign activity Content partnerships

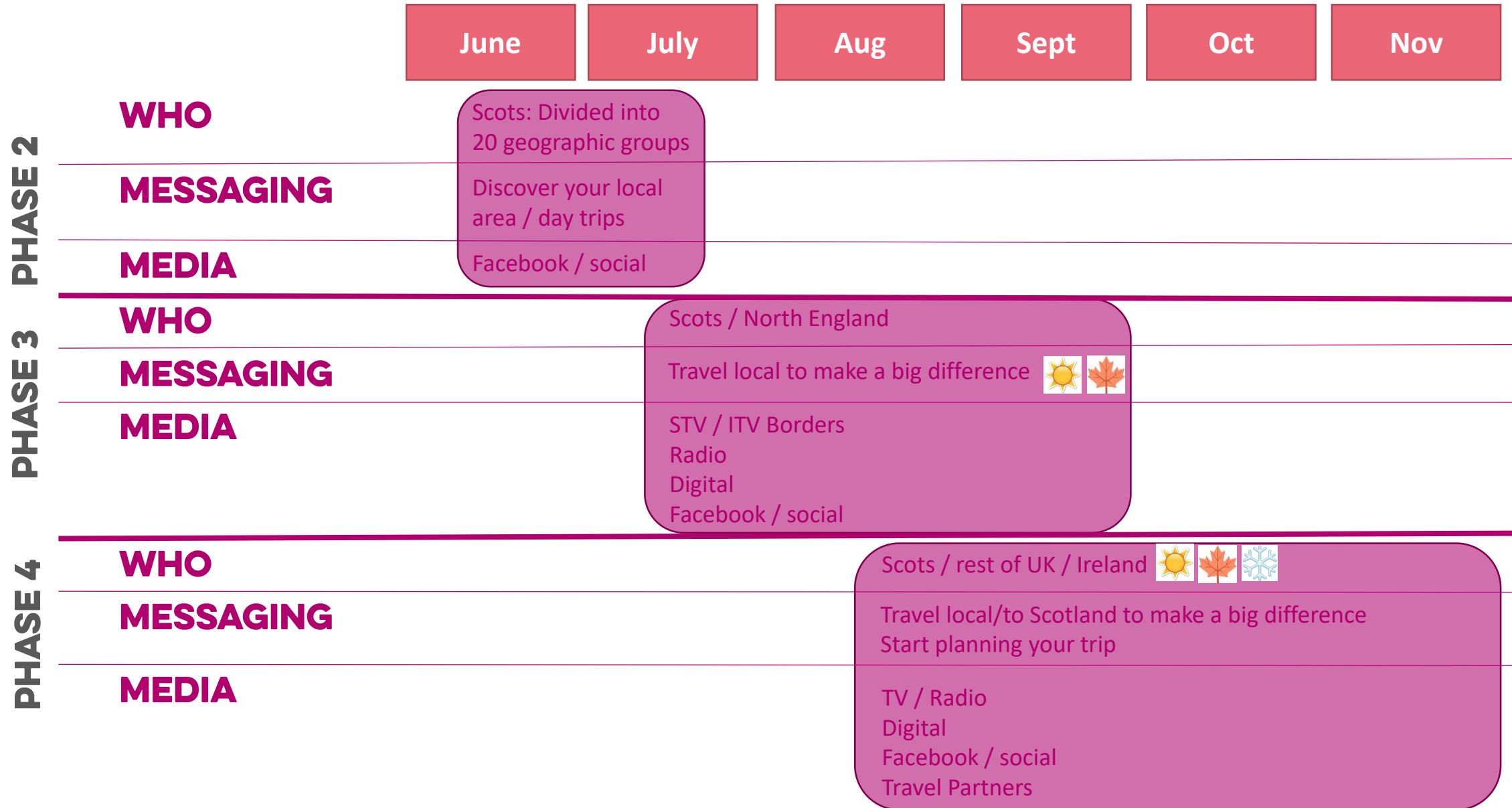
RESTART

THE WAY TO RECOVERY

DOMESTIC RECOVERY

	STEP 1	STEP 2	STEP 3	STEP 4	
SCOTTISH GOVERNMENT PHASE	PHASE 1 29TH MAY	PHASE 2	PHASE 3	PHASE 3	
WHAT'S DIFFERENT?	<ul style="list-style-type: none"> Open spaces within 5 miles Golf, fishing further away - with physical distancing Many communities shielding 	<ul style="list-style-type: none"> Very local day trips Open spaces Outdoor attractions with physical distancing / pre booking Take away food and drink Some communities shielding 	<ul style="list-style-type: none"> Day trips Some overnight stays (tbc) Open spaces Visitor attractions / larger retail with physical distancing / pre booking Take away / outdoor food and drink Some communities shielding 	<ul style="list-style-type: none"> Overnight stays - predominantly Scots, N. Eng Visitor attractions with physical distancing / pre booking Restaurants and pubs opening / pre booking Some communities shielding 	
VISITSCOTLAND MARKETING	STAY HOME DREAM NOW TRAVEL LATER	STAY LOCAL. SUPPORT YOUR LOCAL COMMUNITY	TRAVEL LOCAL TO MAKE A BIG DIFFERENCE		
		Highly targeted adverts as appropriate, increasing towards phase 4 matching supply to demand as communities open – see visitscotland.org			
ATTRACTION MESSAGING	DREAM NOW, TRAVEL LATER	We're partially open / operating under 'new normal' rules Know before you go		WELCOME BACK! WE'RE SO HAPPY TO SEE YOU	
ACCOMMODATION MESSAGING		Bear with us Looking forward to seeing you soon	We're partially open / operating under 'new normal' rules Know before you go		
Community & responsible travel critical. Communicate which areas ready to receive visitors and where facilities are open, eg. car parks, toilets, etc					
TRANSPORT CONNECTIONS	<ul style="list-style-type: none"> Walk / bike where possible Check parking facilities if driving 	<ul style="list-style-type: none"> Walk / bike where possible Private car / check parking facilities Public transport capacity / availability 	<ul style="list-style-type: none"> Walk / bike where possible Private car / check parking facilities Public transport capacity 	<ul style="list-style-type: none"> Walk / bike where possible Private car / check parking facilities Public transport availability / capacity 	<ul style="list-style-type: none"> Private car / check parking facilities Public transport / flight / car hire availability / capacity

