

NATIONAL

Scottish Tourism Emergency Response Group

- Action Plan

Scottish Tourism Recovery Taskforce (STRT)

- Report published

Latest Industry Advice

- Scottish Gov guidance on reopening: [link](#)
- Industry Checklists for SME & large businesses: [link](#)
- Specific guidance from sector groups: [link](#)
- 'We're Good To Go' industry standard & consumer mark: [link](#)
- Funding Support

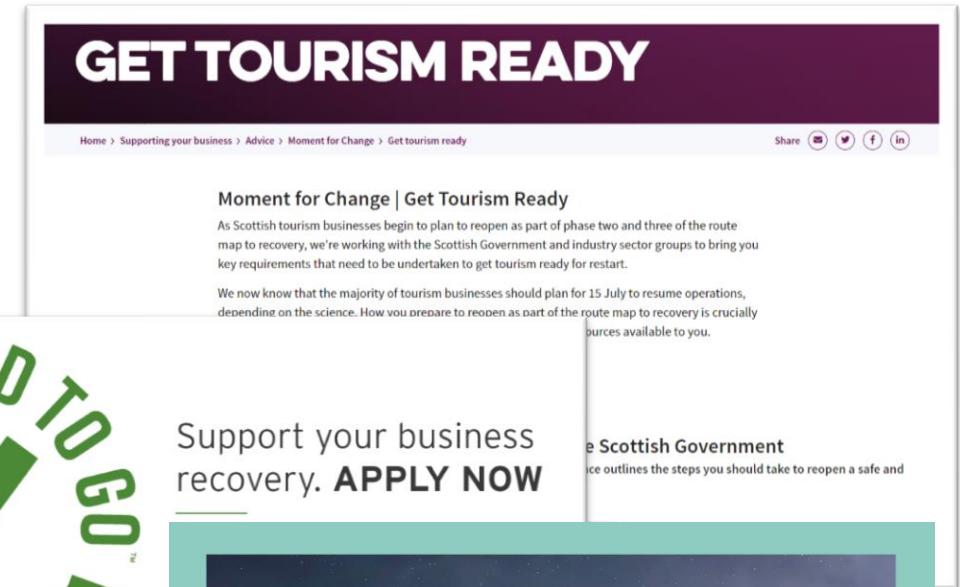
Visitor Management Forum

More information:

STERG: <https://www.visitscotland.org/supporting-your-business/advice/coronavirus/sterg>

STRT: <https://www.visitscotland.org/news/2020/tourism-taskforce>

Funding: <https://www.visitscotland.org/supporting-your-business/advice/coronavirus/financial-support>



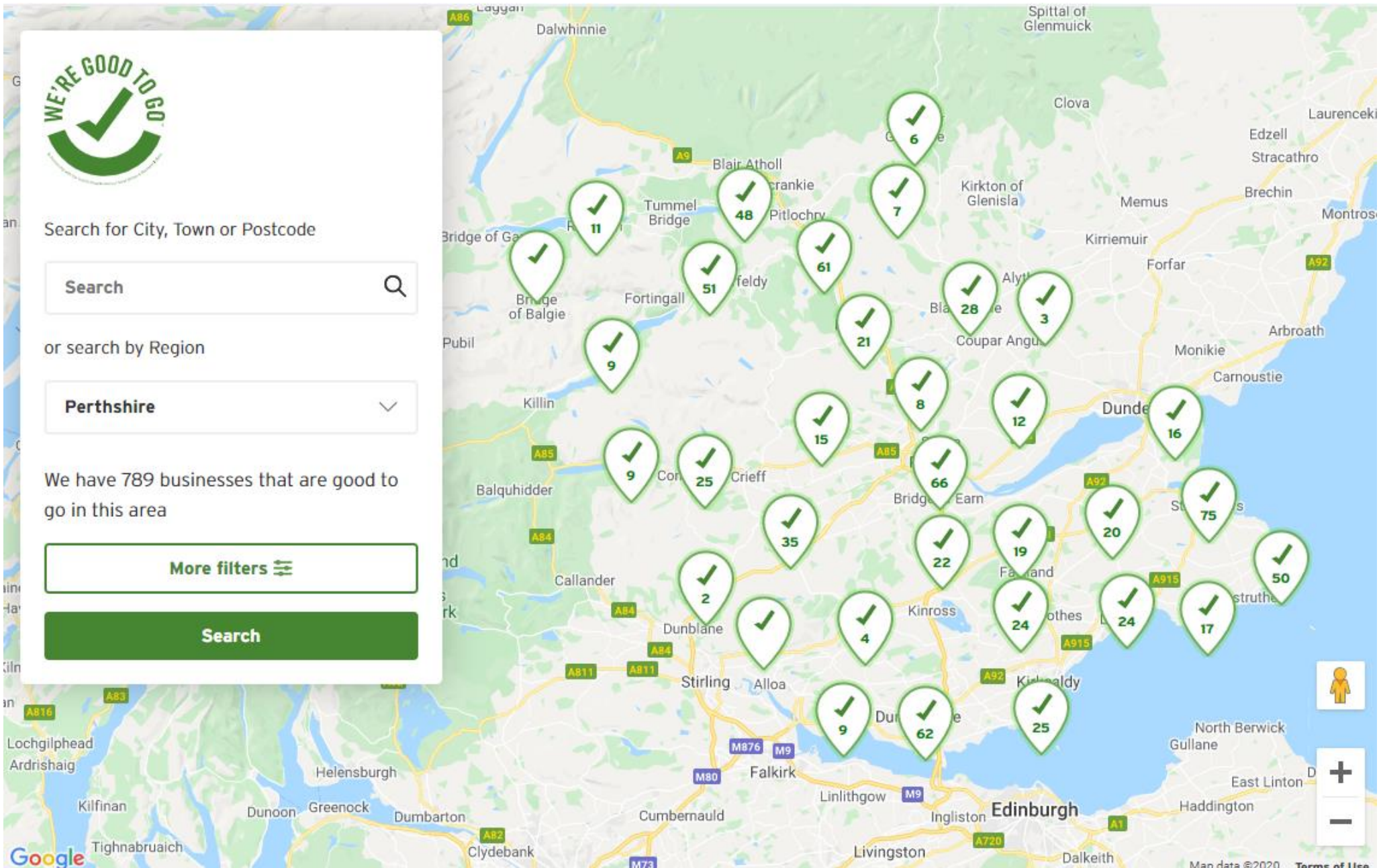
All information on www.visitscotland.org

