

12 August 2020

Request under The Freedom of Information (Scotland) Act 2002

Thank you for your Freedom of Information request dated 14 July 2020, in which you requested the following:

1. Copies of any letters/emails sent by members of the Scottish public to Visit Scotland, on the subject of the re-opening of tourism during/after the covid-19 pandemic, or connected matters. Please limit to the time period 23 June 2020 to present.
2. All correspondence (including emails, attachments, typed or handwritten notes, letters, notes/records of phone calls, texts or instant messages, minutes of meetings, briefings or otherwise) between the Scottish Government and Visit Scotland, on the subject of Visit Scotland's new marketing strategy to help restart tourism, or connected matters. Please limit to the time period 23 June 2020 to present. The marketing strategy I am referring to is announced here: <https://media.visitscotland.org/blog/visitscotland-launches-new-marketing-strategy-to-help-restart-tourism>.

I have considered your requests, and can respond as follows:

To answer point 1, I have attached a spreadsheet of email correspondence which has been identified as being from, or possibly from, members of the Scottish public. These are all emails which means it is not always clear where, geographically, the correspondence has come from. Please note that the team has not received any letters in the time period you specify. You will see that there are no names or email addresses provided as I have interpreted your interest as being in the comments made and questions asked.

Responding to point 2, I have attached the following items:

- A copy of the presentation delivered to MSPs on 1 July, which was shared with Scottish Government officials. The presentation includes an update on marketing plans.
- Two update notes shared with the Scottish Government with sections relating to marketing. These updates on VisitScotland activity were shared with the Scottish Government on 24 June and 8 July.
- The draft media release for the campaign launch and a related email exchange between representatives of VisitScotland and the Scottish Government communication teams.

Within this you will see a discussion about the wording of the draft release. There was a telephone conversation to discuss this point further, resulting in the text being streamlined to refer simply to the rest of the UK. Here is a link to the final release so you can see that change. <https://media.visitscotland.org/blog/welcoming-back-scottish-tourism>

I hope the information I have provided is helpful to you. If, however, you are not satisfied with the response or the manner in which your application has been handled, you may in the first instance contact VisitScotland's Chief Executive, Malcolm Roughead, whose contact details are set out below:

Mr Malcolm Roughead
Chief Executive
VisitScotland
Ocean Point One
94 Ocean Drive
Edinburgh, EH6 6JH
Telephone: 0131 472 2201
Fax: 0131 472 2223
E-mail: malcolm.roughead@visitscotland.com

If you wish to request a review of your application under either the Freedom of Information (Scotland) Act 2002 or the Environmental Information (Scotland) Regulations 2004, your request should be submitted to us in writing, or another permanent format (for example e-mail or voice recording), and be received by us within 40 days of the date of this letter. Any request for a review should also set out, in as much detail as possible, the reasons why you are not satisfied with our response or the manner in which we have dealt with your application.

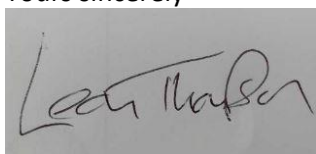
If you are still not satisfied with our handling of your application after we have responded to your request for a review, you have a right to apply to the Scottish Information Commissioner for a decision on whether we have dealt with your request in accordance with the Act.

The Scottish Information Commissioner may be contacted at:

Scottish Information Commissioner
Kinburn Castle
Doubledykes Road
St Andrews, Fife
KY16 9DS
Telephone: 01334 464610
Fax: 01334 464611
E-mail: enquiries@itspublicknowledge.info

You also have the right to appeal to the Court of Session in Scotland on a point of law concerning our response.

Yours sincerely

A handwritten signature in black ink on a grey rectangular background. The signature appears to read 'Leon Thompson' in a cursive style.

