



Delivering for Orkney

We promote Scotland with Scotland, working with local industry to grow the visitor economy.

 Visit
Scotland | Alba™

Introduction

Tourism has been on everyone’s lips across Orkney in 2017; and that is a great place to be. There has never been such a high interest in tourism from residents, communities, businesses, visitors, media, politicians and every public sector body.

As we look ahead, this demonstrates that tourism is truly everyone’s businesses and is an industry like no other. It’s capable of creating jobs and economic growth across Scotland.

The current interest in tourism comes on the back of several years of sustained growth in visitor numbers, drawn by the continued appeal of our scenery and landscapes, our culture and heritage. It’s all about the people, and the place.

We’ve also seen growth through continually improving the experience on offer to visitors and by increasing our partnership working across the public and private sectors.

The future is exciting for Orkney, and I look forward to working closely with you as we unleash, and promote, its full potential.



Cheryl Chapman
Development Manager – Orkney
VisitScotland

Key stats for Orkney

4.34 MILLION   

REACHED WITH ORKNEY CONTENT ACROSS OUR FACEBOOK, INSTAGRAM AND TWITTER CHANNELS

MORE THAN 50

BUSINESSES INVOLVED IN OUR VISITSCOTLAND INFORMATION PARTNER (VIP) PROGRAMME



22.3 MILLION

IMPRESSIONS PER MONTH THROUGHOUT 2017 FROM INTERNATIONAL AND DOMESTIC PR COVERAGE

£22,250 

INVESTED BY OUR EVENTS DIRECTORATE TO SUPPORT EVENTS DURING 2016/17

DURING 2017 ORKNEY POSTS ACROSS OUR CONSUMER SOCIAL MEDIA CHANNELS LED TO

OVER 360,000 

LIKES, SHARES, RETWEETS AND COMMENTS

Developing tourism across Orkney

STRATEGIC ACTIVITY

Orkney continues to evolve and grow as a destination and we are committed to supporting the tourism business community. We work in close partnership with local destination management organisation (DMO), Destination Orkney, to promote Orkney through trade exhibitions, marketing and funding opportunities.

We support the industry's national strategy – Tourism Scotland 2020 and work with businesses in Orkney to grow the visitor economy. This aligns with the Scottish Government's four pillars: investment, internationalisation, innovation and inclusive growth. We are also committed to working with other public bodies, local

communities and Destination Orkney to strengthen the tourism appeal.

As we invest in the digital capacity of Scotland's tourism, we have partnered with Digital Tourism Scotland. Visitors continue to explore new online platforms and opportunities when planning their journey online, so this programme gives businesses the opportunity to develop their digital knowledge, capabilities and infrastructures.

Our Industry Relationship Managers also provide a direct line of support for businesses, offering one-to-one surgeries on topics such as online book-ability and online reputation management.



Company

Uniglar Cottages

Location

Orkney

Overview

Here's how one cattle farmer used online booking software to start one of Orkney's most successful and sought after accommodation offerings.

INDUSTRY SUPPORT

Orkney has everything our visitors seek in abundance; stunning scenery, fascinating archaeology, diverse geology combined with a rich cultural heritage and a warm welcome. We understand these strengths and promote Orkney through trade exhibitions, PR and marketing campaigns.

One of our top priorities is to work alongside and support local businesses throughout Scotland's tourism industry to embrace the opportunities we have to offer your business.

Our Quality Assurance (QA) scheme is a useful promotional tool which showcases the quality of your business, to help attract customers. Quality Assurance goes beyond the stars on your door, as enrolled businesses benefit from expert advice and support. This covers many aspects of quality; including sustainability, accessibility and food and drink.

There is also an opportunity to engage with the VisitScotland Information Partner (VIP) programme. This scheme shines a spotlight on local businesses who are already enhancing the visitor's experience while in Orkney by providing key local and regional information. The VIP scheme ties in with our information strategy which is focused on harnessing the local knowledge, warmth and enthusiasm of partners across the country. This helps visitors receive the warmest welcome and to make the most of their trip to Orkney, and Scotland.

Across Orkney, there are 50 businesses – and growing - actively engaged and benefitting from their partnership with our VIP programme.

Our Industry Relationship Manager for Orkney, Lee Inkster, works closely with local businesses and provides free tailored digital advice and support. To receive this support, Lee can be contacted on lee.inkster@visitscotland.com, or 01856 872001. To discuss partnership opportunities, our Development Manager for Orkney, Cheryl Chapman, can be contacted on cheryl.chapman@visitscotland.com, or 01856 885 550.



Marketing Orkney

CONSUMER PR

Within the past year, Orkney has garnered some valuable press activity from both domestic and international markets. The Orkney focused messaging travelled far, including reach to the US, France, Germany as well as securing coverage across UK publications. This activity has reached millions of readers as a result of features in publications such as USA Conde Nast Traveller, French EasyVoyages, Esquire Digital and BBC Travel.

In addition content from the consumer campaigns have featured on our social media platforms. Orkney content reaches a further 1.7 million followers via our Facebook, Twitter and Instagram channels.

LEGENDS

Pioneering innovation is in Scotland's soul. We have a legacy of invention, research and knowledge that continues to this day and is being secured for the future. Scotland is a place where the opportunities to enrich business events are plentiful, where your delegates can collaborate in the home of innovation, and where ideas can become legend.

For the first time, Legend presents an opportunity to have a fully collaborative engagement campaign for business events in Scotland. Working in collaboration with Scottish Government, we are building business relationships with international buyers, industry ambassadors and academics to showcase Scotland's business events credentials.

The campaign began in November 2017 and will continue into 2019, covering 12 sectors; from culture to technology, and engineering to marine science. Scotland's creative, technological and innovative assets will be front and centre of the campaign, and businesses in the Highlands can join in on social channels using #ideasbecomelegend.



DELIVERING FOR ORKNEY

SCOTLAND IS NOW

A new global campaign – Scotland is Now (spring 2018 launch) - represents a confident, consistent and bold approach to brand marketing.

Working in partnership with Scottish Government, Scottish Enterprise, Highlands and Islands Enterprise, Scottish Development International and Universities Scotland, we will deliver a new brand for Scotland. This positions Scotland as a bold and positive country which is rich in history and heritage, yet forging forward in a progressive and pioneering way. This will cover four pillars of activity – Visit, Live & Work, Study and Invest.

At the heart of this campaign is the message that Scotland is a country with the warmest of welcomes, challenging new thinking and creating new opportunities for study and work. It also supports new industry and technology that embraces humanity across the world.

PROMOTING ORKNEY

Working in close partnership with Orkney Island Council, local industry and Destination Orkney, we continue to collaborate on campaigns which strengthen Orkney's position as an attractive tourism destination.

Links to the e-book and films, created as part of the campaign, featured on

our Facebook, Twitter and Instagram channels with a combined reach of more than 1.7million. This led to 44,840 landings on visitorkney.com and 41,000 views; directly from content featured on our Facebook page.

During the Autumn campaign, Orkney was promoted via more than 106 social posts through our global and international social media channels. This reached our large audiences on Facebook (1.25 million fans), Instagram (443,000 followers) and Twitter (304,000 followers). Orkney was also promoted through our e-communications newsletter to more than 570,000 individuals in the UK, and more than 1.5 million people worldwide.





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