OUTLINE MEDIA ACTIVITY FOR DOMESTIC RECOVERY



RESET AND RESTART

Phase 2, moving into Phase 3

Dream Now, Travel Later

RESET CONTENT

A mixture of engaging and entertaining content types, aimed at different audiences:

- [Sketching Scotland](#)
- Little Adventures
- Tour Guide Tales: The Podcast
- Scotland at Night
- + supporting content is also being developed alongside all of our bigger projects



RESET: LOCALISED CAMPAIGNS

Ahead of the tourism industry restarting on 15 July 2020, we will deliver localised messaging to each of the 15 VisitScotland regions, to inform locals of the things to see and do in their areas.

People will be directed to dedicated pages on visitscotland.com, which will have information about what locals can do now, and what they can do once restrictions ease further and more businesses open.

DESTINATIONS AND MAPS DAY TRIPS & DAYS OUT IN PERTSHIRE



We've pulled together some great day trip suggestions in Perthshire. They'll bring historic tales to life, film locations into reality, let you adventure in wide open spaces amongst amazing scenery and wildlife, and savour local food and drink!

If you're lucky enough to call this region home, then these ideas are for you! We've hand-picked days out ideas on your doorstep which should be available and are safe to do in the current phase. So, what will you find on your first trip?

Remember - you can travel short distances of around 5 miles to enjoy the outdoors and exercise in Scotland. Please do keep a physical distance from others by 2 metres at all times, both indoors and outdoors. Find out more on the [current Covid-19 Phase 2 restrictions and future phases](#).

THE RIVER TAY PUBLIC ART TRAIL



Combine art, history and nature as you follow the River Tay Public Art Trail in Perth. The River Tay flows through the centre of the city and is the longest river in Scotland. There are 22 intriguing sculptures which sit alongside each bank of the river - each with its own story to tell of both the city and the river.

