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

Leon Thompson
Government and Parliamentary Affairs Manager
VisitScotland
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
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
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
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
Can we use a Scotland image
## VISITSCOTLAND: A STRATEGIC RESPONSE

<table>
<thead>
<tr>
<th>RESPONSE</th>
<th>RESET</th>
<th>RESTART – FROM 15 JULY</th>
<th>RECOVERY FROM 27 JULY FOR UK INTERNATIONAL (TBC)</th>
<th>RENEW</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Objective:</strong></td>
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<td><strong>Objective:</strong></td>
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<tr>
<td>Keep yourself and Scotland safe</td>
<td>Keep Scotland top of mind, build advocacy</td>
<td>Reconnecting Scots with Scotland</td>
<td>Increase demand for, holidays and breaks</td>
<td>Support wide spread industry renewal and reinvigoration of tourism, whilst meeting the emerging needs of a changing visitor profile</td>
</tr>
<tr>
<td><strong>Messaging:</strong></td>
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<tr>
<td>Dream now, travel later</td>
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<td>Stay local Only in Scotland</td>
<td>UK: Book your trip International: Plan your trip</td>
<td></td>
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<tr>
<td><strong>Activity:</strong></td>
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<tr>
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<td>Inspiring and Entertaining content ‘armchair travel’</td>
<td>Inspirational content to mobilise/engage; regional/product/thematic content to drive bookings</td>
<td>Inspirational content to engage; regional/product/thematic content to drive bookings</td>
<td>Community centred – safe &amp; responsible messaging</td>
</tr>
</tbody>
</table>

- **RESPONSE**
  - **ALL NON ESSENTIAL TRAVEL PROHIBITED**
  - Objective: Keep yourself and Scotland safe
  - Messaging: Dream now, travel later
  - Activity: All paid and social activity paused; Industry support became priority

- **RESET**
  - **LOCAL EASING**
  - Objective: Keep Scotland top of mind, build advocacy
  - Messaging: Dream now, travel later
  - Activity: Inspiring and Entertaining content ‘armchair travel’

- **RESTART – FROM 15 JULY**
  - Objective: Reconnecting Scots with Scotland
  - Messaging: Stay local; Only in Scotland
  - Activity: Inspirational content to mobilise/engage; regional/product/thematic content to drive bookings

- **RECOVERY FROM 27 JULY FOR UK INTERNATIONAL (TBC)**
  - Objective: Increase demand for, holidays and breaks
  - Messaging: UK: Book your trip; International: Plan your trip
  - Activity: Inspirational content to engage; regional/product/thematic content to drive bookings

- **RENEW**
  - **REINVIGORATION OF MARKET**
  - Objective: Support wide spread industry renewal and reinvigoration of tourism, whilst meeting the emerging needs of a changing visitor profile
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 elsewhere 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**

- **Escapism**: crowd free calm
- **De-stressing**: re-centring and reconnecting
- **Connected**: sense of belonging
- **Stories**: mystical and authentic
- **Awe-inspiring**: rich/deep, intense feeling
- **Dramatic**: historical depth versus superficial

#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 & LOTHIANS

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**

<table>
<thead>
<tr>
<th>SCOTLAND NEEDS YOU</th>
<th>YOU NEED SCOTLAND</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Broadcast</strong></td>
<td><strong>Targeted</strong></td>
</tr>
<tr>
<td><strong>Mobilising</strong></td>
<td><strong>Concept Forming</strong></td>
</tr>
<tr>
<td>1. Targeting Scotland</td>
<td>3. Targeting segments based on</td>
</tr>
<tr>
<td>public campaign that puts forward the case for supporting tourism as part of a cross industry recovery</td>
<td>a) geo</td>
</tr>
<tr>
<td>2. Targeting ROUK&amp;I</td>
<td>b) interest and</td>
</tr>
<tr>
<td>broadcast campaign which welcomes people to Scotland as a whole and shows it as a ‘holiday away ... at home’</td>
<td>c) living arrangements to match them to different places</td>
</tr>
<tr>
<td><strong>Welcoming</strong></td>
<td><strong>Reassuring</strong></td>
</tr>
</tbody>
</table>

