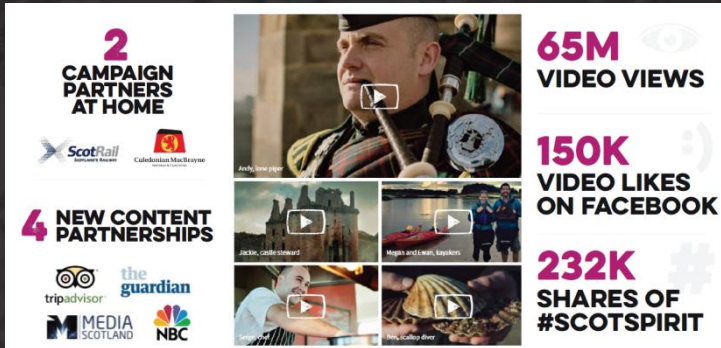


VISITSCOTLAND HIGHLIGHTS

FEB - NOV 2016

February 2016 saw the launch of the *Spirit of Scotland*, VisitScotland's first ever global brand campaign, underpinned by developments in our digital offering, customer experience, and partnerships. The first nine months have delivered the highest levels of visitor engagement and referrals to industry, and we're on track to deliver significant economic impact to the Scottish economy. Our economic impact study shows that VisitScotland campaign activity in 2015/16 generated £72m net direct economic impact.

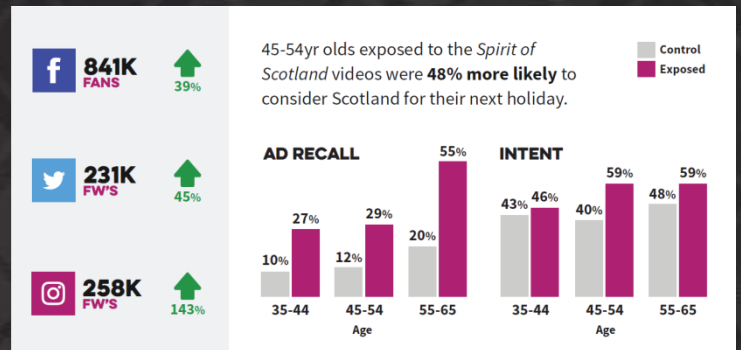
CAMPAIGNS



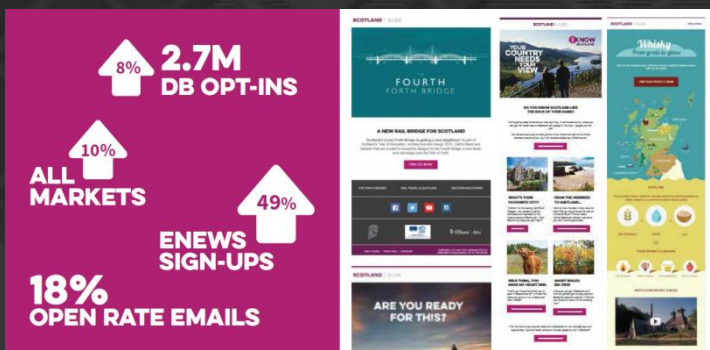
The *Spirit of Scotland* was designed to capture all the qualities that make Scotland a special destination, not least of which is the warmth of our welcome and the generosity of spirit offered by our very best asset, our people. To date, over 65m people have viewed our **broadcast films and mini-documentaries**, and the referrals generated from visitscotland.com has a potential worth of over £500m to industry businesses. Our campaign partners have helped us extend our reach and reputation, highlights include NBC and Alan Cumming **'1st Look'** programmes.

SOCIAL BRANDING

#ScotSpirit has had over 1k uses a day; helping us deliver a significant increase in our social following. More important than our following is the engagement rates we have achieved on our social channels vs. our competition (no.1 on **Facebook**, no.2 on **Instagram**). We also monitor the impact our campaign has on targeted communities on Facebook, see their own case study [here](#). Encouragingly, we have seen the campaign drive higher levels of recall and purchase intent in a relatively short period of time.