Leon Thompson

Government and Parliamentary Affairs Manager
VisitScotland



VisitScotland Update

#SCOTLANDISNOW

AGENDA

1. Welcome and introduction – Mr Ewing
2. Work of Scottish Tourism Emergency Response Group – Riddell Graham, Director of Industry & Destination Development (10 mins)
3. Engagement with and support for businesses and groups – Riddell Graham (10 Mins)
4. Community Engagement – Ken Massie, Head of Regional Leadership & Development (10 mins)
5. Marketing recovery plans – Vicki Miller, Director of Marketing & Digital (10 mins)

STERG

- Composition of group – STA, SE, HIE, SoSE, SDS, COSLA, VS, SG

Action plan

- Respond – immediate provision of information and support to businesses
- Reset – support, planning and preparation to encourage restart
- Restart – support and guidance to begin safe reopening
- Recovery – direction and support for operating in a new post COVID 19 environment



#SCOTLANDISNOW

INDUSTRY ENGAGEMENT

- Research, data gathering, direct engagement with 3,500 businesses
- Communications – regular email contact with 12,500 businesses
- Global research and travel market intelligence
- 2020 quality assurance fees suspended - £1 million saving for 4500 businesses
- Destination/Sector fund – 83 supported, 10,000 businesses, £500k
- Support for applications to Hardship and PERF funding



#SCOTLANDISNOW

INDUSTRY SUPPORT

- SG CV19 guidance for tourism and hospitality
- Sector guidance – UKH, ASSC, ASVA, Wild Scotland, Sail Scotland, NCC, BH&HPA
- Good to Go
- Visitscotland.com listings – open/closed plus G2G
- Visitscotland.org – key information source
- Tourism Task Force



#SCOTLAND|SNOW

COMMUNITIES

- In Scotland, the Scottish Government's Sustainable Tourism Growth Sector represents 4.5% of the Scottish Economy. This figure is greater in the **rural regions** of Scotland with Highlands, East Lothian, Argyll & Bute, South Ayrshire, Stirling and Perth & Kinross seeing **tourism represent between 8.5% and 9% of the local economy** and similar, if not larger, shares of employment attributed to tourism.
- The trends are becoming clearer and are evolving from signals observed over the past few years. The new normal post COVID-19 will find consumers seeking travel with purpose. **Visitors want to support a tourism industry that support communities.**
- The message of **responsible tourism** is more important now than it has ever been.

MEASURES OF REASSURANCE

- Clear **guidance** to allow for tourism businesses to open in a safe and responsible manner and ensure the wellbeing of staff and visitors. The tourism industry is taking a **responsible** attitude to ensuring opening is done in a safe way.
- The recovery of tourism will come in a **phased and gradual** approach and won't happen until we can start to **balance supply and demand**. We're working with partners, tourism groups and businesses to ensure visitors can access up to date information on VisitScotland.com.
- We won't be **marketing** areas until **confidence** has returned and the science says it's time to welcome back visitors. Our marketing activity gives further reassurance with holidaying locally a big part of it.

SENTIMENT

- **Tourism is a force for good**, providing economic benefits, jobs, and is an integral part of the community – helping to combat depopulation and creating a feeling of wellbeing across Scotland.
- The **ripple effect** of tourism is felt across lots of non-tourism businesses from the local butcher supplying meat to a hotel to the local florist providing table settings for an event.
- Being **kind** has really struck a chord and it really is at the heart of restarting tourism in Scotland. People praise the friendliness of our people. A **warm Scottish welcome** is crucial – it's one of the top reasons for visiting – and Scots are proud to open their arms to visitors.
- This is about **working together**, seeing the issues from all sides and reaching compromises to ensure that we can **restart tourism in a responsible way**. As a sector we are already on our way.

