


A family of four is walking along a dirt path in a forest. The path is covered in fallen leaves and is flanked by tall, thin trees and some evergreen shrubs. The family consists of a woman in a brown jacket, a young child in a yellow jacket and a colorful hat, a boy in a grey jacket, and a man in a blue jacket. They are all looking towards the right side of the frame.

# VISITOR MANAGEMENT EDUCATION & MARKETING UPDATE

April 2021

# STRATEGY & OBJECTIVES



Help Scottish tourism  
recover as quickly as  
possible in a  
responsible way

Build community  
confidence and ensure  
a welcome response for  
visitors

Encourage visits from  
those segments  
recovering earliest,  
maximising the  
opportunity of  
domestic market

Prioritise value recovery  
over volume

# BACKGROUND

We have a unique opportunity to positively engage audiences and to help them enjoy the outdoors responsibly and enable them to aid the recovery of our rural economy and contribute to Scotland's Public Health Priorities and the Aims of our National Parks.

A new collaborative approach to marketing and communications aiming:

- To encourage greater uptake of outdoor activities and tourism
- To ensure consistent messaging that reinforces responsible outdoor access guidance and the warmth of our welcome
- To address challenges around outdoor access, antisocial camping/motor homing and offer guidance on how to overcome these
- To encourage a feeling of ownership and responsibility to protect our natural environment
- To encourage greater spread of visitation away from hot spots during peak periods
- To promote new product and revised policies and guidance as they become available



# 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 view.



johnmurrayjr • Following  
Kingsbarns Beach

johnmurrayjr #Scotland And we need to #keepscotlandbeautiful

Our natural spaces are more important than ever right now.

Here's just 3 wee easy things we can all do to ensure our beaches are clean for everyone.

- Litter: bin it or better yet, take it home. Especially if it's a big one. No excuses! 🍃
- Dog Poo: bag it or better yet, take it home if the bin is full.

Liked by exploringedinburgh and 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 📌



15K 497 comments 8.2K shares



Pine Martin Bar & Perfect View Production



# 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 Camping and Campervan videos ( <i>hub activity</i> )				
		ZWS Scotland Is Stunning p2 - Litter Campaign <i>Digital, radio, social</i>				
			F&LS Campaign Activity – Fire <i>TBC</i>			

# 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 19 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)



VisitScotland (Default) Sponsored  
Get ready to relax & enjoy the stunning sights of Scotland! 🇬🇧



VISITSCOTLAND.COM  
9 Slow Travel Experiences In Scotland  
Check Gov advice pre booking

Facebook Content marketing activity  
Responsible travel ad



## 30" radio script

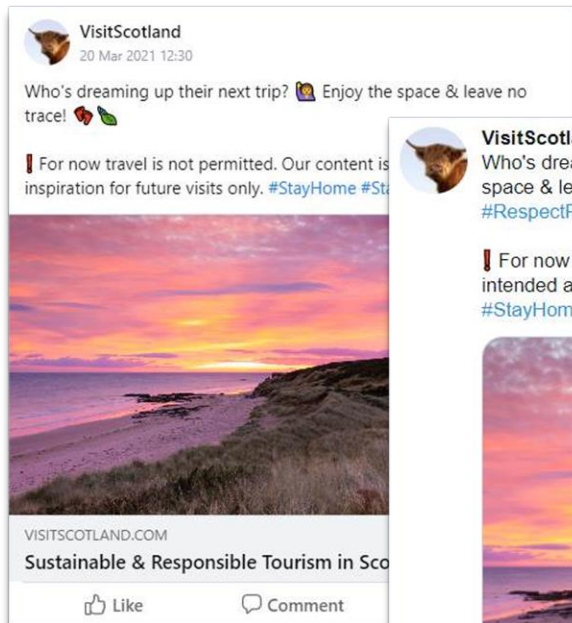
Let's keep Scotland special,  
Now and for generations to come.  
It's all of ours to care for.  
Our wildlife need their space, and our respect  
Our communities need our time and our support  
Buy local, *eat* local...and move on if things are busy.  
Take only pictures.  
And leave only footprints;  
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)

