

A large, stylized purple flower graphic is positioned on the left side of the slide. It features a central circular element with a three-petaled flower inside, surrounded by several curved, petal-like shapes that radiate outwards. The entire graphic is rendered in a solid purple color.

OUR TOURISM COMMUNITY CONFERENCE

PROMOTIONS + INSIGHTS STORNOWAY

*Visit
Scotland* | *Alba*[™]

VICTORIA HARVEY – OUTER HEBRIDES DEVELOPMENT MANAGER, VISITSCOTLAND

MARKETING OBJECTIVE

Grow the **value** of tourism to Scotland **with a focus on...**

Positioning Scotland as an inclusive year-round destination that delivers powerfully enriching personal experiences

Prioritising key markets and audiences to grow Scotland's share of global travel in a sustainable way

Increasing the value per visit

SCOTLAND IS CALLING

Our invitation to the world to come and create their own stories.

Let our majestic landscapes, rich heritage and warm hospitality stir your senses and ignite your wanderlust. Embark on a transformative journey like no other, as you immerse yourself in the vibrant tapestry of Scotland's culture, marrying ancient history with modern luxury in new and surprising ways.

Tactics

Our creative must be flexible across multiple formats and platforms - always thinking channel and audience first. Creating light-hearted creative using novel visual hooks and core themes that we know resonate with the markets.



Platform First



Sonic Equity



User Generated Content



Partnerships

Emotional drivers to visit Scotland



- Appreciation
- Connection
- Satisfaction
- Escapism
- Rest & Relaxation



Core theme: connection

What calls people to Scotland is unique to the individual, and we want to stir that emotional connection. A sense of belonging or longing, whether it be from deep rooted ancestral connections to cherished childhood memories and heartwarming nostalgia, connections inspired by film and television or a yearning for adventure in Scotland's natural playground.

Our messaging pillars are:

Adventure & Escapism

Great Outdoors, Active Adventure, Wellness & Wellbeing, Responsible Touring.



Innovative Tastes

Food & Drink (distilleries, breweries, foraging), Unique Bars & Restaurants, Local produce.

Culture & Curiosity

Ancestry, Film & TV, Unique Cultural Experiences, Local Communities.





OUR FOCUS

Despite the challenging global economy, our key markets keep prioritising travel, in fact luxury retail, high end experiences and bucket list travel bookings have been on the rise.

Scotland's larder, heritage, culture, and welcoming communities and people all offer what visitors seek. These are unique, powerfully enriching, personal experiences.

Our audiences are open to more sustainable options, ones that are good for people and the planet. It's important to us that we don't place all the responsibility of making more sustainable travel choices on to the consumer.

We must play a leading and proactive role in:

- offering more sustainable and community-focused choices
- shaping our visitor behaviours

Our role is to help our visitors connect to these personal experiences



£1.6m project delivered over 2022-2023 in partnership with Highlife Highland and the Highland Council, with support from HIE and NatureScot

Multi-channel international marketing campaign showcasing the natural and cultural heritage and the Spirit of the Highlands and Islands, including the **Outer Hebrides**.



Aim to **extend the visitor season** and encourage **sustainable and off-the-beaten-track travel**, driving visits and economic benefits to those places where tourism can help stimulate rural economic growth.