SPECIFIC ACTION

- Tourism destination and sector **support fund as a conduit**
- **Rural** Tourism Infrastructure Fund
- Highlighting **best practice** by groups and areas doing excellent work in their communities
- A programme of engagement to provide **reassurance** about national plans, consumer insight, guidelines, marketing plans and visitor pledges
- Building on strong **regional** and **local** engagement already in place



MARKETING RECOVERY

#SCOTLANDISNOW

VISITSCOTLAND: A STRATEGIC RESPONSE

RESPONSE	RESET	RESTART – FROM 15 JULY	RECOVERY FROM 27 JULY FOR UK INTERNATIONAL (TBC)	RENEW
ALL NON ESSENTIAL TRAVEL PROHIBITED		LOCAL EASING	DOMESTIC MOVEMENT LATER FOLLOWED BY INTERNATIONAL	REINVIGORATION OF MARKET
<p>Objective: Keep yourself and Scotland safe</p> <p>Messaging: Dream now, travel later</p> <p>Activity: All paid and social activity paused Industry support became priority</p>	<p>Objective: Keep Scotland top of mind, build advocacy</p> <p>Messaging: Dream now, travel later</p> <p>Activity: Inspiring and Entertaining content 'armchair travel'</p>	<p>Objective: Reconnecting Scots with Scotland</p> <p>Messaging: Stay local Only in Scotland</p> <p>Activity: Inspirational content to mobilise/engage; regional/product/thematic content to drive bookings</p>	<p>Objective: Increase demand for, holidays and breaks</p> <p>Messaging: UK: Book your trip International: Plan your trip</p> <p>Activity: Inspirational content to engage; regional/product/thematic content to drive bookings</p>	<p>Objective: Support wide spread industry renewal and reinvigoration of tourism, whilst meeting the emerging needs of a changing visitor profile</p>

Community centred – safe & responsible messaging

UK CONSUMER INSIGHT SO FAR

- Need to reassure
- Indication of reduced spend on holidays/break this year
- Confidence for travel grows from September onwards
- Scotland showing strong intent from UK
- Scots currently more likely to stay in Scotland
- Coast, countryside, outdoor activities have a high appeal but many also saying cities & towns (latter not yet evidenced in summer bookings)
- Currently self-catering a stronger proposition
- 35% of Scots will book direct, 26% via OTAs, 12% Homestay websites (similar percentages for wider UK market)

OBJECTIVES FOR RESTART/RECOVERY

- Build national pride and stimulate local responsible travel within Scotland – day trips, holidays and breaks
- Reassure Scotland that we are taking a responsible approach to attracting visitors from else-where and encouraging safe and responsible behaviour
- Use supply side intelligence to inform messaging and media approach – full programme of engagement with industry and partners
- Capitalise on school holiday months for family market
- Promote wide range of types of holidays/breaks on offer in Scotland from summer, through autumn and into winter
- Make Scotland **DISCOVERABLE**
- Through story-telling & story-living drive **ADVOCACY**

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

CREATIVE PROPOSITION



#SCOTLANDISNOW



Scotland ... your country needs you
It needs you to feel the sand between your toes, along our miles,
and miles and miles of sandy beaches
To follow in the footsteps of our ancestors and get lost in stories of our past
It needs you to enjoy the welcome we are famous for
In ways that can make us all feel more reassured
To get that much needed change of scenery
To dine in Or out
To taste our world famous produce as fresh as it comes
Or as fresh as you can find it for yourself
It needs you to get swept up .. And explore. And anywhere your dancefloor
To sing along, however badly
To get up early ... and catch a sunrise. And cosy up under a sunset
To connect with something other than wifi
And reconnect with the people you love
In the country you love
So all your country needs you to do .. Is enjoy all we have to offer
Because Only in Scotland, can travelling so little make such a big difference



REGIONAL (X15) & PRODUCT EDITS TO BE PRODUCED FOCUSED ON THE UNIQUE AND COMPELLING REASONS TO VISIT



AYRSHIRE & ARRAN



GLASGOW & CLYDE VALLEY



EDINBURGH & LOTHIAN



FOOD & DRINK



CITY BREAKS



FESTIVALS & EVENTS

WIDE RANGE OF FILM AND ADVERT INVENTORY BEING CREATED

#SCOTLANDISNOW

VISITOR PLEDGE

We want everyone to enjoy re/discovering Scotland: visitors, tourism businesses and communities alike. We're asking everyone to work together to help the visitor economy recover quickly

