



# MARKETING THE SOUTH OF SCOTLAND

WHAT SSSDA HAS BEEN WORKING ON

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## MARKETING THE SOUTH OF SCOTLAND

- Scotland Starts Here – Our journey so far
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# **SCOTLAND STARTS HERE**

LOOKING BACK ON THE PAST 6 MONTHS

# What is Scotland Starts Here?

- Our face to the world
- Our marketing platform
- Consumer facing campaign
- Promoting tourism members of the South of Scotland to audiences across Scotland, the UK and Worldwide
- Creating awareness and building our image through content

[www.scotlandstartshere.com](http://www.scotlandstartshere.com)   @DiscoverSouthScotland   #ScotlandStartsHere





# WEBSITE & APP

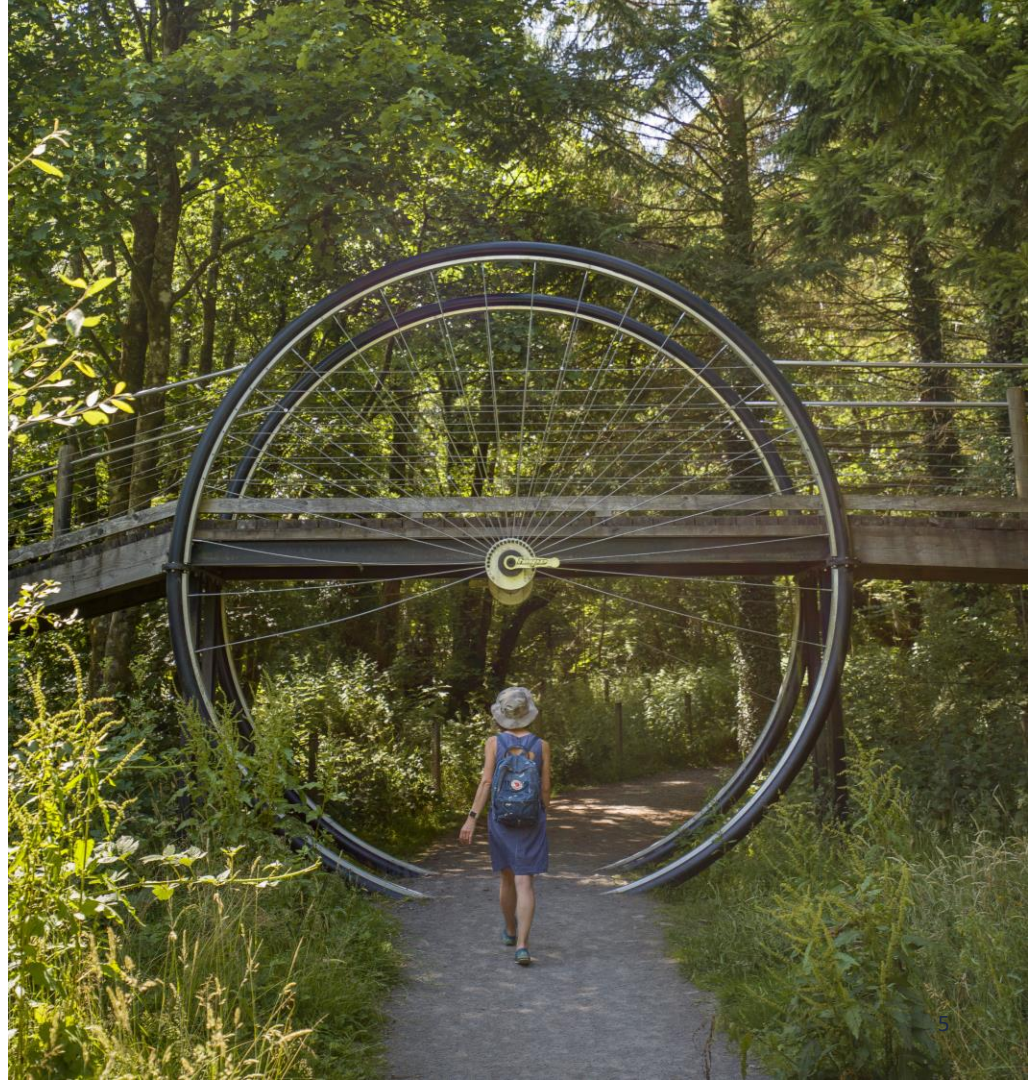
## Website

Monthly Visitors 40,000

- What's new
  - New sections and landing pages
  - PPC campaign
- In development
  - Ridings and Marches page
  - SWC 300 page
  - Dedicated itinerary page

## App

Downloads >15,000





Things to do Accommodation Places

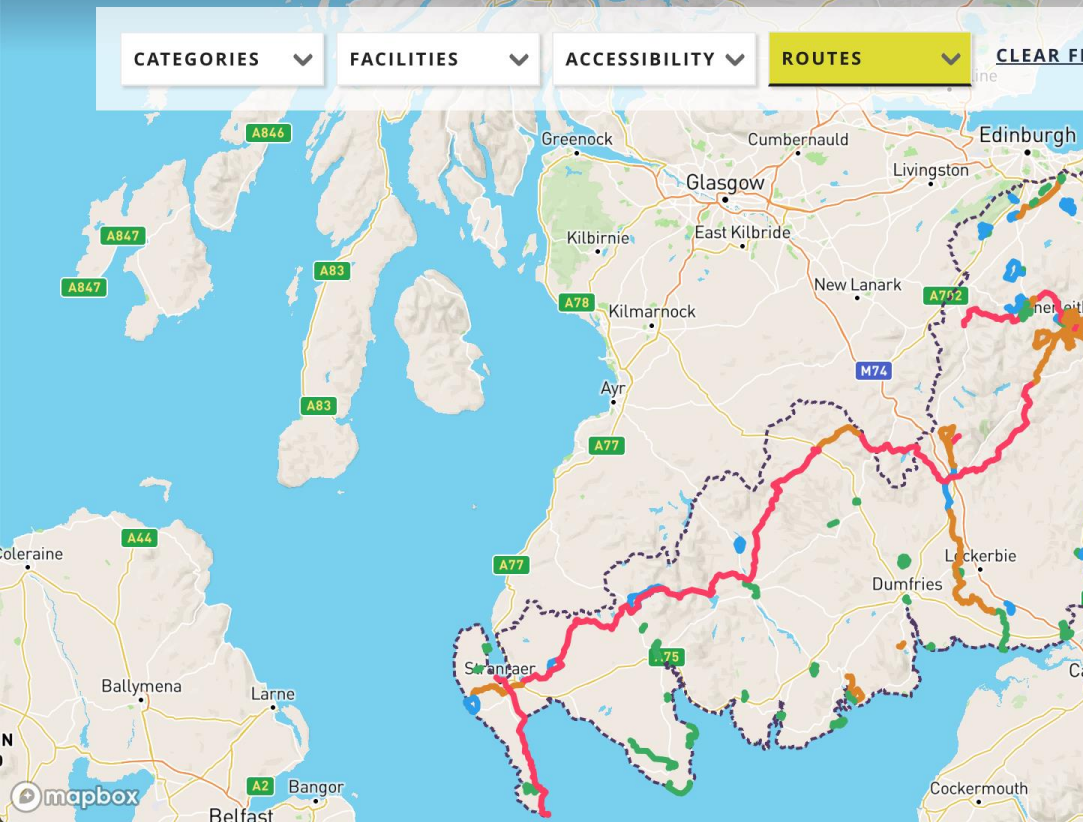
CATEGORIES

FACILITIES

ACCESSIBILITY

ROUTES

CLEAR FILTERS



APP

## ENJOYING THE SOUTH OF SCOTLAND RESPONSIBLY STARTS HERE

The South of Scotland is a special place. And just like you, we want to enjoy and share it for years to come. That's why we ask our visitors to travel sustainably.