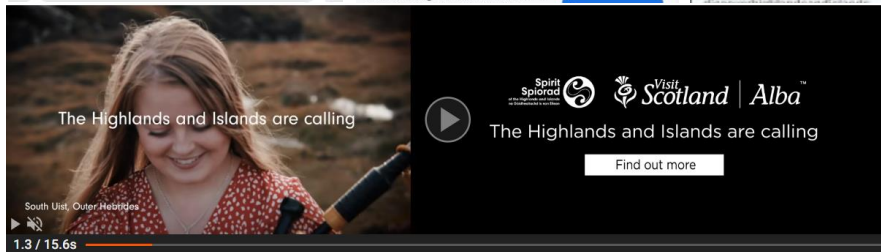
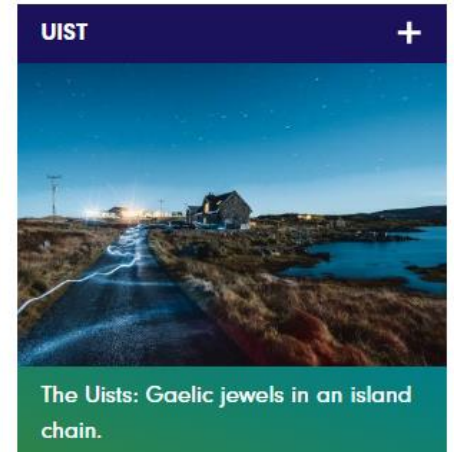
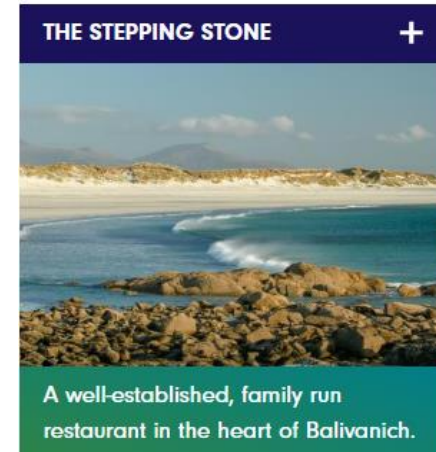
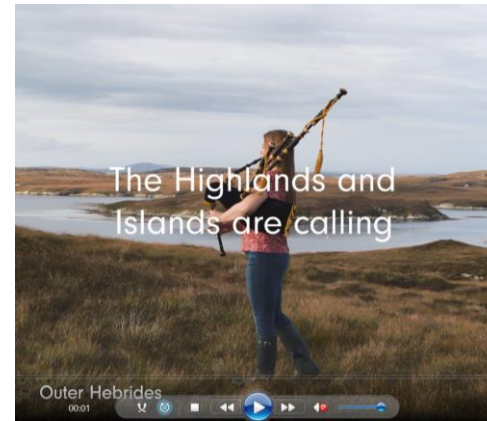
Over 8m video views (Mingulay and North Uist included in [Spring](#) and [autumn](#) video)



Spirit [website](#) (dedicated content promoting the islands)

£500k paid media (UK, DE, NL) generated 64m impressions

High Profile partnerships with The Guardian and Die Zeit.



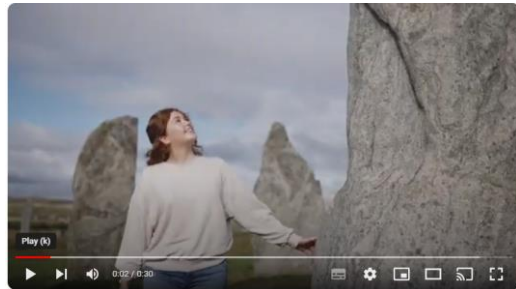
SPIRIT OF THE HIGHLANDS AND ISLANDS

Awareness Activity – Paid Social / Connected TV

Outer Hebrides (Calanais Standing Stones) are included in our latest Scotland is Calling 30" hero video and shorter social cut downs. This is promoted via;

- UK Market – Facebook/Instagram (paid social)
- US Market – Instagram/ Snapchat (paid social) + Connected TV (Paramount Plus and Disney+)

<https://youtu.be/4-KBypQ2PPc>



Awareness/Conversion Activity - Expedia

Outer Hebrides are promoted on our UK landing page and US landing page; as well as a banner advert.