4. Following up with the right information to
   a) ease anxiety and
   b) enable conversation
### Media Framework

#### 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

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

<table>
<thead>
<tr>
<th>STV partnership</th>
<th>Sky TV</th>
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</thead>
<tbody>
<tr>
<td>TV (C4, ITV, Sky)</td>
<td>Catch up TV</td>
</tr>
<tr>
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<td>Radio: Aire, Hallam, Viking, Capital NE, Classic FM</td>
</tr>
<tr>
<td>Radio: Bauer Partnership</td>
<td>North, Heart NW</td>
</tr>
<tr>
<td>Capital, Heart, First Radio, Spotify</td>
<td>Spotify</td>
</tr>
<tr>
<td>Paid Social</td>
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<tr>
<td>Partner/regions buy in</td>
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<tr>
<td>PR optimised</td>
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</tr>
</tbody>
</table>

#### OTA/Tour Operator Partnerships
- EXPEDIA
- TRIP ADVISOR
- BOOKING.COM

- PR optimised

You Tube and Social Media buy integrated throughout the plan

Hashtag: #SCOTLANDISNOW
Visitscotland
Update 24 June 2020

Engaging with communities
VisitScotland is working on community reassurance activity as Scotland moves towards the reopening of Tourism on 15 July. Through this work VisitScotland will provide leadership that will see the organisation deliver the following immediate and long-term activity, under the banner of A Moment for Change:

• Provide reassurance to communities that the return to welcoming back visitors will be on a responsible and phased basis.
• Communicate through all channels that tourism and the tourism economy is a force for economic and social good.
• Focus on the need for both industry and visitors to be responsible.
• Share the Scottish Government business guidance on how to prepare for reopening in a safe way, providing reassurance to communities, workers and visitors.
• Develop case studies of best practice on community engagement.
• Deliver a programme of regional round-table discussions involving key local influencers from industry and communities.
• From these, develop fora from which to engage with communities on an ongoing basis.
• Use the information gained from engaging with communities to inform the content, messaging and imagery used in marketing and promotional activity, helping to ensure there is no further pressure on communities emerging from lockdown.

This activity is now in progress, with some examples of newly launched and developing activity listed in this update.

Programme of communities meetings
Round-table online meetings with communities, to be held by Chief Executive Malcolm Roughead alongside Regional Directors and local partner groups/organisations, are currently being scheduled in key priority areas for the coming weeks. Dates have already been scheduled for events in St Andrews (30 June), Orkney (8 July) and Argyll and the Isles (9 July), with a Highlands date to follow.
Regional Directors are also scheduling many more local meetings with partners participants including local authorities, destination/tourism groups, chambers of commerce, BIDs and other community stakeholders as appropriate to each area. Some of these meetings have already started, engaging communities in direct dialogue around marketing plans, consumer research, reassurance, guidelines etc.

These meetings are developed in very much a partnership approach with the local community representatives to ensure that the discussion is in step with local needs, priorities and properly addresses particular local challenges.
More broadly, this work by Regional Directors and Development Managers across the country will go beyond 15 July, with ongoing communication and engagement with local partners and stakeholders to develop tourism as the country emerges from lockdown; e.g. community discussions around the opportunity of the Rural Tourism Infrastructure Fund, which is available for expressions of interest for Round 3.

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.
➢ Scotland 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.

➢ Accommodation. Sleeping safe in the knowledge that the upmost of cleanliness standards are always adhered to.

➢ Flexible. Our safety measures will continue to evolve and adapt to ensure your stay is just as good as before.

➢ Enriching. We are making sure each vista stays just as awe-inspiring, safe and cherished.

➢ Transport. There are many ways to explore our great and majestic land and get you to great adventures. We can’t wait to welcome you.

➢ You. 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.
National Partnerships

National Trust for Scotland

• Following the announcement of the list of properties reopening for 2020 NTS are looking to establish specific dates based on government advice and the time it will take to implement guidelines. Provisional dates are towards the beginning of July for the reopening of gardens and grounds, and built heritage opening near the beginning of August. Prior to opening sites signage will be updated to present guidelines and manage visitor expectations.

• No decision has been reached on the opening of cafes and toilets that they operate in parks and countryside locations.

• NTS reopening plans have attracted a varied range of responses, with local groups being particularly vocal across social media.

• On Monday, NTS launched an emergency appeal to raise £2.5 million that will be directed towards keeping properties open. Brian Cox will take part in a TV advert and various other notable supporters of the trust have been lined up to support.

• The goal of the appeal is to raise one-off donations, but they hope it may increase membership too. There will be a text-to-donate function. A pre-campaign page on their website mentions that they expect to lose £28 million in income this year.

• Following an initial wave of membership cancellations, they have slowly started picking up.