# OUT OF HOME ADS

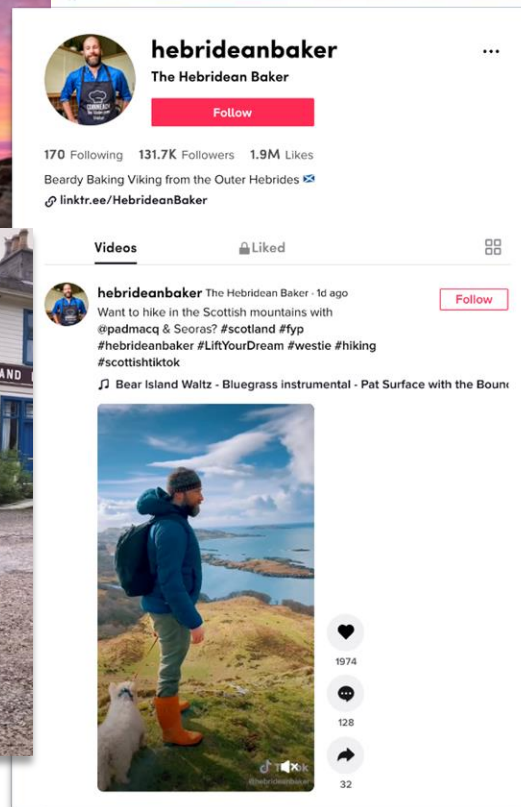
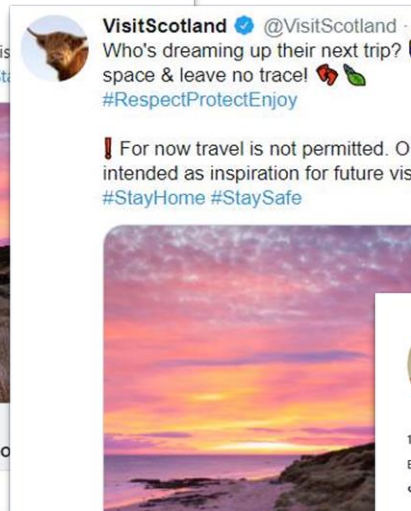
OoH ads will promote the overarching responsible message “Let’s keep Scotland special” whilst reinforcing key tactical messages around:

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





Social posts and ads



Influencer marketing



### 10" radio presenter reads

#### LITTER >

Get prepared for your Scotland adventures this morning with Visit Scotland. When it's safe to travel, let's keep nature clean and not leave a trace of litter!

#### DRIVING & PARKING >

Get prepared for your Scotland adventures this morning with Visit Scotland. When it's safe to travel, always park responsibly and move on if it's too busy.

#### DOGS >

Get prepared for your Scotland adventures this morning with Visit Scotland. When it's safe to travel, keep dogs under control and pop them on leads around livestock!

#### CAMPING & CAMPERVANS >

Get prepared for your Scotland adventures this morning with VisitScotland. When it's safe to travel, if you're going camping, plan ahead and use a campsite. Use a stove when cooking, leave no trace of litter and be considerate of locals and wildlife!

#### HUMAN WASTE >

Get prepared for your Scotland adventures this morning with VisitScotland. When it's safe to travel, if you're out and about and need to go, stay clear of open water and leave no trace.

Bauer presenter radio reads – key tactical messages



# RESPONSIBLE TOURISM PROMISE

A visitor promise on [VisitScotland.com](https://www.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


## ✂ WHY I'M MAKING THE PROMISE...

### JOSEPHINE BLOGGS

"Scotland is my home, but it's also a place I love to explore any chance I get. Heading into the hills it's so beautiful. But I want to make sure I'm not harming the country I love - so I'm parking responsibly, closing gates and keeping my dog on a lead. That's my promise to Scotland."

#RespectProtectEnjoy

**MAKE YOUR PLEDGE**



Carylann Williamson, Shepherds Huts Scotland

Scotland | ALBA

DESTINATIONS | ACCOMMODATION | SEE & DO | HOLIDAYS | TRAVEL | ABOUT SCOTLAND | EVENTS

Coronavirus (COVID-19) advice. Find more advice on exploring Scotland during Covid-19 on our dedicated page. [VISIT ADVICE PAGE](#)

## YOUR PROMISE TO SCOTLAND

[Play the video](#)

### ABOUT SCOTLAND'S RESPONSIBLE TOURISM PROMISE

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.

**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](#) <#>.



**SCOTLAND'S RESPONSIBLE TOURISM PLEDGE**

Let's keep Scotland special. Whether you're lucky enough to come here for a visit, or even luckier to live here, it's everyone's ...

[visitscotland.com](https://visitscotland.com)

Everyone can reply

[Twitter](#)

# 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)

# RECOVERY BUILDING BLOCKS



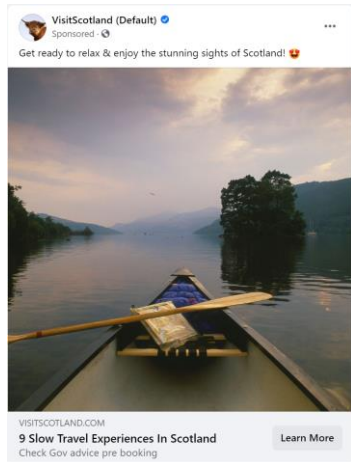
# MARKET PRIORITISATION 2021 – Q1, 2, 3 POST CV



# SCOTS – RESPONSIBLE TRAVEL

## MID-MARCH – MID-APRIL INITIAL PHASE

Objective	<ul style="list-style-type: none"> <li>Inspire Scots to travel responsibly, once current restrictions ease</li> </ul>
Activity	<p>Aspirational ‘Let’s keep Scotland special’</p> <ul style="list-style-type: none"> <li>Digital display, social and YouTube ads</li> <li>Radio adverts: Bauer, Global, digital</li> <li>Influencer activity</li> <li>Out of home (billboards)</li> </ul>



Out of Home (billboards)