- Isle of Uist, Stornoway Black Pudding and Harris Tweed included in the landing page copy
- Outer Hebrides Tab for Accommodation offerings on Expedia



2nd top performing banner ad in the US Market CTR of 0.11%

Select hotel offers in Scotland



Content Partnerships currently in planning for Q4:

- NatGeo/Disney (UK & US Markets)
- Culture Trip (US Market)
- Le Figaro (French Market)

SCOTLAND IS CALLING



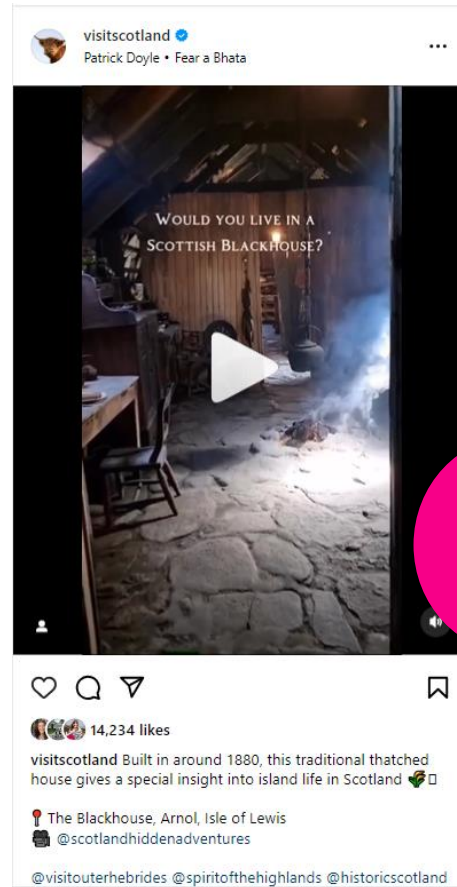
From October 2022- October 2023- we have posted a variety of content from the Outer Hebrides on our consumer social channels

These posted have collectively:

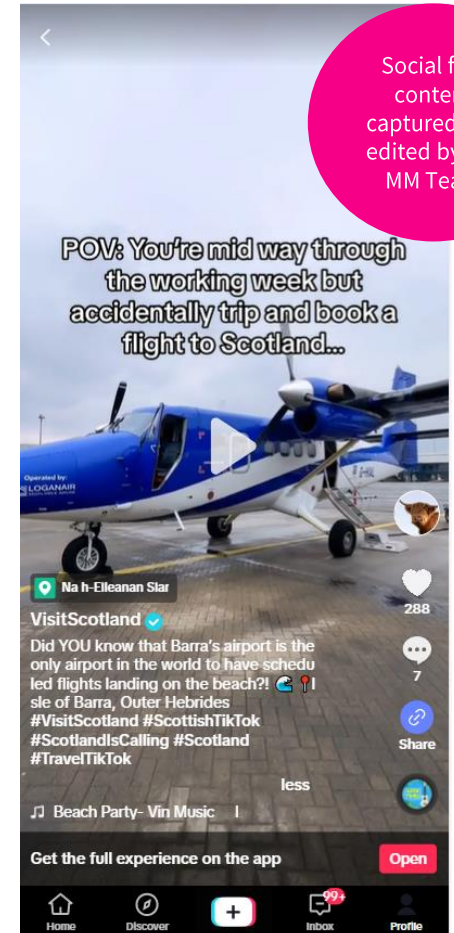
REACH	ENGAGEMENTS	COMMENTS	SAVES	VIDEO VIEWS
19.72M	971.29K	15.36K	43.34K	56.82K



Iconic content that appeals to our global audience



local attractions & businesses



Social first content captured and edited by our MM Team

SOCIAL



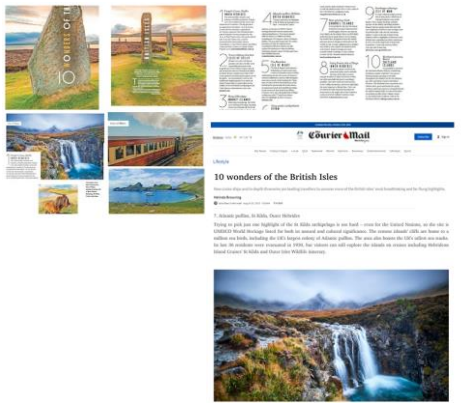
(Above) For publication Frankfurter Rundschau (Germany), from last autumn, on the back of a press trip we supported for journalist Nicola Förg to Uist



