### Timeline - Global Marketing Activities 2020/21

#### Themes

- **Walking Tours**
  - **Autumn Walks**

- **Myths & Legends**
  - **Coasts & Islands**

- **Còsagach**
  - **Dark Skies**

- **Luxury/Unique experiences**

- **Wellness**
  - **Soft/Winter adventure**

- **Romance**

#### Paid

- **Scotland**
  - **Scotland Broadcast and Digital Activity**
    - **Only in Scotland**
    - **St Andrews Campaign**
    - **RoUK digital only activity**
    - **Scotland Needs You**

- **UK**
  - **Paid Digital**
    - **Paased**
    - **Social**
      - **The Crown**

- **Europe**
  - **Trip Advisor**
  - **Expedia**
    - **In the Snow**
    - **Influencers / Feel like a local**
    - **Trip Advisor/reactivation**

- **Influencers**
  - **HameTownTourist**
  - **Feel like a local**
  - **Trip Advisor**

- **Publishing activity**
  - **Hearst / Geo Partnership**

- **Consumer PR**
  - **ongoing destination awareness building via media relations (off the desk pitching and media comms)**

- **VB/VS/VW/NITB influencer collaboration**

- **Virtual meet the media: Travel media/ITB**

- **Weibo (China)**
  - **5x livestream events**

- **TBC Media visits restart**
  - **(currently paused)**

#### Earned

- **WeChat / Weibo (China)**
  - **5x livestream events**

#### Owned

- **Monthly ezine**

- **Organic social posts on Facebook and Instagram**

- **Organic social posts on WeChat and Weibo**