• Staff will begin to return from furlough from next week, although this will happen in phases so attraction-based staff may not return immediately.

• Promotion with Lidl, Lidl Big Adventures launching 27 June. This is the second year of a three-year partnership with Lidl. It launched summer 2019 at the Royal Highland Show. ‘Lidl Book of Big Adventures’ is published quarterly and aims to drive new visitors to NTS locations and engage with a wider family audience.

• Scotland’s connection to slavery was discussed at the meeting with NTS this week, as they are receiving a number of enquiries about communicating this story to visitors. Interestingly, National Trust in England are now looking to highlight connections to slavery in the properties’ interpretation and content. NTS were unable to confirm if they are taking this approach but will share their message on this when agreed.

ScotRail

• Scotrail will be helping customers adjust to the new rules by distributing face coverings to customers free of charge at all major stations for a limited period. While it is not for ScotRail staff to enforce this policy, the British Transport Police will be out across the network to help customers comply with this new requirement.

• ‘Essential travel only’ remains the key message. However, if customers have to travel, they are reminding customers to take collective responsibility and following the five rules for safer travel, as they can’t guarantee physical distancing at all stages of a journey:

1. Do not travel if you feel unwell or have a temperature.

2. Travel away from the main commuting times (0700–1600 and 1830–0700) wherever possible, as trains will be busiest around then. The earliest and latest trains serve key workers, like NHS and care home staff.

3. If you think it’s not safe to board a train, don’t do it and wait for another service.

4. Wear a face mask or covering and, where possible, maintain physical distancing.

5. Be patient. You might not be able to board your first choice of train, as physical distancing means most seats need to be left empty.

Five rules for safer travel video can be viewed here.
Customers can expect an increase in the time it takes to buy a ticket at a station and board a train, and there may be occasions over the coming months when boarding their normal train may not be possible in busier times. Buying tickets in advance through the ScotRail app or website will reduce waiting time for customers.

Hostelling Scotland is currently planning for a phased opening of hostels based on indicative timings. It is unlikely that all hostels will reopen for 2020. Hostels with more facilities and that are better able to implement physical distancing and cleanliness measures will be prioritised. Potential to be profitable will also be key in consideration.

Hostelling Scotland still have a high volume of bookings in Edinburgh for Winter Festival/Hogmanay events and welcome guidance on whether this will be going ahead.

The RentAHostel product continues to grow in importance and a competitive pricing model is being considered. Hostelling Scotland have taken note of an increasing interest in self-catering and are adapting as they can.

Bookings have begun to come through for 2021 and their web traffic is increasing week to week, although remains low.

They feel confident their cleanliness measures will be sufficient. Although may have to keep shared catering facilities/kitchens closed for the foreseeable future.

They feel an extension of the furlough scheme for the hospitality sector would help them protect jobs. Have found it challenging to plan due to the length of time it has taken for measures and guidance to be announced.

Industry support/communications

'We're Good to Go' UK-wide mark launch, 24 June

VisitScotland has worked with VisitEngland, VisitWales and Tourism Northern Ireland to create a UK-wide industry standard and consumer mark, designed to give confidence to visitors in the early stages of recovery.

The scheme is free, and the mark can be obtained by businesses on completion of a self-assessment on the 'We're Good to Go' online platform hosted by VisitBritain. This includes a checklist confirming that the necessary processes have been put in place and that the business is adhering to official government and sectoral guidance. The online assessment is covered by 20 questions, and takes approximately 20-30 minutes to complete.

A call-handling service will provide support and assessors will also carry out random spot checks to ensure businesses are adhering to the guidance.

Businesses can use the 'We're Good to Go' mark on their own marketing channels and signage, alongside a downloadable certificate for display on the premises. It will also be highlighted via business listings on visitscotland.com.
Moment for Change

– Getting Tourism ready

A new section was published on visitscotland.org on 18 July providing a home for advice to tourism businesses beginning to plan to reopen as part of phase two and three of the route map to recovery. The content provides guidance and resources on the key requirements that need to be undertaken to get tourism ready for restart on 15 July.

In just five days, the content at attracted almost 10,000 views (9,741). The top click-through link is to the Scottish Government guidance. The launch was supported by a blog from Chief Executive Malcolm Roughead on LinkedIn which achieved an engagement rate of 8.02% engagement rate, and positive response via comments:

"I would like to thank you and your team at Visit Scotland for the support and advice you have given to us, it is appreciated. Cannot wait to take care of our guests when we get to open our doors."