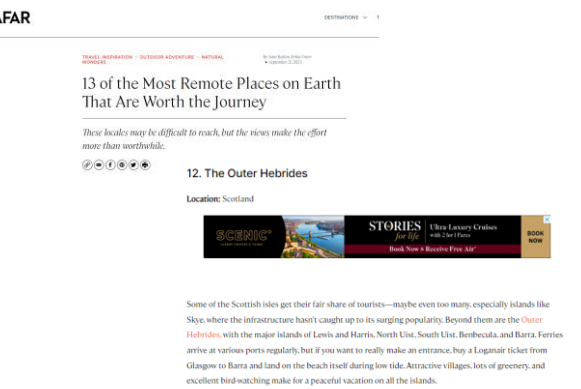
(Above) Another great inclusion for Uist came on the back of our Islands comms bundle which was picked up by travel magazine Reisen Exclusiv in Germany.



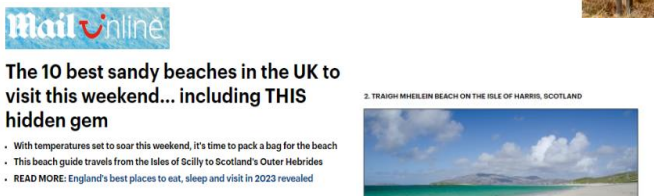
For France, earlier this year, nature travel magazine Terre Sauvage published a feature on St Kilda (below).



(Above) In Australia, St Kilda was featured in publications the Sunday Telegraph and Courier Mail in August 2023.



(Above) AFAR in the US included The Outer Hebrides in a round-up of 13 of the Most Remote Places on Earth that are Worth the Journey in September 2023. AFAR is one of our top priority publications.



(Above and right) on the back of media relations and pitching of comms on beaches in Scotland in the UK, the Mailonline featured Traigh Mheilein beach in Harris in its list of the top beaches in the UK.



(Above) In China, the Outer Hebrides was featured on a picture-led article showcasing the stunning landscape in Scotland on Baijiahao.baidu.com in July 2023.

GLOBAL PR – RECENT COVERAGE EXAMPLES

Highlands & Islands

Could a new film shot entirely in Lewis help inspire a new wave of screen tourists to the Outer Hebrides?

by John Ross

May 19 2022, 5:00pm

Share



The Road Dance was filmed at the Gairranran blackhouse village in Lewis. Photo by Parkland Entertainment

nce 1917

style Advertise Place Announcement

BREAKING UK Space Agency -Axiom deal will see first all-UK space mission

Blockbusters help put the islands on tourism map

VisitScotland have launched a new booklet which promotes Scotland as a top-class film destination – and a number of its more dramatic locations are found right here in the Western Isles.

By Murray MacLeod

Published 8th Nov 2022, 08:49 BST - 2 min read
Updated 8th Nov 2022, 08:49 BST

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Job Vacancies

- Riochdaire Clùit - BBC Radio nan Gàidheal
- Family Practitioner (Action for Children)
- Residential Worker (Action for Children)
- Residential Worker - waking nights (Action for Children)
- Domestic Assistant (NHS Stornoway)
- Bank Chef/Cook - NHS, Uist & Barra hospital
- Catering assistant (NHS) Uist & Barra Hospital
- Administrative Assistant - part-time, fully flexible

Jet2 holidays **Grabbers** **Riad Armelle**

STORNOWAY MEDIA CENTRE On Etsy **We love stationery @ welovestornoway**

Five-star welcome of Isles B&Bs
CREATED 07 MARCH 2023

General News
Sadness at death of sea eagle

Stornoway Gazette News you can trust since 1917

News Submit Your Story Sport What's On Lifestyle Advertise Place Announ:

BREAKING UK calls for 'pause' in Israel-Hamas conflict but rejects ceasefire

Business

Comunn Eachdraidh Nis is an "excellent" visitor attraction

A museum and cafe in the north of Lewis has been awarded prestigious four-star rating by the national tourist organisation, Visit Scotland, after an unannounced visit and inspection.