Plan ahead

- Check the business is open and if you need to pre book
- Follow business / attraction /community on social for latest 'open' updates
- Look out for businesses supporting 'Good to Go' scheme – Scottish businesses are working hard to ensure your safety and welcome

Enjoy the best of Scotland

- Join us in supporting the local tourism industry, discover new things and be flexible – if it's busy, try somewhere different
- Eat local, see local, buy local
- Enjoy 'slow' travel – visit fewer locations and really get to know the area – walk, bike or paddle

Protect others

- Do not travel if you have Covid-19 symptoms or have been told to isolate
- Observe physical distancing, wear face masks when in confined spaces and on public transport
- Regularly use hand sanitiser and wash your hands frequently
- Observe the Scottish Outdoor Access Code

respectprotectenjoy





Tell the people of Scotland their country needs them at scale



Persuade the right people that Scotland gives them a holiday at home



Match people with different geos and interests to the right places for them

WE HAVE BUILT A FRAMEWORK TO RESPONSIBLY KICKSTART TOURISM IN SCOTLAND

SCOTLAND NEEDS YOU

Broadcast

Mobilising

1. Targeting Scotland

public campaign that puts forward the case for supporting tourism as part of a cross industry recovery

Welcoming

2. Targeting ROUK&I

broadcast campaign which welcomes people to Scotland as a whole and shows it as a 'holiday away ... at home'

YOU NEED SCOTLAND

Targeted

Concept Forming

3. Targeting segments based on

- a) geo
- b) interest and
- c) living arrangements to match them to different places

Reassuring

4. Following up with the right information to

- a) ease anxiety and
- b) enable conversation

Where will you go first?
(paid social)
15/6 – 15/7

SCOTLAND NEEDS YOU

Broadcast

Mobilising

Scotland Awareness Launch
c. 15 July

Welcoming

ROUK & I Awareness Launch
Mid August

YOU NEED SCOTLAND

Targeted

Concept Forming

Reassuring

From end July onwards

You Tube and Social Media buy integrated throughout the plan



STV partnership
TV (C4, ITV, Sky)
Catch up TV
Radio: Bauer Partnership
Capital, Heart, First Radio,
Spotify
Paid Social
Partner/regions buy in

PR optimised

Sky TV
Catch up TV
Radio: Aire, Hallam, Viking,
Capital NE, Classic FM
North, Heart NW
Spotify
Paid Social
Press - Consumer interest
Brands
Partner/regions buy in
PR optimised

OTA/Tour Operator Partnerships

EXPEDIA
TRIP ADVISOR
BOOKING.COM

PR optimised

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Marketing

In addition to campaign assets designed to inspire visitors and drive bookings, two new activities are now planned to address the need to provide visitors with reassurance that Scotland is a safe destination:

1. Visitor Pledge – to encourage responsible and safe travel

This will be developed as an infographic and available for use via social channels, posters etc, promoting campaign messages with the hashtag #respectprotectenjoy:

Plan ahead

- Check the business is open and if you need to pre-book
- Follow business / attraction /community on social for latest ‘open’ updates
- Look out for businesses supporting ‘Good to Go’ scheme – Scottish businesses are working hard to ensure your safety and welcome

Enjoy the best of Scotland

- Join us in supporting the local tourism industry, discover new things and be flexible – if it’s busy, try somewhere different
- Eat local, see local, buy local
- Enjoy ‘slow’ travel – visit fewer locations and really get to know the area – walk, bike or paddle

Protect others

- Do not travel if you have Covid-19 symptoms or have been told to isolate
- Observe physical distancing, wear face masks when in confined spaces and on public transport
- Regularly use hand sanitiser and wash your hands frequently
- Observe the Scottish Outdoor Access Code

Content has been shared with key industry partners for input, including ASSC, ASVA and National Parks.