"Thanks to you and your team Malcolm! The steady flow of updates and insights are so helpful at this time! Looking forward to getting back to sharing our wonderful country and it’s people!"

A subsequent blog followed on 22 June with further opinion and advice for businesses on restart, again attracting positive comments.

Getting tourism ready content was also shared across 15 regional industry Facebook groups, with a total of 3,319 members linking through to the Moment for change content. Direct email to businesses also highlighted the new content in a national Enewsletter sent to almost 13,000 businesses and destination/industry groups, with a 45.2% open rate and 18.1% click-through rate.

Press and social media

• Communications launch of ‘We’re Good to Go’ planned for afternoon of Thursday 24 June, including press release with quote for Cab Sec.

• Communications to launch the new marketing strategy – media, social and an industry webinar on Thursday 24 June. Release with Cab Sec’s team for quote.

• Case studies were published on six regional communities across the country on visitscotland.org, and promoted via @VisitScotnews this week.

• #HameTownTourist campaign running this week, with influencers talking about where they’ll visit first close to home after 15 July, and developing into consumer engagement and media campaign.
• Supporting smaller marketing content campaigns e.g. Sketching Scotland, Little Adventures (family friendly trips/attractions), Tour Guide Tales and Dark Skies

• Regional ‘op eds’ around the country with the Regional Directors and media still ongoing

• Working with Keep Scotland Beautiful and Zero Waste Scotland on a responsible tourism project about tourists behaving responsibly once tourism opens again.

Events directorate

Events Sectoral Guidance, developed by Scottish Government and EventScotland, is with Health Protection Scotland and pending ministerial approval, is due to be published on Friday 26 June. Once live, this will then be promoted via VisitScotland/EventScotland channels.

As part of the supply chain work stream, a survey was recently issued to the sector to understand the challenges facing the supply chain to events. The survey generated over 300 responses and the feedback is currently being collated.

VisitScotland

24 June 2020
VisitScotland Update
8 July 2020

Engagement continues on a one-to-one basis via the VS outreach programme, which has involved circa 4,000 individual conversations. The nature of calls is primarily focused on reopening and requests for signposting to guidance. The Good to Go programme is being flagged in all calls (3,409 Scottish businesses signed up to the GTG programme) and the one-to-one calls have been complemented with a mass communication to 9,000 businesses, inviting them to participate.

Almost 15 VS webinars have to date been delivered with over 2,000 registrants and 1400+ attendees focusing on customer service, returning visitors and digital capability. Two further webinars focused upon latest insights and video creation have been added to the library of resources on VS.org, where previously delivered webinars are loaded alongside their related Q&A to be watched at a later date.

Three webinars have been delivered in the last week including a Digital Fundamentals session with 150 people participating. An additional call to action was added to this webinar to allow attendees to request an individual Mini Digital Review, which can be delivered by the VS Engagement team.

Director of Marketing and Director of Industry and Destination Development meet with a hotelier group to look at specific sector support this week.

National Partnership engagement

Museums Galleries Scotland:
• MGS will be launching a £332,000 fund that will be open to both accredited and non-accredited museums to help them implement guidance and adhere to sector specific guidelines. This can include buying PPE, floor stickers, plastic screens etc.
• MGS has begun consulting the sector on potential redundancies. From early responses to an MGS survey asking Scottish museums and galleries to list the likely impact on their museum up to March 2021:
  o 32% reported potential cost cutting through redundancies (1-10 FTE staff members)
  o 5% reported potential cost cutting through redundancies (11-20 FTE staff members)
  o 5% reported potential cost cutting through redundancies (21-40 FTE staff members)
• MGS will be reporting on initial findings to the survey shortly.
• They are considering a marketing campaign to support the sector to run in August/September. This will target Scotland residents and drive them to a Google Map highlighting museums that are open at that time. They will also look to highlight museums as safe places to visit. The campaign will use the hashtag #MuseumsAreBack.

Diageo:
• Provided initial plans for the reopening of their Brand Home Distilleries:
  o 24 July – Oban and Blair Athol
  o 31 July – Cardhu, Singleton & Cragganmore
  o TBC – Lagavulin, Caol Ila, Talisker, Dalwhinnie, Royal Lochnagar
  o September 2020 – Glenkinchie
  o October/November 2020 – Clynelish
  o April 2021 – Brora
Budgets to promote initial reopening’s are tight and much has been dedicated to the launch of Johnnie Walker Princes Street in 2021.