By The Newsroom
Published 19th May 2023, 11:02 BST
Updated 19th May 2023, 11:04 BST

COMUNN EACHDRAIDH NIS

Highlands & Islands

BBC's Wild Isles series helps to put Highland and Island destinations on the map

VisitScotland stress tourism industry will be in line to capatalise from the show and on growing visitor interest in wildlife.

by Michelle Henderson

April 5 2023, 12:40pm

Share Comment 0



Media Centre ▾ Campaigns ▾ Themes ▾ Contacts Help Centre ▾

RIONNAGAN RIM FAICINN ANN AN LEÒHAS AGUS SNA HEARADH



The P&J SCOTTISH NEWS WEBSITE OF THE YEAR 275 YEARS AS YOUR VOICE

Scotland highlights language benefits as visitor interest rises

Gaelic: VisitScotland highlights language benefits as visitor interest rises

VisitScotland highlights opportunities for Scotland's tourism and events industry

by Louise Glen February 22 2023, 7:25pm

Share Comment 0

Welcome to Scotland Fàilte gu Alba

Eilean a' Cheò agus Innse Gall The Isle of Skye and the Hebrides
An t Eilean Sgitheanach Isle of Skye 53

Ads by Google

Stop seeing this ad Why this ad? ▾

VisitScotland says visitor interest in Gaelic increased over last four years

21st March 2022



CORPORATE COMMS – COVERAGE EXAMPLES

Market Insights & Opportunities

UK Insights

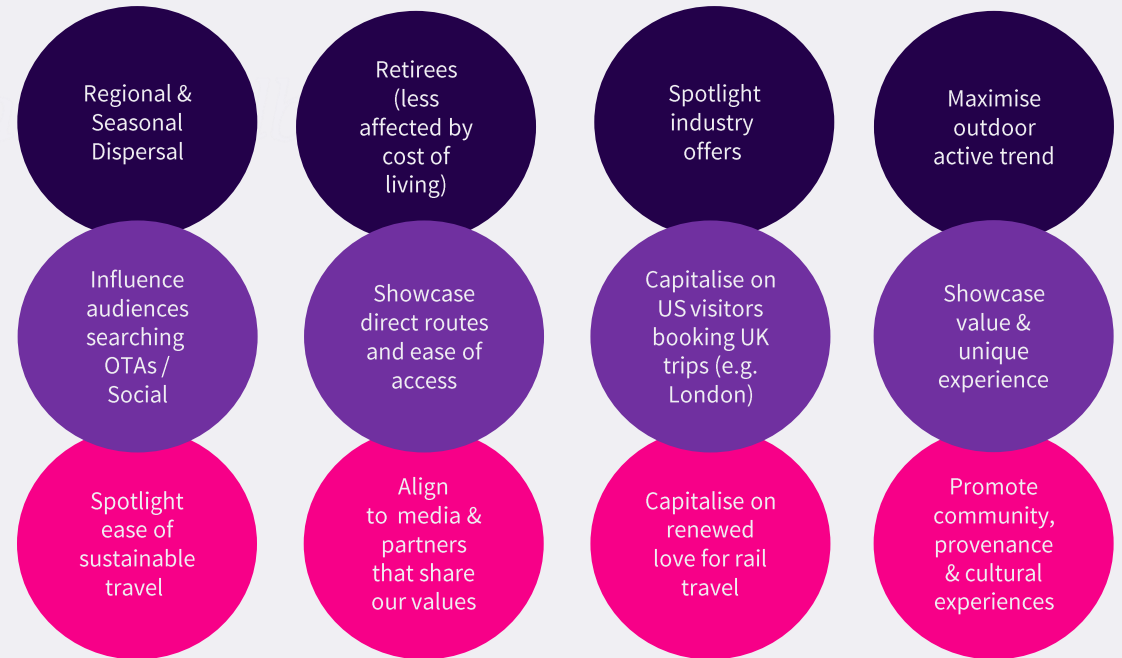
- Scotland is second to South West England in terms of interest for UK trip
- UK market hugely important for **regional & seasonal spread**
- Audiences hit by **cost of living** are more likely to focus on outdoor active tourism
- Despite concerns around finances, UK will take more domestic trips compared to before the pandemic
- Rise in spring intenders to Scotland driven by retirees (1/3 of those planning a trip.
- Rise in summer intenders, driven by families
- UK express a need for more **financial flexibility** when engaging with tourism providers in the coming months including “free cancellation” and “discounts or special deals”
- TripAdvisor showing 45% of UK audience book activities before they travel

