



# YEAR OF YOUNG PEOPLE 2018



year of young people  
bliadhna na h-òigridh  
2018

**PERTSHIRE TOURISM PARTNERSHIP : 07.02.2018**







# IN A NUTSHELL


Year of Young People 2018 is an opportunity to celebrate and showcase the amazing young personalities, talents, and achievers that make up Scotland.

It's all about inspiring our nation through our young people's ideas, attitudes and ambitions.

It's something everyone can support (young or young-at-heart) and be immensely proud of.

The year is led by the Scottish Government, working in collaboration with a core group of delivery partners including VisitScotland and EventScotland.

Target age range for the year is 8 – 26 years

 Kiloran Bay, Isle of Colonsay



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# AIM

Year of Young People 2018 aims to inspire Scotland through its young people, celebrating their achievements, valuing their contribution to communities and creating new opportunities for them to shine locally, nationally and globally.



 Belladrum



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“

**CO-DESIGN AND CO-PRODUCTION WITH  
YOUNG PEOPLE IS AT THE HEART OF THE  
YEAR OF YOUNG PEOPLE 2018**

”

# Key Themes



Participation



Education



Equality and Discrimination



Health and Wellbeing



Enterprise and Regeneration



Culture







### 1. CELEBRATION

Celebrate the contribution of young Scots to the cultural and creative life of Scotland.



### 2. PARTICIPATION

Inspire young people and families with children to engage with the activities and experiences Scotland has to offer.



### 3. SOCIAL INCLUSION

Work with partners to ensure that Scotland is an inclusive, welcoming destination where holidays can be enjoyed by all.



### 4. FUTURE FOCUS

Engage young people directly in the development of the Themed Year programme and, more widely, work to highlight tourism as a career path.



### 5. COLLABORATION

Encourage the tourism and events industry, and key sector partners to work collaboratively in support of YOYP 2018



