

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 radiating outwards. The entire graphic is rendered in a solid purple color.

OUR TOURISM COMMUNITY CONFERENCE

PROMOTIONS + INSIGHTS

CNOC SOILLEIR 01/11/23

*Visit
Scotland* | *Alba*TM

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 neighbourhoods 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

Market Insights & Opportunities

UK Insights

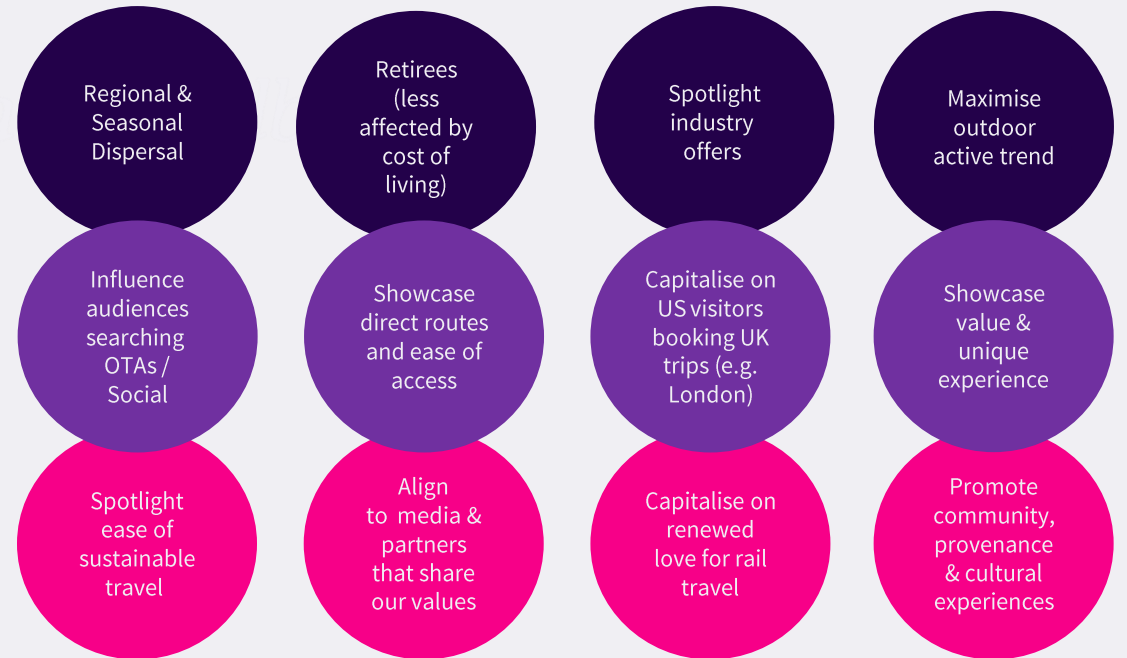
- Scotland is second to South West England in terms of interest for UK trip
- UK market hugely important for **regional & seasonal spread**
- Audiences hit by **cost of living** are more likely to focus on outdoor active tourism
- Despite concerns around finances, UK will take more domestic trips compared 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



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.



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.



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.



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.

- 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

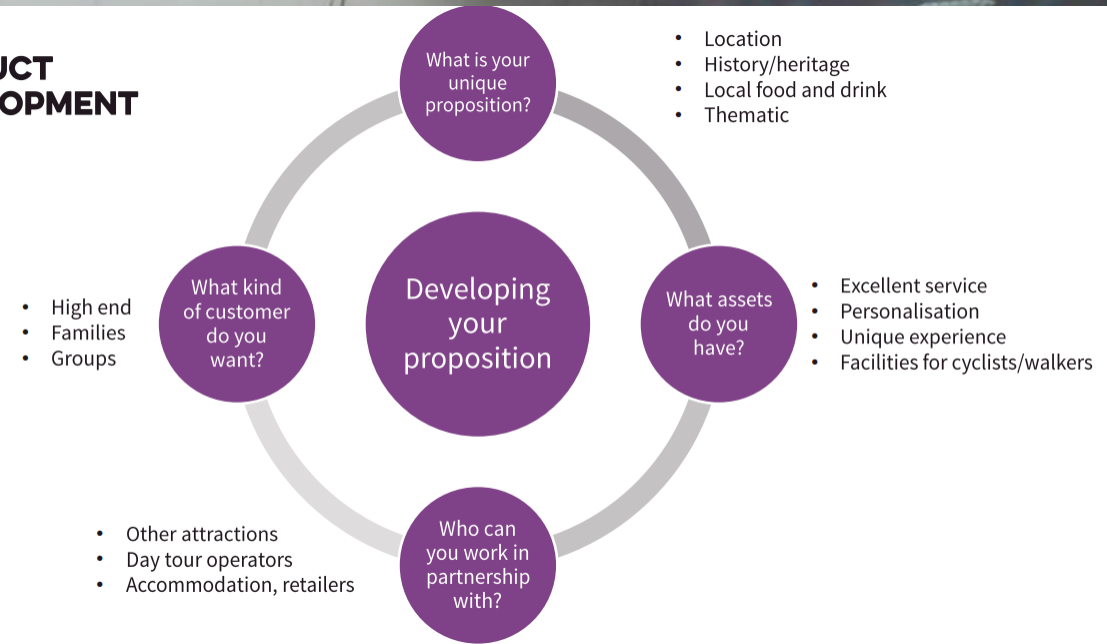
WHAT DOES TRAVEL TRADE DELIVER?

