

VISITSCOTLAND COVID-19 UPDATE

Content assets planning and development

People are consuming more content than ever, with more time at home browsing the internet for news, current trends, and inspirational stories. The Content team in collaboration with teams across VisitScotland has been working to develop suitable content ideas to support your business and to inspire our potential visitors.

Although we want to continue to publish content throughout this pandemic, we've been mindful throughout about how we speak to people, and that we take into consideration how much this crisis has impacted different people across the world.

With this in mind, we wanted our first major piece of content to really show our love for the world, and acknowledge their love for our country – which we appreciate every day! Our video – *Absence Makes the Heart Grow Fonder* – has been viewed over 1 million times across the world in the first two weeks. Now we've put our heart on our sleeve, we're ready to get back to work and see how many people we can help.

For practical advice on how to engage with your customers on digital channels, visit our [Sharing Content during Covid-19](#) section, and as always – feel free to share any VisitScotland content with your own messaging, across your channels.

Phase: Response/Reset

During these phases, we're finding ways to keep Scotland front of mind, but also supporting people with a focus on health and wellbeing. Many businesses are offering virtual experiences of their attractions, this time of year is great for watching wildlife on webcams and as we know, Scotland's never far from a TV screen, radio or bookcase!

Keep an eye on visitscotland.com/blog for new blog posts, and the new [Bringing Scotland to You](#) webpage, which we're using as our main hub for inspirational lockdown content.

We're currently featuring:

- Ways to enjoy Scotland at home – TV, film, books, music, podcasts and more
- Virtual experiences – historical attractions, wildlife webcams and more
- Activities for the kids
- Scottish culture – Ceilidhs, Scots words and virtual events

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18 BRAW SCOTTISH WORDS & THEIR MEANINGS

• Chris McDonald - May 8, 2020

Learn how to speak like a local with these great Scottish words and their meanings. From 'braw' to 'wheesht', we'll...



STUNNING PHOTOS OF SCOTLAND IN SPRING

• Aldona Reyes Mallet - May 5, 2020

When spring rolls into Scotland, the season beats the winter blues and brings something magical to our lives. Green spaces...



SCOTTISH STORIES FOR KIDS: THE THREE CANNY HEILAN COOS

• Chris McDonald - April 30, 2020

VisitScotland · The Three Canny Heilan Coos Once upon a time, there were three Heilan coos: Wee Heilan Coo, Middling...



HOW TO EXPERIENCE SCOTLAND & SCOTTISH CULTURE AT HOME

• Annierose Knox - April 20, 2020

You don't need to leave the house to experience Scotland – oh no! You can celebrate all things Scottish from...

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Phase: Restart

For this phase, we'll be focusing mainly on the ability to travel short distances locally, which allows people to venture slightly further within their area for their daily exercise, and with a number of small businesses beginning to open up again.

We will then expand as we move through the Scottish Government phases to begin looking initially at a days out message, and continue to talk about health & wellbeing as an important factor in any trip. We expect this content will mainly be used by Scots in the first steps of this phase, but will also be useful to inspire future trips for other markets.

Staff at VisitScotland have been working on a number of new projects to keep people busy at home, and to inspire future trips to Scotland.

[Dark Skies in Scotland](#) – this collection of assets is literally out of this world. Featuring a video series led by one of Glasgow Science Centre's resident astronomers as well as a toolkit full of helpful tips and fun activities, we'll shine a light on the magic of Scotland's dark skies and show would-be-stargazers what to look for and how to search the heavens safely.

[Sketching Scotland](#) – this series of 20 tutorial videos will encourage people of all abilities to put pencil to paper and sketch some of Scotland's most incredible landmarks. Following a step-by-step guide from a professional illustrator, visitors will bring the likes of the Dunmore Pineapple and the Scottish Crannog Centre to life on the page while learning about the fascinating tales of each location - and whetting their appetite for a real-world visit.



Phase: Recovery - Domestic Movement phase: Recovery - International Movement

Planning for Recovery - Domestic Movement is nearing finalisation and will be shared on visitscotland.org shortly. International Movement will follow as border restrictions ease.