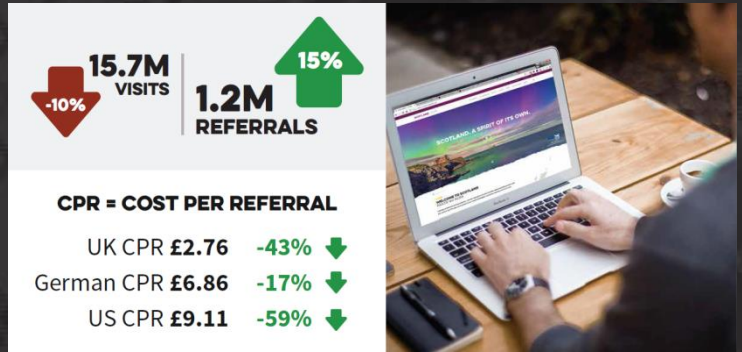
VISITOR COMMUNICATIONS



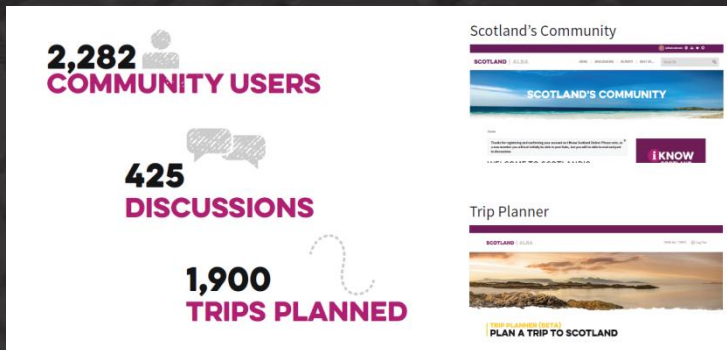
As our database of potential visitors continues to grow we have seen improving performance across our communications channels. To ensure that we maintain loyalty and regular engagement, VisitScotland is creating increasing amounts of content. Since April this year we have delivered 31 email campaigns (3m emails read) and 10 new thematic **ebooks**, with our daily organic reach on Facebook averaging over 500k potential visitors alone (click for examples of our **Harris** and **Dark Skies** posts).

NEW WEBSITE

Our relaunched responsive website is delivering more qualified search engine traffic than ever before. Despite a 10% drop in the number of visits (due to a slimmed down site hierarchy), data shows we're engaging our audience more effectively with a much higher conversion rate. Industry referrals are up 15% on last year, and the cost of acquiring these referrals is down 43% in the UK and 59% in the US.



PRODUCT



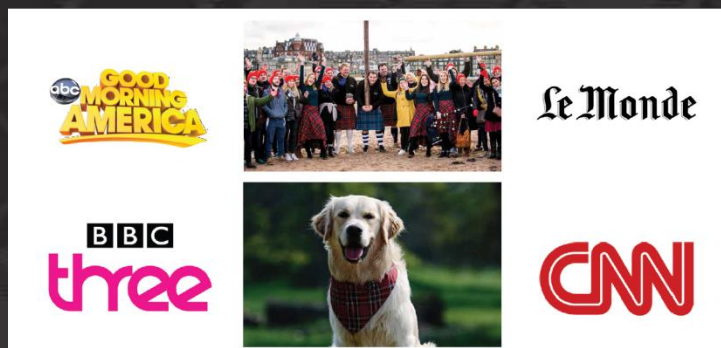
The redesign and upgrade of visitScotland.com has enabled online personalisation (content, offers, communications) for potential visitors. Hand in hand with this, the new [Trip Planner](#) allows for the creation of bespoke itineraries based on personal interests, increasing conversion rates, and the [VisitScotland Community](#) has thrived in its first four months, with over half a million page views, and close to 2.5k active users.

ROUTE & TRADE DEVELOPMENT

VisitScotland's route development and marketing activity has supported 22 airlines and helped secure seven new target routes (three of which have already generated £25m of NEI and 407 FTE jobs) in the last year. Our trade Expo in Edinburgh this year saw 566 buyers come to visit 288 exhibitors. In addition, we created 40 B2B platforms to support the internationalisation of Scottish businesses that we estimate will generate £15.7m of Scottish product sales globally.



PUBLIC RELATIONS



Features, takeovers and editorial have enabled us to reach an audience of 2.5bn across six key markets through publications and broadcasters such as [National Geographic](#), [France 2](#), [Bild](#) and [Condé Nast Traveler](#). Beyond more traditional PR we have generated our own stories by working with YouTubers to create a short [BBC Three travel programme](#) (debuted #1 for non-fiction on UK iTunes), recruiting Scotland's first ever [Ambassadog](#), launching the NC500 (generating over 50 items of global coverage), and our [St Andrew's Day activity](#).