- 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

PRODUCT DEVELOPMENT



WHAT TYPE OF VISITORS ARE YOU LOOKING FOR?

WHICH MARKETS BEST FIT YOUR OFFER?

WHEN AND WHAT CAPACITY DO YOU HAVE?





£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.

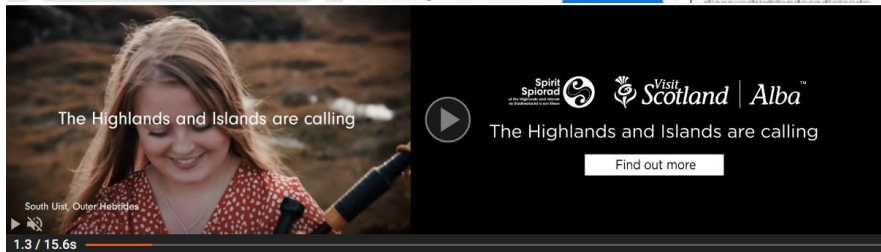
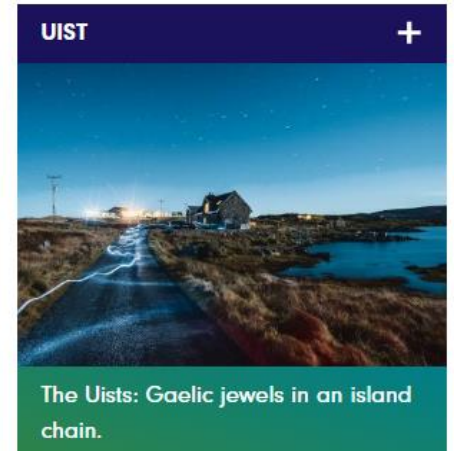
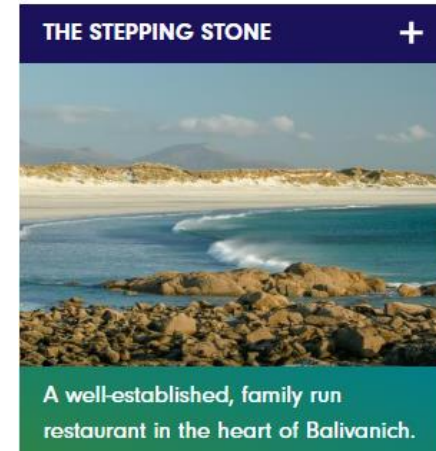
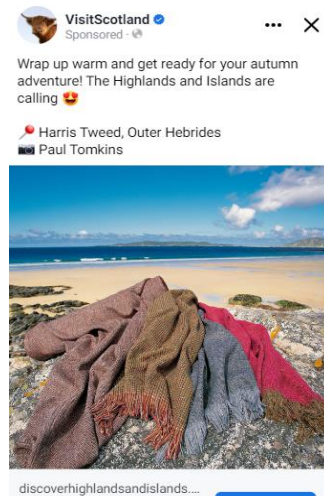
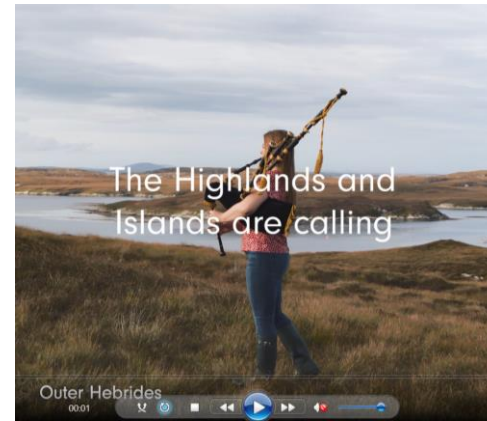
Over 8m video views (Mingulay and North Uist included in [Spring](#) and [autumn](#) video)