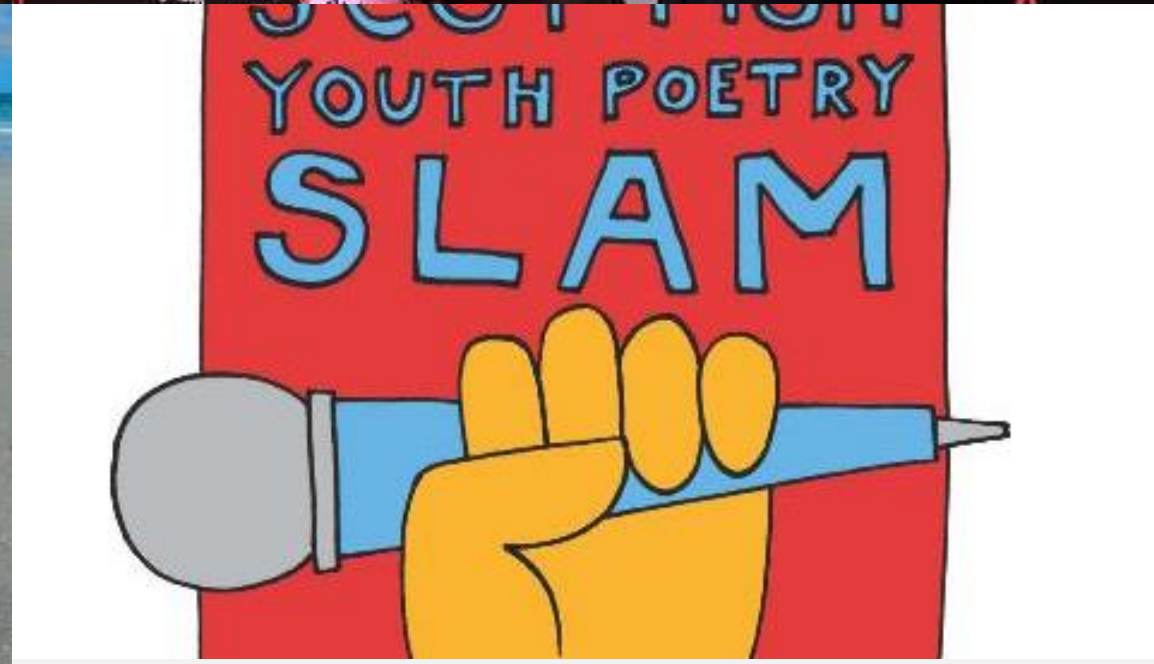
# EVENT PROGRAMME

- Signature Programme
- Open Programme
- Create18
- Partner Programme



Q Ho-Ro at Groove Cairngorm Festival







# TARGET AUDIENCES



**FAMILIES WITH  
CHILDREN**



**YOUNG SCOTS  
AND UK  
MILLENNIALS**



**YOUNG  
INTERNATIONAL  
TRAVELLERS**



# THE MILLENNIAL TRAVELLER

## The Millennial Mindset:

- Move away from **materialism to experiences**
- Prefer **unique experiences over cookie cutter ones**
- Embrace **sharing economy** to connect with locals + value for money
- **Price sensitive yet selective spending**
- Trust in **peer recommendation via social media**
- **Connected travellers** – social media to plan
- **Social travellers** – family & friends + locals





# THE FAMILY TRAVELLER

## The Family Mindset:

- Less about escape & breaks, **more about spending quality time**
- **Cultural immersion** to educate & enrich
- **Safety concerns and political landscape** affecting choice of holiday destination – influencing half of UK families' choice to stay in the UK
- **Glamping** (yurts, shepherd's huts and teepees by campsites and farms) is seeing a rise in popularity







**Euan's Guide** @EuansGuide · 46m

We're getting ready for #YOYP2018! If you're into blogging or vlogging, check out this @YoungScot opportunity to design an accessible day out in Dundee [euansguide.com/news/young-sco...](http://euansguide.com/news/young-sco...)



**Youth Travel Edin** @youthtraveledin · 17m

So many events to look forward to 🎉 Do you have a favourite?! #YoYP2018 #youthtravel #scotland



**Dig It! 2017** @DigIt2017 · 2h

Have you heard the #YoYP2018 news? Lots of great events with @edinburghcastle, @NatMiningMuseum, @N\_T\_S and more 🎉 Visit [bit.ly/2miv9Dc](http://bit.ly/2miv9Dc)



**GlasgowInternational** @GIfestival · 2h

We're over the 🌙 about our involvement in the brilliant @YOYP2018 initiative, unveiled by @NicolaSturgeon in Dumfries today: [scotsman.com/lifestyle/2m-l...](http://scotsman.com/lifestyle/2m-l...) More details to come on #GI2018's role!



**Marine Scotland** @marinescotland · 3h

Replying to @YOYP2018 @YOUTHWORKDG @The\_toon2  
We'll be supporting you next year too with a series of blogs and photos.



**@weeaventures** @weeaventures · 3h

We're looking forward to @YOYP2018! Any excuse to encourage more #youngpeople #outdoors. #OutdoorLearning #nature #Wellbeing #GetOutsid #activeplay #playmatters @VisitScotland



**SEStran** @SEStran · 3h

Looking forward to co-designing more transport related solutions with young people next year @YOYP2018 as part of our ongoing work with @YoungScot #codesign #YOYP2018 building the great work on #xroute [youngscot.net/wp-content/upl...](http://youngscot.net/wp-content/upl...)



# GET INVOLVED

- Promote the year across your own website and marketing material
- Check out our tourism industry guide to YOYP2018 on dedicated toolkit at [visitscotland.org/yoyp2018.aspx](http://visitscotland.org/yoyp2018.aspx)
- Join the conversation #YOYP2018 @YOYP2018
- Follow @VisitScotNews and @EventScotNews
- Look out for the events planned for 2018 (due to be announced Winter 17)
- Planning an event? Why not sign up to the partner programme?





# GET INVOLVED

- Are there opportunities to celebrate young people within your own business?
- Are there opportunities to place young people at the heart of your own activity, delivery and decision making?
- Any opportunities to target new markets? VisitScotland Growth Fund supports collaborative tourism projects.
- Signpost to [visitscotland.com/yoyp2018](https://visitscotland.com/yoyp2018)
- Tap into Scotland's young talent






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@YOYP2018

VISITSCOTLAND.COM/YOYP2018  
VISITSCOTLAND.ORG/YOYP2018.ASPX  
WWW.YOYP2018.SCOT



 **Dunnottar Castle**

**USEFUL CONTACTS**



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