The trail can be enjoyed at your own pace but will take roughly around an hour, and you don't need to follow the map in numerical order.

- Look out for 'The Dance Within' a symbolic totem pole to "celebrate the rhythm of life itself" and the 'Thocht Slane' (that's Scot's for thought) which sits in a secluded corner of the trail to invite quiet contemplation
- Meet the 'Fair Maid of Perth' inspired by the novel by Sir Walter Scott
- See if the kids can spot the ten stone carvings along the wall of Tay Street, that represent the richness of Perthshire's landscape. Who will spot the potato first?
- Meander through the Riverside Park Heather Garden - a unique collection of heathers and heaths

Follow [The River Tay Public Art Trail](#) and enjoy Perth's stunning open green spaces in the North and South Inch parks.

LADY MARY'S WALK, CRIEFF



WHAT'S ON YOUR DOORSTEP?

Whether it's your home town, adopted city or that place you visited as a child, we think there's more we can all learn about what's just beyond our doorstep (yes, even us!).

We want to help you plan your first trip, and make sure it's a trip to remember for all the right reasons! So read on to find new ideas for what you can do safely now if you live in this region, and what you can do later once our lovely places begin to reopen.

What can you find only on Scotland's doorstep?

RESTART AND RECOVERY

Phase 3, moving into Phase 4 & beyond

ONLY IN SCOTLAND

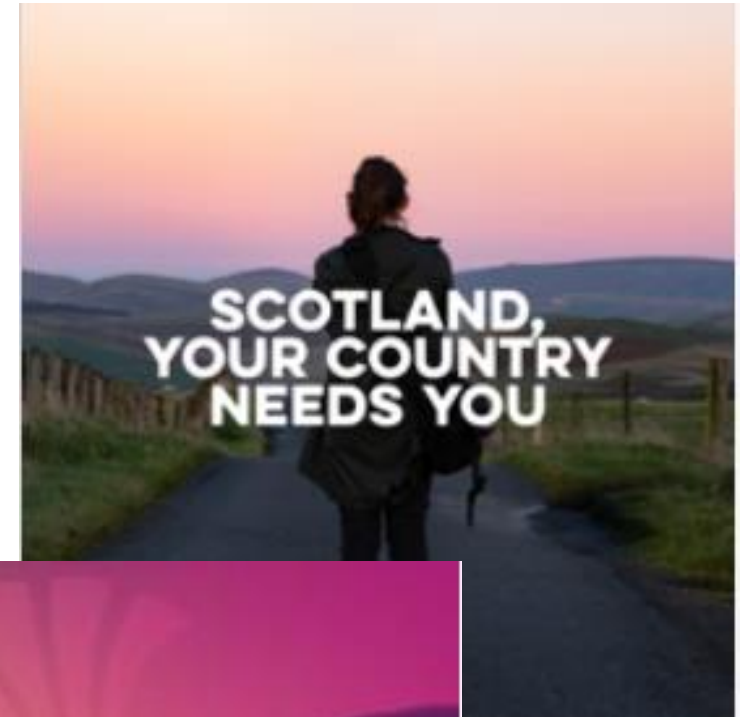
Only in Scotland captures what people seek from holidays, from Scotland and our unique attributes.



**ONLY IN SCOTLAND CAN
TRAVELLING SO LITTLE
MAKE SUCH A BIG DIFFERENCE**

MAIN 'HERO' FILM

- A **call to Scots** to make a real difference to the tourism industry and move towards rebuilding the country.
- Communicate the **wellbeing** and **emotional benefits** you will experience, and not have to travel abroad to gain them.
- Showcase the **variety on offer** across the country.
- Underlying **safety reassurance** – staying relatively close to home is likely to be what people are seeking.



REGIONAL FILMS

- Suite of 15 films promoting **VisitScotland regions**.
- Encouraging Scots to enjoy what is available **on their doorstep**.
- Showcasing the **human faces** that make up the **tourism industry**.



HOW TO ENJOY SCOTLAND RESPONSIBLY

Things are a bit different just now
By working together, we can enjoy the best of Scotland to help Scotland's tourism industry get back on its feet, in a safe way.