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



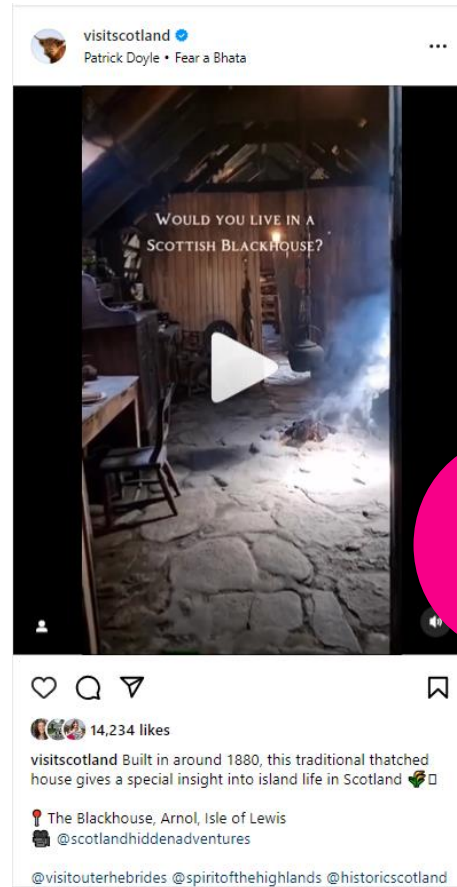
From October 2022- October 2023- we have posted a variety of content from the Outer Hebrides on our consumer social channels

These posted have collectively:

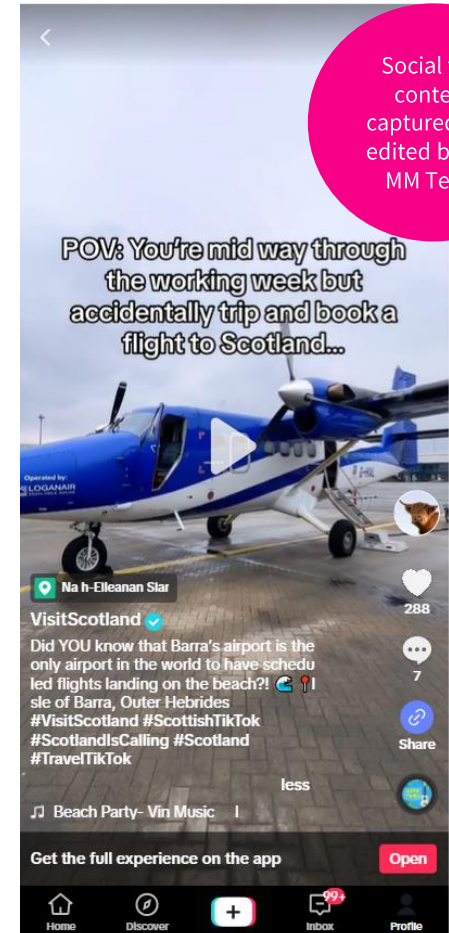
REACH	ENGAGEMENTS	COMMENTS	SAVES	VIDEO VIEWS
19.72M	971.29K	15.36K	43.34K	56.82K



Iconic content that appeals to our global audience



local attractions & businesses

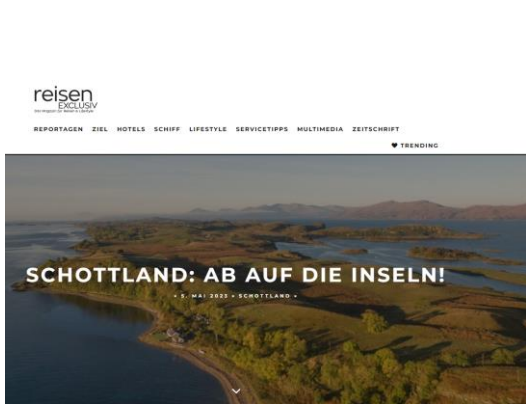


Social first content captured and edited by our MM Team

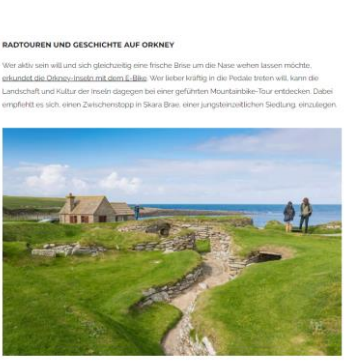
SOCIAL



(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.

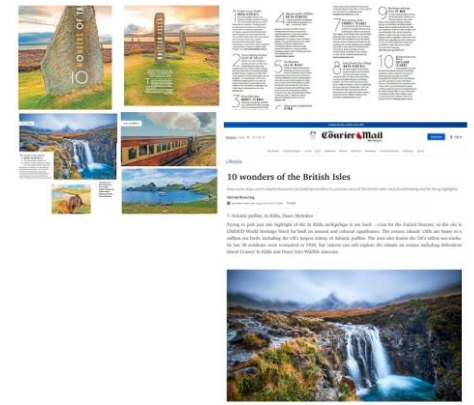


(Above) In Australia, St Kilda was featured in publications the Sunday Telegraph and Courier Mail in August 2023.