Here you will find some simple things you can do to protect the places you visit in the South of Scotland.

- ✔ **TRAVEL OFF-SEASON** Travelling outside the peak summer months helps to protect the local environment. It also gives you the time and space to soak up everything the region has to offer.
- ✔ **TAKE THE ROADS LESS TRAVELLED** Scouting out hidden gems is another great way to have a truly unique experience while caring for the local environment.
- ✔ **SLOW DOWN AND STAY LONGER** Travelling by car isn't your only option. Consider taking public transport for a budget-friendly way to get around. Walking and cycling are great ways to connect with the places around you too.
- ✔ **FIND AN ECO-FRIENDLY PLACE TO SLUMBER** Why not try camping or glamping for a night's sleep closer to nature? Or support local and stay in one of the many family-owned B&Bs.
- ✔ **CHOOSE SUSTAINABLE THINGS TO SEE & DO** Look out for Green Tourism companies - those that actively strive to reduce their carbon footprint. The Galloway and Southern Ayrshire Biosphere also has schemes supporting environmentally-friendly businesses.
- ✔ **SUPPORT LOCAL** Simple things like shopping, eating and staying in local businesses does so much to support the local community. Sample local delicacies, or buy some local crafts to help bring money back to the local economy.
- ✔ **LEAVE NO TRACE BEHIND** When out and about in the South of Scotland, please remember to pick up your litter, take it home with you, or dispose of it correctly. We also ask that you think about the local wildlife and avoid disturbing natural habitats and farm animals.



SCOTLANDSTARTSHERE.COM







# SOCIAL MEDIA

Facebook	07/2021	01/2022
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Followers 10,500 37,000

Reach 250,000 800,000

Twitter	07/2021	01/2022
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Followers 1,150 1,460

Reach 12,000 15,000

Instagram	07/2021	01/2022
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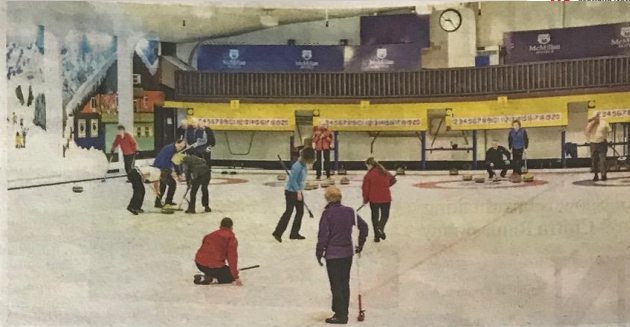
Followers 2,400 5,400

Reach 9,000 205,000



**200% increase in audience size**

**350% increase in overall reach**



Guests at North West Castle Hotel in Stranraer can access its curling rink and be guided by Olympic gold medallists

## Olympians on hand to steer novices at adventurer's castle

It may not be Beijing, but **Jeremy Watson** discovers the spirit of the Winter Games alive in Stranraer

Every four years I get the urge to glide across ice, back leg elegantly outstretched, granite stone released at the perfect moment to travel 150ft up the rink to the centre of the target. My sweepers raise their arms in triumph as a rival stone is knocked gently but firmly

than 30 miles up the Ayrshire coast on 'Ailsa Craig' — were soon stealing into the target. Using a cue is a good way for novices to get into the sport, said Agnew, who amplified her reputation as a very nice lady by adding, "You're a natural, and even showed me her gold medal."

Munro, a self-confessed curling fanatic, has a collection of more than 200 stones, and is one of the team that leads the curling experiences. "I just love to teach people about our sport," she said. "Most people pick it up very quickly and enjoy being on the ice."

The rink, with its colourful murals of alpine scenes, has a ski chalet vibe. Elsewhere, the much-expanded hotel retains touches of Ross, who built the

## Day and night holiday ideas and why you should head to the Borders and the Highlands

The Borders and the Highlands are filled with fun activities and family days out

COMMENTS

By **Sean Murphy** Tourism Writer  
17:48, 14 FEB 2022 UPDATED 16:36, 17 FEB 2022

SCOTLAND NOW

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Children wait at the Dark Space Planetarium (Image: Dark Space Planetarium)

and entertaining the kids has become a top priority.

as easy or as fuss-free as we'd like at the moment, there are plenty of places around Scotland ideal for fun activities and family days out.