JOIN US IN SUPPORTING THE LOCAL TOURISM INDUSTRY

Enjoy re/discovering Scotland.
Eat local, see local and buy local.



BE CONSIDERATE OF LOCAL COMMUNITIES

If it's busy, move on and explore somewhere different and please take your litter with you.

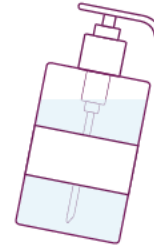
PROTECT OTHERS AND YOURSELF

Do not travel if you have Covid-19 symptoms or have been told to isolate.

Observe physical distancing, wear face masks when required.

Regularly use hand sanitiser and wash your hands frequently.

Observe the Scottish Outdoor Access Code.



ENJOY SLOW TRAVEL

Visit fewer locations and really get to know the area – walk, bike or paddle.



PLAN AHEAD

Check the business is open and if you need to pre book

Follow business / attraction /community on social for latest 'open' updates

Look out for businesses supporting 'Good to Go' scheme
Scottish businesses are working hard to ensure your safety and welcome



RESPECTPROTECTENJOY

VISITSCOTLAND.COM

GETTING TOURISM READY

GET TOURISM READY

As Scottish tourism businesses begin to plan to reopen as part of phase two and three of the route map to recovery, we're working with the Scottish Government and industry sector groups to bring you key requirements that need to be undertaken to get tourism ready for restart.

We now know that the majority of tourism businesses should plan for either 3 July (self-catering only) or 15 July to resume operations, depending on the science. How you prepare to reopen as part of the route map to recovery is crucially important. There's a lot to consider and we've pulled together the resources available to you.

[Scottish Government guidance on the steps to reopen](#)

[Get Tourism Ready checklist of the main things you should consider](#)

[Guidance available from sector groups](#)

[Information on the Good to Go industry standard and consumer mark](#)



GET TOURISM READY

Home > Supporting your business > Advice > Moment for Change > Get tourism ready

Share



Moment for Change | Get Tourism Ready

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Guidance from the Scottish Government

Scottish Government guidance outlines the steps you should take to reopen a safe and compliant business.

Read the guidance



<https://www.visitscotland.org/supporting-your-business/advice/coronavirus-recovery/preparing-to-open>

SECTOR GUIDANCE LINKS

GET TOURISM READY

Visitor Attractions

- [Association of Scottish Visitor Attractions \(ASVA\)](#) - latest information and resources for the sector.
- [UK Hospitality](#) - a series of guidelines for businesses in Scotland aimed at supporting the safe reopening of hospitality venues including visitor attractions.

Accommodation

- [UK Hospitality](#) - a series of guidelines for businesses in Scotland aimed at supporting the safe reopening of hospitality venues covering; accommodation, coffee shops, food service management, holiday parks, late night, pubs, quick-service restaurants and visitor attractions.
- [The Association of Scotland's Self-Caterers \(ASSC\) and Scotland's Best B&Bs](#) - guidelines incorporating self-catering with B&B specific areas

Self-catering

- [Association of Scotland's Self-Caterers \(ASSC\)](#) - cleaning protocols for self-catering and short term lets.

Food and drink

- [Food Standards Scotland](#) - COVID-19 guidance for food business operators and their employees.
- [UK Hospitality](#) - a series of guidelines for businesses in Scotland aimed at supporting the safe reopening of hospitality venues covering; accommodation, coffee shops, food service management, holiday parks, late night, pubs, quick-service restaurants and visitor attractions.

Adventure

- [Adventure Travel Trade Association \(ATTA\)](#) - guidelines for three adventure activities - trekking, biking and rafting - as well as an overarching guideline for the industry.

Wild Scotland

- [Wild Scotland](#) - COVID-19 guidance for wildlife, adventure and activity operators/businesses.

Transport operators

- [Transport Scotland](#) - a guide for transport operators in Scotland to keep their staff and those using their services safe.

Retail

- [British Retail Consortium \(BRC\)](#) - guidance for physical distancing in retail stores and warehouses.