National Trust for Scotland:
- Have announced their outdoor sites that are open / about to reopen.
- They have begun the launch of their Save Our Scotland emergency appeal, with support being offered by a number of notable supporters of the trust.

Travel Trade activity focused on 2021.
- Booking requests for outdoor and smaller weddings are continuing.

RSPB:
- Had been working towards a general reopening date of 15 July, but have been looking at earlier options. There may also be phased reopening of sites with Loch Lomond likely remaining closed due to staffing capacity.
- Visitor Centres and toilet facilities are TBC, with Loch Leven likely to open first. Loch Garten and Inversnaid will remain closed due to ongoing refurbishment works.
- Their English sites which have reopened are receiving a greater volume first time visitors and non-members than usual. This requires extra effort from staff in welcoming the visitors and providing orientation around sites, but provides an exciting opportunity to engage a new audience.
- They are working closely with National Parks to identify potential problem areas.
- Beginning to investigate the possibility of Covid-safe events and are looking to work with third parties who could deliver outdoor activities.
- They will also look to trial face to face membership sign ups when sights reopen.
- Continue to plan off-reserve events and in August they will run another iteration of their Big Wild Sleepout, in January 2021 they have the Big Garden Bird Watch and it is likely an online event will be planned for Halloween.

Hilton:
- Reopening on 15 July. However awaiting certainty on the move into Phase 3 on 9 July.
- Still seeking clarity on guidance, particularly regarding numbers in their bar/restaurant areas. They also have concerns as to who is responsible for enforcing guidelines and who is culpable in the case that they are not being adhered to (the business or the individual).
- Booking levels particularly low for July and August, with business higher at their resort type properties. Conference and banqueting business is unavailable for booking until further clarity on guidance is available.
- They expect business to return slowly over time and are not expecting an initial surge, which is concerning with short term cash impact.
- Face masks will be mandatory for customer facing staff and staff will undertake 14 training sessions over two days regarding new measures.
- Redundancy consultations are due to commence and they are expecting to lose 25% - 45% of staff.

Forest Holidays:
- Reopen ed on 3 July.
- Are encouraging rebooking to support rural communities for anyone who's break is affected prior to this. With the option to rebook from 6 Jul 2020 to 13 Dec 2021. There is also the option of a credit note or full refund.
- Have launched a Safe Reopen Action Plan featuring details of their enhanced cleaning regime and proactive measures that they've taken.
Macdonald Hotels:
• Reopening on 15 July.
• Have launched their Safe & Sound Charter detailing where they’re meeting and exceeding the guidelines on hygiene, social distancing and safe ways of working. They also have individual guides detailing the practical measures taken.
• Will likely run offers in the lead up to reopening to drive bookings for the late summer period.
• Their struggles at the moment are much publicised, with a potential 80% (1,800 jobs) cut to their workforce across the UK.

Crerar Hotels:
• Reopening on 15 July.
• Have produced a video on the Crerar Cleanliness Commitment and provide further details of the commitment here.

Caledonian Sleeper:
• Have updated the dates that their services will return.
  - Highlander Inverness – Has run throughout lockdown to the regular timetable.
  - Highlander Fort William – Will resume 15 July
  - Highlander Aberdeen – Cancelled until 31st August
  - Lowlander Glasgow & Edinburgh – Will resume 15 July
  - Lowlander Glasgow – Cancelled until 31st August
• Reservations in advance are strongly encouraged and essential travel only is their suggestion at the moment.

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.

VisitScotland
8 July 2020
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 approached 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:
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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 businessevents.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
Hi Rebecca,

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

From: [Name]

Sent: 13 July 2020 14:16

To: [Name] CommunicationsEconomy@gov.scot; [Name] James.Johnston@gov.scot; Duncan.Mackay@gov.scot; Fiona.Cook@gov.scot

Cc: [Name] Leon Thompson; Barbara Clark

Subject: RE: quote request - Reassurance film release

Hi [Name],

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

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Dh'fhàdadh beachdan pearsanta a bhith gan cur an cèill sam post-d seo nach eil a’ rìochdachadh beachdan VisitScotland. Tha siostam post-dealain VisitScotland (an teachdaireachd sam post-dealain seo agus ceangalachain sam bith) ga mheasadh agus ga chlàradh gu tuaireamach airson adhbharan tèarainteachd agus tràeanadh.

Tha VisitScotland a’ comhairleachadh gu bheil sibh a’ fosgladh puist-d agus cheangalachain aig ur cunnart fhèin.

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