

PR activity

Against the backdrop of coronavirus, the PR team has been working across markets to pitch 'dream now and travel later' stories to key media contacts. The relationships the PR team have developed with a range of media contacts have been invaluable, especially as the nature of enquiries (in particular in the UK) has moved from virtual experiences for people to enjoy at home, to requests as to how businesses plan to recover and innovate in a post-Covid world.

The team continues to gather media insights from key journalist contacts across all markets to best inform recovery approach, as well as move swiftly to change activity that had already been arranged for this quarter including press trip and event activity.

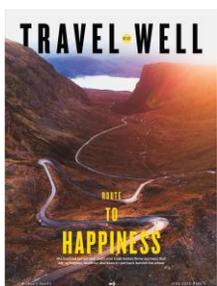
Global activity

1. Day-to-day reactive press office, handling Covid-related enquiries, as well as requests for travel content on Scotland.
 2. Media insights intelligence gathering across all key markets, including weekly webinars featuring travel editors.
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Coverage highlights

UK

- Wellbeing-themed **North Coast 500** coverage in **Women's Health** magazine (following a trip in 2019)



VIRTUAL VE Celebrate the 75th anniversary of VE Day at home with virtual sofa sing-alongs and lindy-hop lessons



- **Angus and Dumfries & Galloway** included in 'virtual VE Day' experiences in **The Sun** (Scottish, National and online editions: <https://www.thesun.co.uk/travel/11534294/ve-day-75th-anniversary-virtual-sing-lindy-hop/>)
- **Fife** included in a round-up of film locations to 'visit' (both virtually and post-lockdown) in **OK! magazine**, with West Sands beach and Chariots of Fire (1981) mentioned.

PR activity

Europe

- Orkney feature in Neue Post (440K circulation) on the back of a group press trip in October 2019. In light of current circumstances, the editor has added a strong #dreamnowvisitlater message
- Le Figaro recently published an article with a clear #DreamNowTravelLater message and highlighted 10 ideas to (re)discover Scotland with a focus on less known parts such as the SW300, the Borders, Fife, the Kelpies... (reach 24 million) <https://www.lefigaro.fr/voyages/dix-raisons-de-re-decouvrir-l-ecosse-20200517>
- Piece on Orkney published on Geo.fr (reach 186K) about Orkney and renewable energies. <https://photo.geo.fr/ecosse-comment-les-iles-orcades-tentent-de-devenir-larabie-saoudite-des-energies-marines-41623#pour-aller-plus-loin-6dofm>
- Currently dealing with several incoming TV crews filming requests from Arte, TF1, Voyage etc. and requested that the journalists only consider travelling to Scotland after the summer.

USA

- The North America PR Team secured a substantial feature on Scotland as part of a photography series inspiring future travels on Uproxx.com (reach 1.07million). The digital feature showcases Scotland as seen through the lens of photographer, Andrew Alexander. The article titled *These Photos of the Wilds of Scotland Will Have Nature Lovers Dreaming of Future Travel* can be accessed here: <https://uproxx.com/life/photos-scotland-nature-lovers-travel/>.



LIFE

These Photos Of The Wilds Of Scotland Will Have Nature Lovers Dreaming Of Future Travel

- Departures online (reach 466,379) spotlighted a virtual day in Scotland highlighting a variety of activities across the country. <https://www.departures.com/travel/virtual-scottish-vacation-at-home>
- AFAR.com (reach 876,568) listed VisitScotland's Instagram channel as one of the best channels to follow for travel inspiration: <https://www.afar.com/magazine/the-best-travel-destinations-to-follow-on-instagram>
- Edinburgh has been included in Departures' 2020 Legend Awards. The Legend Awards are a new annual awards list curated exclusively by the editors of Departures, and the award comes on the back of hosting an editor in January 2019. Edinburgh sits in great company on the list: <https://www.departures.com/legend-awards/best-cities>. The article highlights that these awards are for inspiration supporting the dream now, travel later message.

PR activity

China

- Mention for Edinburgh in this piece on Sina (109 million reach) 'Press the pause button on the world and wait for spring to bloom': https://k.sina.com.cn/article_6896744694_19b13f8f600101szyu.html?from=news
- Whisky feature in Travel + Leisure as part of our outreach ahead of World Whisky Day which included interview with Iain Allan, Visitor Centre Manager and Brand Ambassador for Glen Moray Distillery and Malt Whisky Trail board member



- Harry Potter feature in Conde Nast Traveler (764k reach) following pitch during Business Development Mission in November

Australia

- Coverage in [Delicious.com.au](https://www.delicious.com.au) (1.5m umv) - mentions of the virtual experiences for Whisky Day (16 May)

6 ways to celebrate world whisky day from home



- Coverage in [Executive Traveller](https://www.executive-traveller.com) (1m UMV) - World Whisky Day - Dream now, travel later message

Travel inspiration: celebrate World Whisky Day with a whisky holiday

Hikes, sailing, and distillery tours on the magical Hebridean isle ofIslay is the taste of freedom.



PR activity

- Top piece of coverage of The Australian and theaustralian.com.au (6.5m umv) with strong dream now travel later inspiration: [Pipe dream of Edinburgh warm embrace](#)

Pipe dreams **THE AUSTRALIAN** 🇦🇺