2. Visitor re-assurance film – promoting Scotland as a safe destination

This will also adopt an infographic format, similar to the already popular ‘Guide to’ series, which covers factual and informative content such as ‘Guide to Driving in Scotland’ and ‘Scottish Gaelic Explained’. Visitors are already familiar with the style, and will therefore expect this type of informative content.

The messaging is designed around an acronym of the word SAFETY, reinforcing the welcome expected in Scotland as well as the safe and responsible approach to travel once here.

- **S**cotland wouldn't be Scotland without it's stunning landscapes and vibrant communities, but we all have a responsibility to protect them for each other and for those who'll enjoy them after us.
- **A**ccommodation. Sleeping safe in the knowledge that the upmost of cleanliness standards are always adhered to.
- **F**lexible. Our safety measures will continue to evolve and adapt to ensure your stay is just as good as before.
- **E**nriching. We are making sure each vista stays just as awe-inspiring, safe and cherished.
- **T**ransport. There are many ways to explore our great and majestic land and get you to great adventures. We can't wait to welcome you.
- **Y**ou. Because at the end of the day, Scotland wouldn't be Scotland without you.

The call-to-action at the end will direct visitors to the 'Reassurance' page on visitscotland.org, where all relevant links to individual sector engagement will be housed. It will also feature the 'Good to Go' mark (see Industry Support below).

The film will be used across VisitScotland channels, media activity and made available to the industry for businesses to reassure their visitors.

Subtitled versions in French, Spanish, Italian, Dutch and German will also be available when it is appropriate to promote in these markets.

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 **scots2travel**
@scots2travel

[#AD](#) [#VisitScotland](#)

When we can explore [#Aberdeenshire](#) again, we'll be trying the new Children's Afternoon Tea at Meldrum House, rediscovering the grounds of Haddo House, & eating fresh fruit from Barra Berries...
Where do you recommend?
[#HomeTownTourist](#) [#ScotlandisNow](#)
[#Aberdeen](#)



 VisitScotland News and 8 others

8:58 AM · Jun 23, 2020 · [Twitter Web App](#)



