

# SCOTLAND'S YEAR OF COASTS AND WATERS 2020

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## IN A NUTSHELL

2020 has been designated as a year in which Scotland's Coasts and Waters will be showcased and celebrated with a programme of activity designed to support the nation's tourism and events sectors. The year, led by VisitScotland will sustain and build upon the momentum of Scotland's preceding Themed Years to spotlight, celebrate and promote opportunities to experience and enjoy Scotland's unrivalled Coasts and Waters, encouraging responsible engagement and participation from the people of Scotland and our visitors.

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## NEW DELIVERY MODEL

At the beginning of 2016 an industry consultation to establish the appetite for the continuance of Themed Years beyond 2018 was undertaken. The outcome was a ringing endorsement of the Themed Years approach, however feedback highlighted the need to consider the frequency to enable more time for planning and opportunities for collaboration.

Taking this into account, Themed Years now take place every second year with the planning, promotion, delivery taking place over a three-year period (i.e. planning 2018, pre-promotion 2019 and delivery 2020 for YCW2020).

For further information [visitscotland.org/YCW2020](https://visitscotland.org/YCW2020)

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## WHAT'S IN SCOPE?

The year will celebrate all aspects of our visitor experience in relation to Coasts and Waters, with a focus on unique, authentic experiences and sustainable tourism. The visitor opportunity in terms of experiences and events will be broadly presented across four cross cutting strands:

1. **Our Natural Environment and Wildlife**
2. **Our Historic Environment and Cultural Heritage**
3. **Activities and Adventure**
4. **Food and Drink**

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## 5 KEY OBJECTIVES

1. **PROMOTION** Raise the profile of Scotland, nationally and internationally, showcasing the diverse visitor offering provided by our unrivalled Coasts and Waters with a co-ordinated marketing and communications programme promoting responsible engagement and participation.
2. **CELEBRATION** Encourage and develop opportunities for the responsible celebration of our Coasts and Waters with a focus on the tourism and events sectors.
3. **PARTICIPATION** Inspire the people of Scotland and our visitors to participate in activity aligned to and developed in response to YCW2020, with emphasis on attracting new audiences and spreading engagement across the country.
4. **COLLABORATION** Encourage collaborative working between the sectors represented by YCW2020 themes and wider tourism sector.
5. **INDUSTRY ENGAGEMENT** Communicate with a wide range of businesses in tourism and other relevant sectors to help them recognise the opportunities presented by YCW2020 and capitalise on those opportunities.

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