WE'RE GOOD TO GO

Local Authority	26 Oct	VS.com Listings	CV19 Updated
Angus	94	233	33
Dundee City	53	114	14
Fife	342	676	103
Perth and Kinross	450	1064	243
Scotland Total	7038	16,043	4,567



More information: <https://goodtogo.visitbritain.com/your-business-good-to-go-scotland>



More information: <https://goodtogo.visitbritain.com/discover>

CONSUMER TRACKING REPORT

- Report published: [link](#)

Headlines

- The majority of the UK public (58%) think that the ‘worst is yet to come’.
- **1 in 4 of UK feel very/fairly confident a trip** would go ahead between October to December (down from 1 in 2 who were confident back in August).
- 58% of UK residents stating that they would **not visit a ‘previously locked down’ destination** until at least 2 months after restrictions are lifted.
- 1 in 4 Britons (19% of Scotland residents) **planning a trip between November and March**. 13% identified Scotland as their first choice destination. Amongst Scotland *residents*, Scotland is the destination of choice for 50%.
- Pre-nesters (predominantly 25-34 year olds) and families are likely to be the **largest audience for Scotland winter trips**. Confidence levels are lowest amongst ‘retirees’.
- Scotland winter trips are most likely to be **short breaks**, 62% of winter intenders choosing this trip length.
- [**Booking window is increasingly short**]. Booking incentives will need to take into account the range of different platforms intenders use. Booking directly with the provider is the most common channel, followed by via an online travel agent.



VISITSCOTLAND

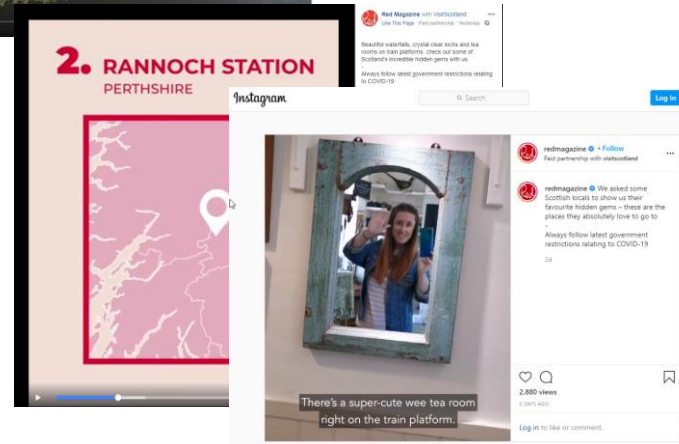
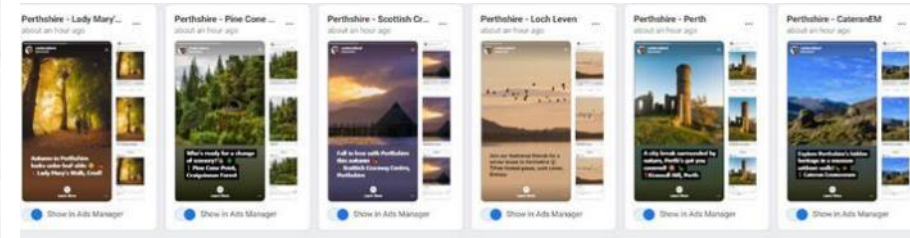
Marketing