VisitScotland
24 June 2020

VisitScotland Update

8 July 2020

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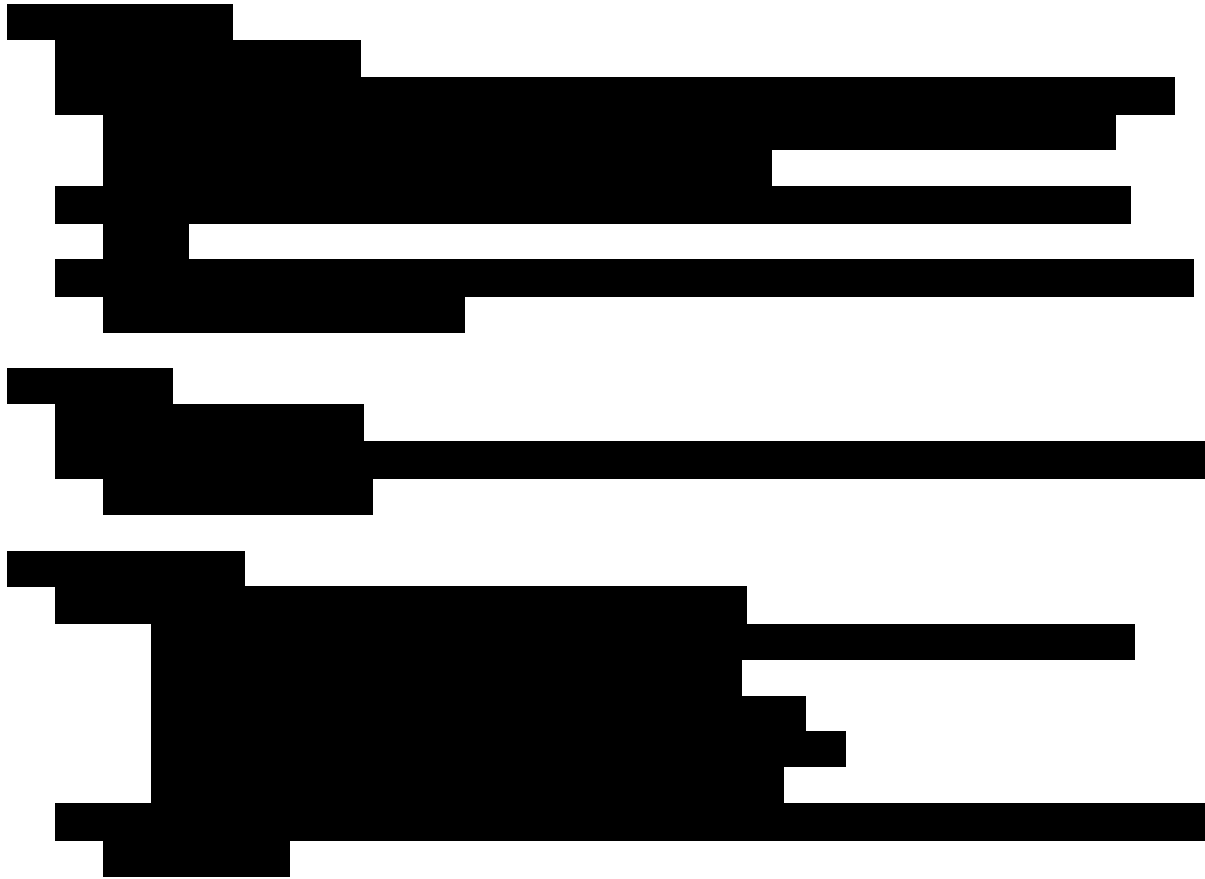
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Marketing

VS is now into full campaign development mode for the Scotland campaign launch phase on 15 July and then UK phase at the end of July – all videos are being edited and signed off over the course of this week. Main hero video in 3 lengths – 120, 60, 2 x 30 – city and rural; 15 x regional videos; travelling safety video plus all the radio scripts, STV sponsorship elements and the advert inventory for Google, Social, Trip Advisor and Expedia.

Following the MSP session last week (please separate note) where Members were keen to see a more broadcast element to re-assurance we are going to use some aspects of radio and STV vox pop elements to support this – so using industry to reassure how they are opening to put safety of staff, community and visitors at the heart of their planning.

New project team will turn to focus on the autumn/winter phase of the domestic campaign to get ahead with what additional assets we will need to support the media buy.

Running in tandem with the above there is a project team looking at the International phase. Press Releases, social posts, consumer and stakeholder emails are drafted and with SG for comment following Air Bridge announcement.

Website reviews for Wild Scotland and Sail Scotland are underway and VS continues to work with Agri Sector to support their weekly Facebook live schedule.

VS is also continuing to feed into the UKG “Enjoy Summer Safely” campaign – they have bought a lot of press ad inventory and editorial features in many Scottish titles so VS is working to ensure they are carrying the right emphasis / product/ imagery and so forth.

VS.com communication has gone out this week to encourage updates to web listings - Covid facilities, Open status, Good to Go participation etc.

This week’s content launch is [Little Adventures](#) is a film that sets out a trip in Scotland from the view of a pair of young siblings, Hannah and Jack. They have used their time during lockdown to put together a little storybook of their dreams of the adventures they would have on a holiday in Scotland in the future. Designed with a sense of fun and magic, Hannah and Jack take you across the length and breadth of the country; highlighting the ideal locations for a family staycation. Being distributed through a variety of VS’s own and partner channels.

