## Emotional Drivers of a Holiday

### Escapism
- Getting away from the everyday

### Rest & Relaxation
- Wellbeing, time-out, recovery

### Satisfaction
- Sense of achievement in taking part

### Appreciation
- Experiencing a different culture, food, way of life, community

### Connection
- With locals, self, friends & relatives

## Incorporates

- Outdoors
- Nature & Wildlife
- Landscapes
- Driving Routes
- Escapism
- Standing Stones
- Star Gazing
- Northern Lights
- Coasts & Waters
- Bird Watching
- Nature Reserves
- Wildlife Attractions
- Natural Wonders
- Getting off the Beaten Track
- Treating Yourself
- Retreats
- Spas
- Soft Adventure
- Adventure
- Touring
- Bucket List
- Food & Drink
- Events
- Agritourism
- History & Heritage
- Stories – Myths & Legends
- Film & Stage
- Cities
- Ancestry
- Learning /Self Discovery
- Giving Back
- Sustainability

## Experiences

- Explore National Parks
- Geoparks
- Scenic Driving Routes
- Island Hopping
- Standing Stones
- Star Gazing
- Northern Lights
- Coasts & Waters
- Bird Watching
- Nature Reserves
- Wildlife Attractions
- Natural Wonders
- Getting off the Beaten Track
- Treating Yourself
- Urban Retreats
- Wild Swimming
- Yoga Retreats
- Forests & Woodlands
- Exclusive Use Properties
- Castle Spas
- Tai Chi
- Beaches
- Forest Bathing
- Mountain Biking
- Climbing
- Surfing
- Kayaking
- Cycling
- Diving
- Skiing & Snowboarding
- Off Road Driving
- Driving Routes
- Rail & Bus Scenic Routes
- National Walking Routes
- Scotland Must Sees
- Playing a Championship Course
- Staying in a Castle
- Sipping a Dram
- Meeting a Highland Cow
- Eating Haggis
- Seeing Ben Nevis
- Whisky & Gin Distilleries Tour
- Make Your Own Gin
- Bottle Your Own Whisky
- Foraging
- Farm Stays
- Local Produce
- Festivals
- Film & TV Locations
- Castles
- Loch Ness
- Textiles
- Museums & Galleries
- Abbeys
- City Food Trail Experiences
- Street Art Mural Tours
- Highland Games
- Ceilidhs & Bagpipes
- Clans
- Trad Music
- Walking in the Steps of Your Ancestors
- Meet the Laird
- Make Your Own Tartan
- Champing
- Street Food
- Farmers Markets

[VISITSCOTLAND.COM](http://VISITSCOTLAND.COM)