US Insights

- The US has consistently remained the **# 1 international tourism market** for Scotland – favourable exchange rates and **strong airline connectivity with new capacity coming in 2023**
- **Increased demand for luxury product and unique experiences** resulting in higher yield for industry
- Consumers are turning to online travel sources, specifically OTAs to book travel - 31% more than prior to the pandemic according to Expedia; MIDAS research shows a total of 55% US travellers book via tour operator or travel agent.
- TripAdvisor showing 64% of US audience book activities before they travel
- Travellers are adding in **multiple destinations** in one trip. **64% long haul; 32 % short haul ; Scotland + Ireland** a growing trend highlighted by tour operators
- 87% of millennial travellers consult **social media** as one of first stops for travel inspiration
- US Travel has returned to pre pandemic levels with 40 million Americans travelling out of the country in July 2023 alone, their main destinations are the UK, Germany and France

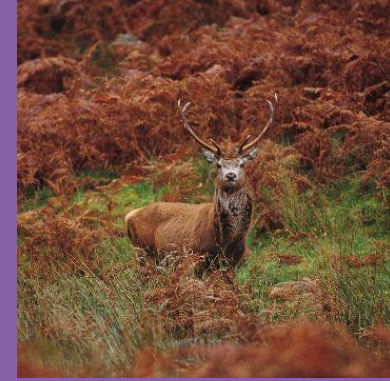
Responsible Travel

- Expedia Research showed **7 in 10 consumers** feel **overwhelmed** by starting the process of being a more sustainable traveller. 90% of Expedia travellers are looking for sustainable booking options.
- Sustainable tourism is resonating but associated **cost and clarity of benefits** are perceived barriers.
- **Eating and shopping locally** rank highly amongst sustainable travel behaviours of US market.
- Pinterest Trends predicts - Gen Z and Millennials will find a renewed love for **train travel**



OUR SPOTLIGHT THEMES FOR 2024

Our marketing calendar for 2024 shows our key messages and authentic experiences for each season.



Things we're looking for spring:

- seasonal ideas, off-the-beaten path / lesser-known experiences, and local tips
- new places to stay and places to eat
- new tours, attractions, experiences and trails
- meet the maker experiences
- big events and upcoming exhibitions (annual events and those exclusive to 2024)
- sustainable and inclusive visitor experiences

Visit
Scotland | *Alba*TM



YOUR ROUTES TO MARKET

Direct route to market

Where a customer books with your business in person:

- by phone, email or direct message
- through website's online booking engine

Indirect route to market

Where a customer uses a third party to research and book their travel. This could be:

- an OTA
- a travel agent or advisor
- a traditional tour operator

Commission paid to third party

Cruise Routes to Market

Where the excursion company books you on behalf of their cruise passengers

- Excursions Ltd
- Intercruises
- Communications & Destinations
- European Cruise Services

[Lewis and Harris Route to Market](#)
[- Cruise Forum](#)





A unique, local experience

Tour operators are looking for experiences to make their itineraries stand out.

You can really set yourself apart by working in partnership with other local businesses. Together, you will be able to create new experiences around your location or community.

For example, agritourism experiences or events celebrating local history or anniversaries. These can also help to encourage visitors stay longer and out of season.



Rates well in advance

Tour operators are already preparing their 2025 offerings so it's a good idea to have your prices for 2025 available now. This will help you respond to early requests for rates and capacity.



High quality service and facilities

Tour operators are reporting even higher costs in 2024, making Scotland less competitive as a destination.

Visitors are thus expecting a higher level of service for the price they're paying. They also want to see businesses invest in renovations, and new and improved facilities.