# UK – PREPARE



## MID-MARCH – MID-APRIL

Objective	<ul style="list-style-type: none"> <li>Inspire Covid Confident segments to research Scotland holidays, ready to book once restrictions ease</li> <li>Steer prospective visitors towards areas ready to welcome visitors; encourage Responsible Travel</li> </ul>
Activity	<ul style="list-style-type: none"> <li>Digital display and YouTube activity</li> <li>Paid social activity</li> <li>Targeted TV ads</li> <li>Publishing partnerships: Hearst &amp; Immediate Media</li> <li>TripAdvisor &amp; Expedia activity</li> </ul>

COSMOPOLITAN

Eat like a queen in Perth



Perth was Scotland's capital and the playground of kings and queens for five centuries. You can explore its history with a trip to Scone Palace, the coronation place of Scottish monarchs. And you can also dine like royalty thanks to the city's quirky mix of restaurants. Our pick is The Bothy, a Highland-themed restaurant serving neeps and tatties.

For afters, we suggest a trip to Aberfeldy, a picturesque town around an hour out of Perth, where you can pop into Dewar's Aberfeldy Distillery for a dram or two.

Cosmopolitan Article



Digital display ad



# PARTNERSHIP CAMPAIGNS SUMMARY

## EXPEDIA (MARCH – MID-APRIL)

Objectives	<ul style="list-style-type: none"> <li>Continue to broaden awareness of what a holiday in Scotland offers</li> <li>Drive conversion to bookings for Scottish businesses</li> </ul>
Activity	<ul style="list-style-type: none"> <li>Offsite adverts, social posts &amp; emails and ads on Expedia targeting people searching for UK breaks from end of April 2021 (tbc)</li> </ul>
Insights	<ul style="list-style-type: none"> <li>Search and bookings significantly increased after UK lockdown easing announcement on 22 Feb</li> <li>51% searches are for 91+ days</li> <li>50% bookings are for 91+ days</li> </ul>

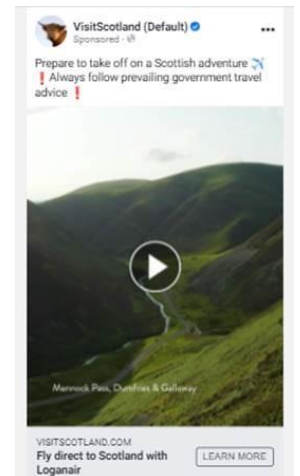
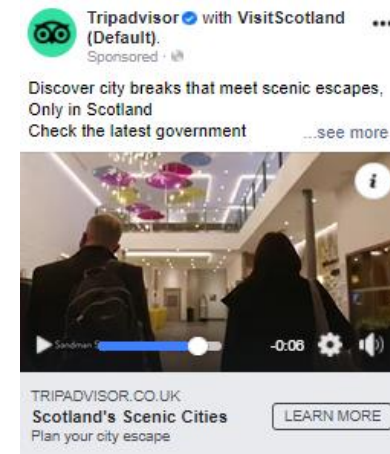


## TRIPADVISOR (MID-MARCH - MID-APRIL)

Objectives	Raise awareness of what a holiday in Scotland offers
Activity	Themed content hubs on Trip Advisor (wellness, outdoor, city breaks) incorporating links to businesses and video ad promotion

## LOGANAIR (MID-MARCH – END APRIL)

Objectives	Raise awareness of Scotland and the connectivity available via Loganair routes to inspire visits
Activity	Paid social and digital video ads
Timings	March – end April 2021



# CHANNEL 4 & EXPEDIA PARTNERSHIP – REACTIVATION 2021



## SUMMARY

Target Markets	UK
Objectives	Raise Awareness of South Scotland as a fantastic holiday destination raising awareness of the diversity of businesses operating here and inspire future visits to the region.
Activity	Suite of paid multi-platform paid ads running across Channel 4, E4 and More4 platforms with upweight traffic drivers on Expedia
Timings	May - June



# EU – ACTIVITY



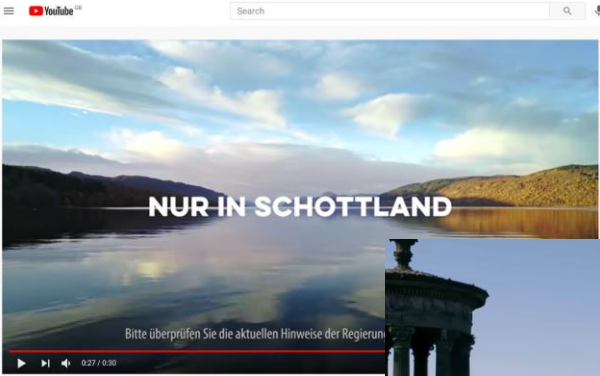
## EARLY 2021 - ONGOING

### Objectives

- Keep Scotland top of mind
- Encourage bookings from (end-) Summer 2021 in 2022
- Work with transport partners to support return of direct access routes
- Support intermediaries to re-gain capacity with information & inspiration

### Activity

- Prepare for Scotland video campaign
- Intermediary Activity
- ITB Campaign



Banner ad served via Manages



# THANK YOU



Paula Ward, Regional Leadership Director, VisitScotland