Support your business recovery. **APPLY NOW**

"We're Good To Go" is the official UK mark to signal that a tourism and hospitality business has worked hard to follow Government and industry COVID-19 guidelines and has a process in place to maintain cleanliness and aid social distancing.

Please select your country *

Select a country 

<https://goodtogo.visitbritain.com/your-business-good-to-go-scotland>

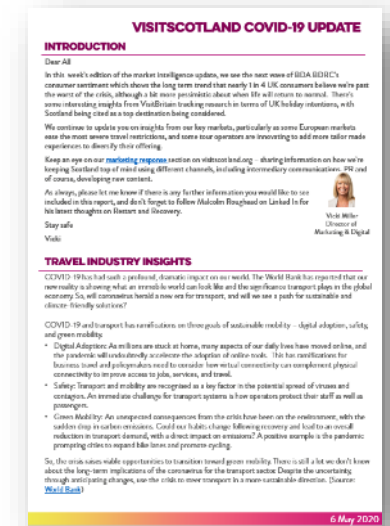
RESEARCH & MARKET INTELLIGENCE

SOURCES

- Various trackers, macro data websites and commissioned surveys
- Network of contacts
 - Other national tourist boards
 - Tour operators / agent consortia
 - OTAs eg Expedia, Trip Advisor
 - Sister agencies (VisitBritain, SG/SDI in market)
 - Agencies – media, PR, social – in market
- Owned channel data – Brand watch, website, search, visitscotland.com

OUTPUT

- Weekly Market intel report
- VisitScotland.org
- Webinars
- Weekly e-newsletter
- Malcolm Roughead Linked In



Current marketing activity



Intelligence gathering

Knowledge is vital to making informed decisions, and ensuring we're in the best position to recover quickly when the time is right. Teams across VisitScotland have access to different sources of information, including macro trends and horizon scanning reports; networks of NTOs and DMOs; papers and insights from our in-market agencies and contacts; direct relationships with in-market intermediaries such as tour operators, agents and OTAs; plus data and insights from our owned channels including search trends, website visits and social monitoring. We are curating all this information for you on a weekly basis, see the latest report on the [monitoring the impact of COVID-19 page](#).



Social activity

We are continuing to connect with our followers and fans around the world during this time, sharing Scotland virtually while encouraging people to stay safe and stay home. Our contact strategy will evolve as travel restrictions are eased, to reflect the phase of planning and activity we are in.

Social media activity - April 2020
Published: April 2020

Download (609Kb)



Content activity

People are consuming more content than ever, with more time at home browsing the internet for news, current trends, and inspirational stories. The Content Team, in collaboration with teams across VisitScotland, has been working to develop suitable content ideas to support your business and to inspire future visitors.

Content marketing activity April 2020
Published: April 2020

Download (361Kb)



Intermediary activity

Our intermediary marketing activity includes destination inspiration and training, product development and intelligence gathering. Working with our key accounts across tour operators, travel agents, destination management companies and online travel agents in our key markets, the teams are keeping in close contact during the current situation, to help people get ready to sell Scotland again as soon as possible.

Intermediary activity April 2020
Published: April 2020

Download (408Kb)

FURTHER INFORMATION AND LINKS

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
- Tourism Destination and Sector Support Fund

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.

Moment for Change - As Scottish **tourism** businesses begin to plan to reopen we're working with the Scottish Government and industry sector groups to bring you key requirements that need to be undertaken to **get tourism ready** for restart.

Get Tourism Ready – <https://www.visitscotland.org/supporting-your-business/advice/coronavirus-recovery/preparing-to-open>

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](#) – weekly 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 <https://www.visitscotland.org/about-us/what-we-do/marketing/covid19>
- Our visitors – deep dive insights into our UK visitors
- <https://www.visitscotland.org/research-insights/about-our-visitors/uk>

USEFUL CONTACTS

- Contact business advice team: business.advice@visitscotland.com
- Travel trade enquiries: traveltrade@visitscotland.com
- Send updates & story ideas to the PR team at: travelpr@visitscotland.com
- Sharing virtual tours or web cams: content@visitscotland.com
- Information on new experiences you're developing: marketing@visitscotland.com
- Advice regarding insights: research@visitscotland.com