Heading south to two of Scotland's hidden gem regions, Dumfries and Galloway and the Borders will see you rewarded with plenty of fun options and beautiful towns to explore making that day trip out with the kids all the more exciting.

RECOMMENDED



The top 9 Scottish fish and chip shops named among best in the UK



Britain's largest naval warship heading to Scotland



Fish and chip restaurant named best in Scotland and among the top 10 in UK



Shackleton and the whisky rediscovered nearly 100 years on at his Antarctic camp



Uninhabited Scots island with no running water looking for wildlife ranger

RECOMMENDED



12 undiscovered hidden gems you need to visit in Scotland this summer





**DESTINATION & SECTOR MARKETING  
FUND**  
TELLING THE STORIES OF THE SOUTH

# OUR ACTIVITIES

- Seasonal photos and videos
- Series of short videos
- Winter e-book
- Press and PR
  - 3 press trips
  - 3 influencer trips
- Seasonal Travel Trade Brochure
- Paid promotion
  - Promoting seasonal events
  - Promoting what's open in the off-season
  - Promoting outdoor activities and ease of access
- Promoting the SSH app



The screenshot shows the top of the 'The National' website. The masthead includes the newspaper's name and tagline: 'THE NATIONAL THE NEWSPAPER THAT SUPPORTS AN INDEPENDENT SCOTLAND'. A navigation bar contains links for NEWS, POLITICS, OUR SCOTLAND, COMMENT, COMMUNITY, CULTURE, SPORT, and BUSINESS. A search icon and a menu icon are also present. A promotional banner for 'PURCHASE GIFT SUBSCRIPTIONS' is in the top right corner. The main article is titled 'The 10 best places to visit in Scotland' and is by Robert Murray. The featured image shows a white stone house with a dog sitting on a stone wall in front of a river. A small text box on the left side of the image reads: 'Best for none... Dumfries Why do it the coast not Scotland crowds...'. Below the image, there is a text snippet: 'minutes of arriving I realise that's a serious omission: Selkirk is not a place to miss. The town bursts with community spirit and independent shops. Then there's the William Wallace connections, a grand house being reborn and now soaring eagles. Oh, and Selkirk even has its own gin distillery.' To the right, there is a small inset image of Boris Johnson with the text: '6 Boris Johnson to unveil £250m plan for British flagship ahead of Queen's jubilee'. At the bottom left, there is a small date indicator: '06 January 2022'.



# OUR STORYTELLERS & AMBASSADORS





# **WHAT'S NEXT**

**PLANS FOR THE YEAR AHEAD**





SUPPORTING

# YEAR OF STORIES

— 2022 —

## YEAR OF STORIES

- New website sections
  - Landing pages
  - Product promotions
  - Itineraries
  - Blog posts
- New content developments
  - We want to collaborate with groups, event organisers, and storytellers
  - Share SoS VisitScotland Destination Marketing Fund stories and experiences

**#YS2022 #TalesOfScotland**

# CONTENT INITIATIVE

- Grow and share image library
  - Make new images available to members
  - Invite members to upload business photos
- Connect with locals, visitors and followers
  - Invite public to participate
  - Run photo competitions
  - Create image galleries for events and stories
- Travel Trade and Press
  - Create dedicated galleries
  - Share product photos and videos





# GET INVOLVED

- Content initiative now open – upload additional business photos at  
**[upload.crowdriff.com/ssda-business-collector](https://upload.crowdriff.com/ssda-business-collector)**
- Check out our gallery to access photos
- Get involved on social through #ScotlandStartsHere





**SOUTH OF  
SCOTLAND**

**SCOTLAND  
STARTS HERE**

**THANK YOU**

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