

TOP TIPS FOR GETTING INVOLVED



What does the Year of Coasts and Waters 2020 mean for your business or organisation? Whether you're an accommodation provider, visitor attraction or a tour guide – get ready to inspire both visitors and locals using these practical tips. For more ideas visit: visitscotland.org/ycw2020

1. Little things matter

Whether it's using the logo on your website, sharing the hashtag **#YCW2020** across your channels with a stunning image or making sure your VisitScotland web-listing reflects how your business will be celebrating the year – every little bit counts. Use our dedicated toolkit to help make this easier with content, images and suggested social media posts that will save you time and allow you to get involved easily. Quality images and a few carefully selected words can transform your promotional effort.



2. Power of partnerships

Are there local businesses / organisations you could explore working with to create new experiences or products in celebration of the year to inspire visitors and locals? How can you work together to target new markets and expand your reach? In previous years' we've had businesses come together to create local tours, new online content, themed events and accommodation packages.

3. Content with your content?

Does the year give you an opportunity to think about new content, images or perhaps a video to show what's happening in your region or area to attract / retain visitors? There are potential opportunities through visitscotland.org/growthfund for collaborative tourism marketing campaigns.

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4. Word of mouth

Visitors are always on the lookout for authentic experiences and hidden gems – can you share knowledge on local coastal walks, roads less travelled, food experiences, local maritime heritage and events and festivals to celebrate the year. Ensure you and any of your staff have at least a basic knowledge of the local product linked to the theme and be sure to celebrate your local distinctiveness.

5. Different strokes

Does the year present an opportunity to do things a little differently? Think about how your business can make the most of the Themed Year opportunity. Could you run a water-based promotion linked to the year? Can you create themed itineraries for your guests' arrival?



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6. Sign, sealed, delivered

An email signature can be an integral part of your digital marketing strategy and it only takes minutes to set up – it's that easy! Why not showcase what's coming up using the following example across your own communication channels:

In 2020, Scotland celebrates its Coasts and Waters with a year-long programme of events and activities which will shine a spotlight on the impact our waters have had on Scotland, from the formation of beautiful natural features to our industrial heritage. So, what are you waiting for, come on in...the water's lovely!

Join the conversation using #YCW2020

7. Last but not least...

Follow us on Twitter [@VisitScotland](#), [@VisitScotNews](#), [@EventScotNews](#) and across our Facebook and Instagram. Don't forget to use **#YCW2020** to share your own stories – that way we can look out for what's coming through on social and potentially share across our channels.

