



WHAT'S NEXT?

OUR PLANS FOR THE YEAR AHEAD



THE INSIGHTS

Tourists want to escape the everyday on their travels. They want to find space to breathe, to reconnect and to immerse themselves in local stories and culture.

- Sustainability must be at the heart of everything we do
- Exploring the South of Scotland is all about connecting
- We deeply care about our people and places



AUTHENTICITY



COMMUNITY



ENGAGEMENT

THE APPROACH

- Local advocacy and involvement
 - In-destination promotion
 - Marketing tools for members
 - Collaborative campaign planning
- Building the funnel
 - Awareness → Action → Advocacy
 - Diversifying our channels
 - Tap into new partnerships
 - Creating seasonal opportunities





SUSTAINABILITY



**NATURE &
OUTDOORS**



**FOOD &
DRINK**



**HISTORY &
HERITAGE**



**COAST TO
COAST**



FOCUS AREAS

- Member & Partner Communications
 - Highlighting opportunities
 - Increasing input and representation
- Scotland Starts Here Website
- Scotland Starts Here Newsletter
- Blogger and Press Campaigns
- Social Media

VISITOR ECONOMY WEEK

Encourage the next generation of tourism and travel entrepreneurs.

Build skills and engage with industry professionals

Lonely Planet world-renowned travel guidebooks

Work with the SSDA team to develop the trail

Showcase on the Scotland Starts Here website.



CREATE A TRAIL
COMPETITION

EXPLORE THE WORLD

For S1 – S3
pupils
with



GET INVOLVED

- Be social: Find us @DiscoverSouthScotland
- Subscribe to our newsletter on www.scotlandstartshere.com
- Community starts here. Be part of ours with #ScotlandStartsHere





**SOUTH OF
SCOTLAND**

**SCOTLAND
STARTS HERE**

THANK YOU

VANESSA WEGSTEIN

Marketing Manager

vanessa@ssdalliance.com



MARKETING THE SOUTH OF SCOTLAND

LOOKING BACK ON 2022

**OUR CHALLENGE.
FROM THE...**

GO THROUGH PLACE

Overlooked in the past as a destination but with a proud history, stunning landscape, great people and enormous potential to engage and inspire.

THE GO TO PLACE

A year-round destination; forward-looking and built on the values and needs of its businesses and communities. Bringing tourism spend to the region through collaborative, strategic development.

SCOTLAND STARTS HERE

- Our face to the world
- Our marketing platform
- Consumer-facing campaigns
- Promoting the South of Scotland to audiences across Scotland, the UK and Worldwide

www.scotlandstartshere.com

@DiscoverSouthScotland

#ScotlandStartsHere





SUPPORTING

YEAR OF STORIES

— 2022 —

YEAR OF STORIES

THE PLAN:

Scotland starts here, and so do our nation's greatest stories! Let's engage and inspire our target audience through local storytelling to visit the South of Scotland.

- Landing page
- Paid social campaign
- Itineraries
- Blog posts
- Targeted press & PR
- Influencer visits
- Video and photography

INTRODUCING TA-M

THE PLAN:

Curiosity starts here! Raise awareness of the incredible experiences on offer in the South of Scotland with our very own roving explorer – TA-M.

- Landing page
- Paid social campaign
- Targeted press & PR
- Video and photography





DARK SKIES

THE PLAN:

The South of Scotland is home to incredible dark skies. Promote the off-season by raising awareness among audiences of the incredible opportunities to stargaze.

- Landing page
- Paid social campaign
- Itineraries
- Blog posts
- Targeted press & PR
- Video and photography
- Webinar

WINTER ESCAPES

THE PLAN:

Enjoy a cosy winter escape and reconnect in the South of Scotland. Inspire visits by showcasing members' seasonal experiences from food and drink to incredible stays.

- Landing page
- Paid social campaign
- Blog posts
- Targeted press & PR



SOCIAL MEDIA AUDIENCES 60% ↑

- Growing awareness of the South of Scotland
- Building a dedicated fan base

NEWSLETTER SUBSCRIBERS 80% ↑

- Engaged readers, ready to plan a trip
- Building the funnel with seasonal, monthly updates

WEBSITE SESSIONS 82% ↑

- 50k monthly website sessions
- Delivering over 260k external link clicks



5 PRESS TRIPS

- Features in The Guardian, Metro, Daily Telegraph, Reader's Digest, Scotsman Scran Podcast and more

370 PIECES OF MEDIA COVERAGE

- Combined reach of over **1.8 billion** across campaigns

6 INFLUENCER VISITS

- Combined audience of >1 million
- Estimated activity reach of 1.45 million



Scotland's Stories with Discover
Here at Moat Brae
Paid partnership :
Available for
Contributors
Stop what you're doing
Dumfries is a pretty spe
AD - Discover South Sc
Moat Brae is the Nation
somewhere that fuels a
want to grow up... See



News

Travel & U

Edinburgh

A hike
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The flood
landscape
life a turb



By History of

Robin Mich

The 18 Aug 20

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lonely planet

BEST IN TRAVEL 2023
THE SOUTH OF SCOTLAND



Scotland,
and gelato