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Press Release

Strictly embargoed until 10.00am on 15 July 2020

WELCOMING BACK SCOTTISH TOURISM

VisitScotland launches emotive film to remind Scots what's on their doorstep

VisitScotland has today (15 July) launched a £3 million marketing campaign with an emotive film welcoming back Scottish tourism and reminding us what a beautiful country we have right on our doorsteps.

The film, which can be seen and heard on TV and radio stations across Scotland from today has the clear message that 'Only in Scotland can travelling so little make such a big difference'. It encourages Scots to travel close to home in a responsible way and appreciate what's on offer in their own country, featuring locations from across Scotland as well as representatives from Scotland's tourism industry.

The marketing strategy, which was announced by VisitScotland on 25 June, includes up to 10 weeks of advertising across STV, Channel 4, ITV and Sky, a 6 week campaign on Bauer radio stations across the country as well as digital channels such as DAX and Spotify and Facebook advertising.

The marketing activity will take a phased approach to ensure that tourism businesses will be able to open with the support of local communities and will have the safety of staff and visitors at the heart of the campaign. The tourism industry in Scotland has been devastated by coronavirus and VisitScotland is urging people to give their well-being a boost by rediscovering their own country.

[From 24 July, the campaign will be extended to include a partnership with TripAdvisor and Expedia. This will be supplemented with additional advertising across Hearst media titles including Cosmopolitan, Good Housekeeping and Red Magazine.](#)

~~The campaign will be extended to target the north of England from 24 July including a partnership with TripAdvisor and Expedia, followed by the rest of the UK and additional advertising with Hearst media titles including Cosmopolitan, Good Housekeeping and Red Magazine and an advertising campaign in Northern Ireland starting on 31st July.~~

Speaking about the activity, VisitScotland's Director of Marketing, Vicki Miller said:

"We're delighted to finally be in the position to be able to launch a marketing campaign to celebrate the reopening of tourism. The Covid-19 pandemic has had a devastating impact on the industry, and we'd like to encourage people across Scotland to get out there and support businesses in any way we can.

"This film celebrates the huge variety of activities we have right across the country, showing you don't have to travel too far to have a fantastic experience. Alongside this though, it's important we respect that tourism might not look the same as before, but the warm Scottish welcome remains. We ask that people follow the recommended guidelines, book in advance and respect the local communities so there's something to enjoy for everyone."

Mr Ewing quote xx

The film can be seen [here \[link – 60sec\]](#) and across TV and radio from today.

-ENDS-

For further information contact:

Janice Macgregor

Senior Press & Social Media Manager

VisitScotland

T – 01314722324

E – janice.macgregor@visitscotland.com

Notes to Editors

- Follow us on twitter: [@visitscotnews](#)
- VisitScotland is Scotland's national tourism organisation. Its core purpose is to maximise the economic benefit of tourism to Scotland.
- The organisation's key objective is to contribute to the Tourism 2020 Strategy ambition of growing tourism revenues by £1 billion by 2020.

- This will be supported by five overarching strategies: Marketing, Events, Quality and Sustainability, Inclusive Tourism, International Engagement.
- The organisation employs 700 people and has offices and VisitScotland iCentres (information centres) across Scotland.
- 25 July 2019 marked the 50th anniversary of the Development of Tourism Act 1969 which led to the creation of an official Scottish Tourist Board, and the origins of VisitScotland.
- Spending by tourists in Scotland generates around £10.5 billion of economic activity in the wider Scottish supply chain and contributes around £4.1 billion to Scottish GDP (in basic prices).
- For VisitScotland's press releases go to http://www.visitscotland.org/media_centre.aspx, tourism statistics and frequently asked questions go to <http://www.visitscotland.org/>
- Where possible, a Gaelic speaker will be made available for broadcast interviews on request (Far an tèid iarraidh, agus far am bheil sin nar comas, bruidhinnidh neach le Gàidhlig aig agallamh)
- For holiday information on Scotland go to www.visitscotland.com
- For information about business tourism in Scotland go to businesssevents.visitscotland.com