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



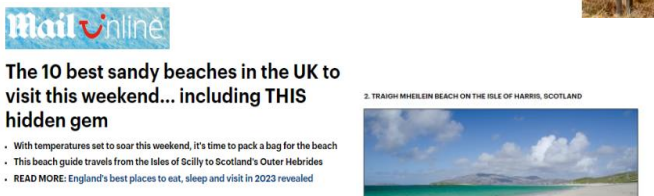
(Above) In China, the Outer Hebrides was featured on a picture-led article showcasing the stunning landscape in Scotland on Baijiahao.baidu.com in July 2023.



(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.

OTHER ACTIVITY:
(US) We worked with journalist Graeme Green who is writing a feature for Adventure Cyclist following his trip with Wilderness Scotland to complete The Hebridean Way in September 2023. Coverage is due out in Spring 2024, and we have supported with wider destination information, logistics, contacts and local stories to add to the feature.
(UK) We worked with Sykes Holiday Cottages on a press trip for writer called Erin McDermott from the Herald newspaper in Scotland. Erin stayed on Uist and explored various parts of the region. The coverage is due by the end of 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

We love Stornoway News ▾ Info ▾ Advertise here! For sale Job Contact ▾

Harris & Scalpay News

COMING EVENTS THERAPIES **ALSDAIR ALLAN MSP** **Say Hi to saving Say Hi to borrowing Say Hi to HI-Scot**

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 **Grubbers** **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

The Outer Hebrides is showcased in a multitude of emails and content pieces across the year. Emails are targeted to warm consumers on our database, made up of 973k consumers across all markets.

Recent activity

- Dedicated 'Spring Islands' emails 'Spring into action' and 'Scotland's wild isles' with content focused on spring bookings and island hopping, events and food and drink – off the beaten track and hidden gems.
- Email campaigns drove customers to the Spirit of the Highlands & Islands website and spring/autumn videos.
- Key partners promoted included all main ferry operators, tours, F&D, accommodation, direct flights and bookable experiences.



LOVE NATURE?

Let our new video inspire you to get outdoors and uncover your spirit of adventure in the stunning Highlands and Islands.

[VIDEO INSPO](#)

Red deer stag © VS / Neil McIntyre



A LITTLE QUIRKY

Feeling adventurous? Find places to stay that are bound to leave a lasting impression, including colourful bunkhouses, homely hostels and a converted train coach!

[UNUSUAL ACCOMMODATION](#)

Gearrannan Blackhouse Village, Isle Of Lewis ©Paul Tomkins




FLY TO SCOTLAND DIRECT

Plan your next trip to Scotland with 10 direct routes.

[VIEW MORE](#)

Travel



Isle of Kerrera


SCOTLAND: THE SMALL ISLES

Immerse yourself in the tranquility and natural beauty of these lesser-known archipelagos. Whether you've got a few days or weeks, an island-hopping escape lets you discover the unique culture and community of our majestic isles.

[BE INSPIRED](#)


6 AMAZING ISLAND HOLIDAY IDEAS

Invigorating sea air, idyllic beaches, unique landscapes and enticing whisky and wildlife: these get-away-from-it-all trips are a treat for the senses and the soul.




Machrie Moor Standing Stones, Isle of Arran

[PLAN HERE](#)



Isle of Lismore © VisitScotland / Richard Elliot



Local seafood

BEST ISLAND RESTAURANTS


Taste the freshest natural produce from our stunning seas, lush mountains and fertile lands.

[SAMPLE MORE](#)


9 MAGICAL ISLAND DAY TRIPS

Turn holiday mode-on and everyday life mode-off with these must-do authentic experiences.

[BROWSE HERE](#)



St Ninian's Isle, Shetland



Duncansby Stacks

SPOTLIGHT ON: THE ISLANDS


Coastal dreaming? Make it a reality and enjoy the serenity and beauty of a natural paradise.

[SEE ISLAND ADVENTURES](#)

SPOTLIGHT ON: THE HIGHLANDS

Iconic landscapes paired with mysterious wonders and fascinating stories, feel part of the history as you wander ancient land.

[DISCOVER NOW](#)



Isle of Islay. © Kieran J Duncan

TIME FOR ADVENTURE

Immerse yourself in the sights & sounds, the Highlands & Islands are calling...

[WATCH VIDEO](#)



Eriskay © VS

ISLAND FESTIVALS

Take part in a unique experience around Scotland's coast, delving deep into food, music and cultural delights.

[20 MUST DOS](#)

EMAIL MARKETING

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**

KEEP IN TOUCH



Victoria Harvey

Outer Hebrides Development Manager

Victoria.Harvey@visitscotland.com

07342064281

Stornoway VisitScotland iCentre

26 Cromwell Street, HS1 2DD

Stornoway@visitscotland.com

01851 703088