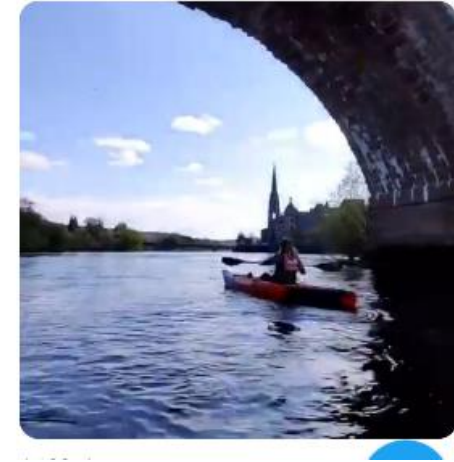


#HAMETOWNTOURIST ACTIVITY

The consumer social team and corporate press team are working with local ambassadors showcasing their tips for attractions, experiences, and hospitality in their area. Twitter and Instagram
Perth 17 May 201



8:08 pm · 17 May 2021 · Twitter for Android





WATER WELLNESS CAMPAIGN

Perth & Kinross featured in the latest marketing campaign for Scotland's Year of Coasts and Waters 20/21, which shines a spotlight on water wellness activities across the country

The trend goes beyond watersports, and our campaign will feature a wide spread of experiences that do not involve getting in the water and are less adrenaline focused. This includes wildlife watching, walks along coastal and inland settings, sailing, visiting distilleries, enjoying seafood and visiting coasts and waters-themed attractions.

We are working with partners including [Water Safety Scotland](#) and [RNLI](#) to highlight the importance of staying safe in and around Scotland's waters and support the [#RespectTheWater campaign](#).

▸ [Wild Swimming video](#) 

DEDICATED SOCIAL FACEBOOK POSTS

Who is ready to discover Perthshire this summer? 🧐



Destination URL for all frames: <https://www.visitscotland.com/destinations-maps/perthshire/>

Headline: Discover BIG views and fairy mountains,	Headline: epic historic tales,	Headline: amazing adventures,	Headline: quality time,
Description: Pine Cone Point Perthshire	Description: Scone Palace,	Description: Night kayaking,	Description: Cycling by River Tay
Learn More	Learn More	Learn More	Learn More



Who's ready for a change of scenery?
 📍 Birks of Aberfeldy



<https://www.visitscotland.com/destinations-maps/perthshire/>

www.visitscotland.com

Recharge and refuel
 Escape to Perthshire this summer

[Learn More](#)

No **idea** where to go this summer? Head to Perthshire! 😊



📍 Blair Castle, Perthshire

<https://www.visitscotland.com/destinations-maps/perthshire/>

www.visitscotland.com

Get your camera at the ready 📷
 Perfect summer breaks in Perthshire

[Learn More](#)

Explore Perthshire's great outdoors this summer 🌿
 📍 Drummond Gardens, Perthshire



<https://www.visitscotland.com/destinations-maps/perthshire>

www.visitscotland.com

Stunning scenery, giant **forests** and great gardens.
 Perfect summer breaks in Perthshire

[Learn More](#)

Did you know you can go wild swimming in Perth city? 🧐
 📍 **Willowgate** Activity Centre, Perth



<https://www.visitscotland.com/destinations-maps/perthshire/>

www.visitscotland.com

A city **break** on banks of a river...
 City break to make a splash

[Learn More](#)

A museum without walls, Only in Scotland



📍 CATERAN Eco Museum, Perthshire

<https://www.visitscotland.com/destinations-maps/perthshire>

www.visitscotland.com

Explore a historic landscape

Perfect summer breaks in Perthshire








**NOW IS YOUR TIME
ONLY IN SCOTLAND**

SUMMER 2021 DOMESTIC CAMPAIGN

PROPOSITION & CREATIVE DELIVERABLES

NOW IS YOUR TIME
ONLY IN SCOTLAND

DAYS OUT	SHORT STAYS	CITY BREAKS	FAMILY GATHERINGS	ESCAPE & CONNECT
				
<ul style="list-style-type: none">• 2 x 30 sec version of each themes• V1 Family Day Out• V2 Friends Day Out	<ul style="list-style-type: none">• 2 x 30 sec/15 sec version of each themes• V1 Family Short Stay• V2 Couple Short Stay	<ul style="list-style-type: none">• 2 x 30 version of each themes• V1 Couple City Break• V2 Friends City Break	<ul style="list-style-type: none">• 2 x 30 sec version of each themes• V1 Family Multi-gen Gathering• V2 Friends Multi-gen Gathering	<ul style="list-style-type: none">• 2 x 30 sec version of each themes• V1 Family Escape• V2 Couple Escape

- All content and creative will be CTA driven and will guide through to the relevant landing pages on VisitScotland.com, hosting specific themed content as well as evergreen content.
- Creative allows flex to have bespoke messaging should COVID-19 advice change and we need to amend narrative.

CAMPAIGN CONTENT

DAYS OUT

FIND MORE INSPIRATION FOR YOUR DAY TRIP IN SCOTLAND...



10 EASY TRIPS BY PUBLIC TRANSPORT



12 SCENIC BOAT TRIPS IN SCOTLAND



5 BEAUTIFUL WEEKEND ROAD TRIPS

Main page:
<https://www.visitscotland.com/holidays-breaks/day-trips/>

SHORT STAYS

7 WEEKEND BREAK IDEAS



Be inspired by these 7 amazing ideas for a memorable short trip in Scotland, perfect for a mid-week or weekend getaway!



Main page:
<https://www.visitscotland.com/holidays-breaks/weekend-short/>

CITY BREAKS

CHOOSE A CITY BREAK IN ONE OF OUR SEVEN CITIES



20 AMAZING ROOFTOP AND SKYLINE VIEWS IN SCOTLAND'S CITIES

Admire the seven cities from these amazing vantage points.



10 THINGS YOU DIDN'T KNOW ABOUT CITIES IN SCOTLAND

Discover some of the secrets behind our cities.

Main page:
<https://www.visitscotland.com/holidays-breaks/city-breaks/>

FAMILY GATHERINGS

GREAT FAMILY BREAKS IN SCOTLAND



13 COASTAL DAY TRIPS IN SCOTLAND FOR KIDS

Main page:
<https://www.visitscotland.com/holidays-breaks/family/>

ESCAPE & CONNECT



Things to do in

Home > Holidays & breaks > Slow Travel In Scotland - Tips & Practical Information

HOLIDAYS SLOW TRAVEL IN SCOTLAND - TIPS & PRACTICAL INFORMATION



Slow travel in Scotland - what does it mean?

Slow travel is a more meaningful way of travelling. In short, it's about forming connections with a place and

Main page:
<https://www.visitscotland.com/holidays-breaks/slow-travel/>

Each landing page is designed to be updated at any time to reflect a change in COVID-19 travel guidelines. We will also work closely with partners through the Visitor Management Group to ensure content is responding to consumers travel behaviour this summer.