- **Year of Coasts and Waters 2020**

- 2020 is designated as Scotland's Year of Coasts and Waters.
- The year, led by VisitScotland, aims to sustain and build upon the momentum of Scotland's preceding Themed Years to spotlight and celebrate Scotland's unrivalled Coasts and Waters, inspiring future visits, as well as encouraging responsible engagement.
- The events programme that was designed to celebrate the year is currently subject to cancellation and postponement in line with current government advice in relation to Covid-19.
- Following input and feedback from the tourism and events industry, there has been strong support and a commitment from Scottish Government to rollover the celebratory year into 2021. Work is currently ongoing to rescope and reshape the programme.
- The Year of Coasts and Waters 2020 is a Scottish Government initiative being led by VisitScotland, and supported by a variety of partners including Highlands and Islands Enterprise, Historic Environment Scotland, Marine Scotland, National Trust for Scotland, National Lottery Heritage Fund, Sail Scotland, Scottish Canals, Scottish Enterprise, Scottish Government, Scottish Natural Heritage, Scottish Water and Scottish Tourism Alliance.
- We continue to celebrate all our favourite Coasts and Waters locations and experiences. Join the conversation using #YCW2020

From: [REDACTED]
Sent: 13 July 2020 14:19
To: [REDACTED] CommunicationsEconomy@gov.scot;
[REDACTED]
Cc: [REDACTED]
Subject: RE: quote request - Reassurance film release

Hi [REDACTED]

Thanks for arranging the quote. Sorry I'm about to jump into an afternoon of meetings but it would be useful to know why you've taken out the information regarding the north of England activity? We're getting a lot of pressure from the industry to know when we're targeting visitors from outside of Scotland, especially given the recent negative 'anti English' sentiment in the media where they're seeing lots of cancellations as a result.

We're very keen to keep that information in there to assure people that's the next stage of the campaign.

It would be great to get a bit more detail please.

Thanks

[REDACTED]

From: [REDACTED]
Sent: 13 July 2020 14:16
To: [REDACTED] CommunicationsEconomy@gov.scot;
[REDACTED]
Cc: [REDACTED]
[REDACTED]
Subject: RE: quote request - Reassurance film release

This email originated from outside of VisitScotland. Please do not click links or open attachments unless you recognise the source of this email and know the content is safe.

Hi [REDACTED],

Thanks for sending this over, we're working on a quote just now that we will share with you tomorrow.

I've made a suggested change in the news release, happy to discuss on the phone if easier.

Thanks

[REDACTED]

[REDACTED] Communications Economy

Scottish Government | St Andrew's House | Regent Road | Edinburgh | EH1 3DG

[REDACTED]

From: [REDACTED]

Sent: 13 July 2020 12:54

To: [REDACTED] Communications Economy

<CommunicationsEconomy@gov.scot>; [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Subject: quote request - Reassurance film release

Hi everyone

I hope you had a good weekend. Please find attached the release we'll be sending out to accompany the Reassurance film going out on Wednesday to highlight the reopening of tourism which you've seen.

We'd like to include a quote from Mr Ewing if that was possible please? If so, can you please send it through by 4pm tomorrow so we can have everything set up for Wednesday morning.

Many thanks

[REDACTED]

Stay Safe. Stay Home. For the latest Scottish tourism and events information and advice around Coronavirus (COVID-19), please visit our advice page.

You can find information and inspiration for future visits to Scotland on our consumer website

Before you print think about the ENVIRONMENT

This email and any attachments are private and confidential. If you have received this email in error, please immediately notify the sender and

permanently remove the email from your system. If you receive this email in error, you must not use, copy or disclose any of the information

contained in this e-mail or any attachments.

Any views or opinions expressed in this email and any attachments are those of the sender and do not necessarily represent the views or

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