- Only in Scotland
- Regional coverage
 - Tour Guides Tales – Blair Castle
 - Paid Facebook – Live Life Well
 - Tripadvisor/Booking.com
 - Hearst Publishing
- Autumn/Winter Themes
 - City-plus
 - Rural Escapes
- Winter Advocacy Campaign
- Spring activity being planned

Only in Scotland captures what people seek from holiday in Scotland, and our unique attributes

CREATIVE PROPOSITION

Escapism crowd free calm	Stories mystical and authentic
De-stressing re-centring and reconnecting	Awe-inspiring rich/deep, intense feeling
Connected sense of belonging	Dramatic historical depth versus superficial



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ADVENTURE ACTIVITIES TO TRY IN SCOTLAND'S CITIES

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TIMELINE - GLOBAL MARKETING ACTIVITIES

JUL

AUG

SEP

OCT

NOV

DEC

JAN

FEB

MAR

Themes
City Breaks
Rural Breaks

Walking Tours
Autumn Walks

Myths & Legends
Coasts & Islands

Cosagach
Dark Skies

Luxury/Unique
experiences

Wellness
Soft/W adventure

Romance

PAID



Scotland Broadcast & Digital Activities
Only in Scotland

Paid Social Paused

St Andrews
Campaign

TBC: Digital and Paid Social (ads & lead gen);
possible radio

RoUK digital only activity
Scotland Needs You Paused

Paused

Paid Digital Paused

Paid Social, ads & lead gen Paused

Influencers / HomeTownTourist

TBC: Digital and Paid Social (ads & lead gen)
'Feel like a Local - Only in Scotland'

Influencers / Feel like a local

TripAdvisor Paused

TripAdvisor / reactivation

Expedia (from mid Oct, targeting 'lookers' Spring 21 in target UK areas that can travel)

Publishing activity: Hearst / Geo Partnership

Lead Gen Activity:
Database sign ups

St Andrews
Campaign

TBC: B2C EU Activity
Stimulate early Spring/Summer travel

Increase WeChat & Weibo followers

EARNED



Consumer PR | ongoing destination awareness building via media relations (off the desk pitching; media comms; virtual experiences...)

VB/VS/VW/NITB influencer collaboration

Virtual meet the media: Trav media/ITB

Weibo (China)
5x livestream events

TBC Media visits restart (currently paused)

OWNED



Messenger live chat on VisitScotland.com / i Centres re opened (phased)

Monthly ezine

Monthly ezine

Monthly ezine

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Organic social posts on Facebook and Instagram

Organic social posts on WeChat and Weibo

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INTERMEDIARY

Global Virtual B2B event

Scotland
Reconnect 2020
23-25 Nov

Product development and promotion - Dream Now, Plan for 21
Focus on EU travel trade professionals through multiple touchpoints with Covid-19
reassurance message, client experience in Scotland + Brexit information

TBC: Conversion EU Activity
Stimulate early Spring/Summer travel

Destination training and webinar events with key tour operators & travel advisors
Product development and promotion – Dream Now, Plan for 2021
Updated destination education programme plus acquisition of new travel trade contacts
Focus on Luxury & High Net Worth Travel Advisors – increase knowledge of Scotland / Responsible Tourism
Joint activity with VisitBritain where appropriate

TBC: Conversion NA Activity
Stimulate late Spring/Summer travel

Destination training and webinar events with key tour operators & travel advisors
Grow WeChat & Weibo followers on VisitScotland's own trade accounts



TOURISM INDUSTRY / PARTNERS

VisitBritain Good to Go scheme launched / VisitScotland.com functionality updated to show 'We're open' & Good to Go

Good to Go campaign

Escape the Everyday

Scotch Whisky & Salmon / Seafood campaigns in US & China

VisitBritain
& DEFRA

Visitor
Management

BBC The Social – Responsible
Camping & Influencer activity

DF Concerts
partner activity

Responsible Outdoor
access infographic

Spring activity (tbc) inc new camping &
motorhome video content

GET INVOLVED

Keep in Touch with Local Insights.

Both good news & 'less good' news.

Keep social media up to date

Are you ready online?

Update your free VS.com Listing [Link](#)
Sign up for free: [Link](#)

Sign up for the VisitScotland Industry Newsletter

[Link](#)

Sign up to 'We're Good To Go'

[Link](#)

Keep in Touch. Tell us your news

Join VS Perthshire Business Facebook
Group: [Link](#)