A quick response

A fast response time can reassure a tour operator of the level of service you provide and help to secure new business.

Over the summer, some operators reported that businesses were not responding to their enquiries as quickly as they would like. This experience could impact on their likelihood to book with you.

WHAT DOES TRAVEL TRADE DELIVER?

- An additional channel and increased reach
- off peak visits and revenue
- Knowledge of the international customer
- Ground handling expertise
- Repeat business
- New markets, new partnerships and business growth
- Balance of client base – reducing risk

IN RETURN THEY NEED

- Trade rates – commissionable or net
- Quality experiences that are delivered consistently
- Reliability and efficiency (operating hours and regular schedules)
- High level of customer service and helpful staff
- New partnerships – what can we do to help them package up?
- An Understanding of the different cultural needs
- AND! A staff contact at the business who understands travel trade

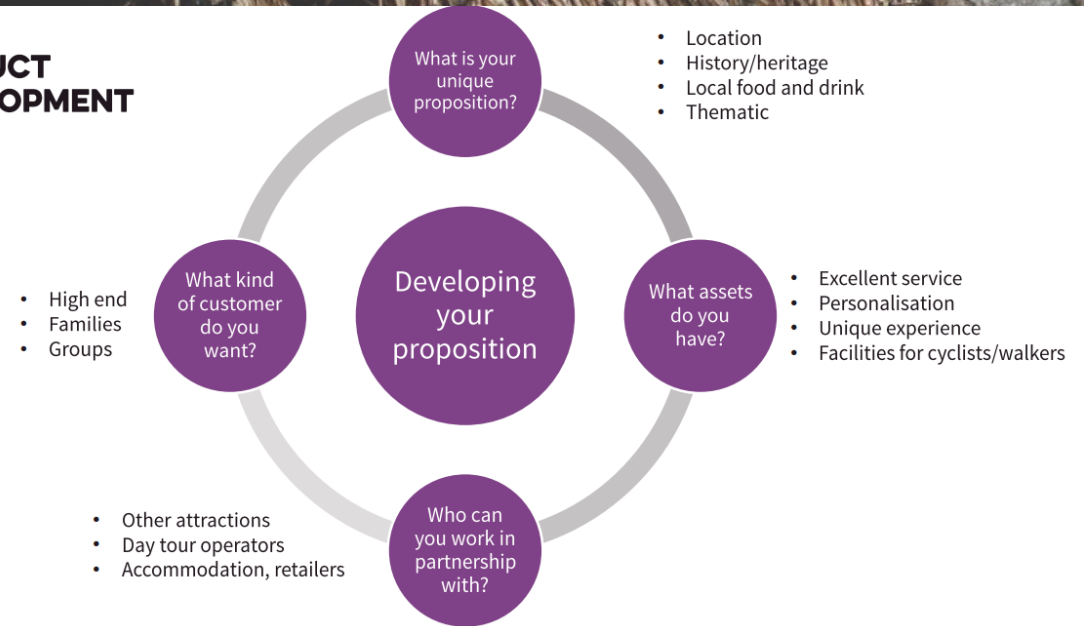
- Sign post sustainable travel options, charging points and public transport – especially with German, Nordic and Dutch travellers.

- This summer trips into nature and mountains were popular, possibly to beat the heat?

- An increased interest in

- Adventure – Slow and more fast paced
- Farm stays
- Food and Drink
- Unique experiences
- Wellness

PRODUCT DEVELOPMENT



Information

- iCentre in Stornoway

Business Engagement

- Free web listing, 1-1 digital support, quality assurance, sustainability + Net Zero advice

Marketing

- Social media, influencers, travel trade and PR

Destination Development

- Identifying tourism opportunities amongst stakeholders and pitching them to our global partners

Travel Trade

- helping you get your travel trade idea off the ground and in front of our contacts

Events

- Event funding, iCentre updates

Corporate Communications

- Highlighting the work of our industry

Insights



**OTHER WAYS
WE CAN HELP**

GET IN TOUCH



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