

VISITSCOTLAND COVID-19 UPDATE

Relationship marketing activity

We know it's important to genuinely connect with people and present an authentic picture of Scotland, and never more so than in these uncertain times. We paused to consider anew what our customers need and what is important when; we reviewed and reduced our frequency of communications and have stopped automated email programmes. It's ongoing, to get priorities right we need to listen constantly, keeping plans and content under review and words chosen carefully, with no direct calls to action to travel now.

Emails to customers (1.15 million)	UK	EU & Nordic	Long Haul
Enjoy Scotland's Culture from the sofa	✓	✓(t)	✓
Discover Scotland on Screen	✓	✓(t)	✓
Ways to Experience Scotland from Home	✓	✓(t)	✓
Our Friends Across the Globe	✓	✓(t)	✓

(t) Translated

Enjoy Scotland's culture from the sofa: 26 May 2020

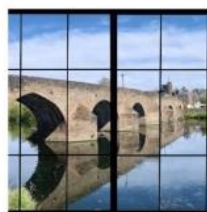
This email takes the reader on an immersive cultural journey. To enjoy Scotland's culture, stories and sounds from the comfort of their own sofa. Sections included **Enchanting heritage and sounds - 18 braw words, great things to listen to, culture podcast and Scottish Gaelic Explained**. Also included was a **Kids Corner** – showcasing **Scottish stories for kids, homemade Highland Games, Scottish Origami and Meet the locals (Highland Coos)**. We supported partner content and campaigns for the **AWindowOnScotland** as well as the **Year of Scotland in Australia**.



CULTURE PODCAST

This episode explores Scotland's amazing cultural scene from Aberdeen.

[HEAR MORE](#)



A WINDOW ON SCOTLAND

We've asked people around Scotland to share their views from home during the last few weeks.

[BROWSE](#)

SCOTTISH GAELIC: EXPLAINED

Discover everything you need to know about this beautiful ancient language.

[LEARN MORE](#)



SCOTTISH SUNDAY LUNCH

Enjoy a new weekly series of concerts and performances streamed online, retaining a spotlight on Scottish artists in Australia.

[STREAM HERE](#)



Relationship marketing activity

Enjoy Scotland's culture from the sofa (cont.)

SCOTLAND | ALBA View Online



DISCOVER SCOTTISH CULTURE FROM THE SOFA

As we continue to bring Scotland to you at a time when you can't come to us, we hope these top picks will help keep you inspired to enjoy Scotland's culture, stories and sounds. We've also included some fun stuff to share with the kids.

[HAVE A LOOK](#)

ENCHANTING HERITAGE AND SOUNDS



18 BRAW SCOTTISH WORDS

Learn to speak like a local and make the most of your next visit to Scotland!

[SEE WORDS](#)



GREAT THINGS TO LISTEN TO

Stay inspired with some of the best bands, artists and podcasts that we think are worth listening your ear to.

[DISCOVER](#)

KIDS CORNER



SCOTTISH STORIES FOR KIDS

Once upon a time, there were three Heilan coos (Highland cows) read and listen to what happens next.

[LISTEN IN](#)



HOMEMADE HIGHLAND GAMES

Get your family ready for some Scottish fun and hold your very own Highland Games with this handy pack.

[START PLANNING](#)



MAKE A LOCH NESS MONSTER

Use these video tutorials to make origami versions of iconic Scottish animals and symbols.

[WATCH HERE](#)



MEET THE LOCALS

Our loveable hairy Highland cow (or 'coo' to Scots) never fail to bring a smile to our face. Save these ideas for the best places to spot them.

[SEE LIST](#)

Discover Scotland on Screen: 1 May 2020

This email takes the reader on a sensory journey, experiencing Scotland virtually through sections on Natural Wonders, Inspiring words and "coorie in" - a showcase of visual/webcams, audio and interactive formats to help keep people connected to Scotland. Content supported the agritourism and Go Rural sector with inclusion of Lambathon and cute red squirrel clips. The UK and Long-Haul versions sent 1 May with the EU market translated versions dropping w/c 11 May 2020.

SCOTLAND | ALBA

[View Online](#)



SEE SCOTLAND VIRTUALLY

With the wonder of modern technology, you can view our home live and direct from yours. Check out a multitude of live webcams, showcasing stunning views, architecture and wildlife.

[HAVE A LOOK](#)

NATURAL WONDERS



LAMBATHON

Go Rural presents live spring lambing footage from farms across Scotland.

[TAKE A PEAK](#)



FURRY FRIEND

Have a look at this neat footage of a super cute red squirrel at play.

[WATCH](#)

Relationship marketing activity

Discover Scotland on Screen (cont.)

INSPIRING WORDS



OUTLANDER

Learn about the true stories that inspired the books and hit TV series.

[VIEW](#)



LITERATURE

We recommend this list of good Scottish books to keep you inspired.

[READ](#)

COORIE IN



SCOTLAND ON SCREEN PODCAST

Hear about Scotland's role in the world of film and TV.

[LISTEN](#)

Ways to Experience Scotland from Home : 3 April 2020

Our *Ways to Experience Scotland from Home* email followed up on our customer requests to receive specific inspiring visual imagery, stories and videos and echoed the social video messaging *From Our Home to Yours*. Also included links to the podcast episodes and Sounds of Scotland content as calming audio moments to connect to Scotland.

SCOTLAND | ALBA

[View online](#)



WAYS TO EXPERIENCE SCOTLAND IN YOUR OWN HOME

While travel is not possible, there are still ways to enjoy Scotland's scenery, stories and sounds. See our top picks below and a special message from the team, as we bring Scotland to you at a time when you can't come to us.

[SEE MESSAGE](#)



STUNNING SCOTTISH VIEWS

See our gallery of amazing spots that look just as good in photographs as they do in person.

[SEE LIST](#)



VIDEO: SCOTLAND SHORTS

Immerse yourself in iconic locations from around Scotland with our series of Single Shot videos.

[WATCH MORE](#)



100,000 WELCOMES FROM SCOTLAND

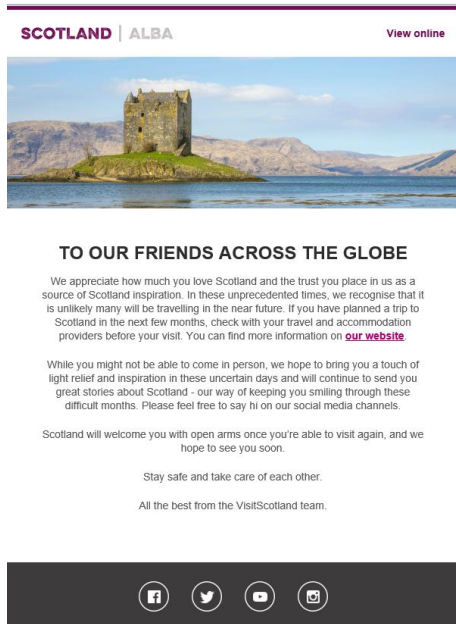
Listen to stories from locals around the country on our Scotland podcast, with themes including nature, culture and wellness.

[LISTEN NOW](#)

Relationship marketing activity

Our Friends across the Globe: 18 March 2020

Reaching out direct from the team to our subscribers with *Our Friends across the Globe* email and tailored UK market and EU editions, we extended a hand of friendship, acknowledged the situation for travel and our approach. Positivity has flowed back with over 300 personal messages demonstrating great love for Scotland and desire for return visits. Many responses included ideas for the content they would like to see from us – a sample shown here.



Please share extra videos of Scotland for those of us who are house bound! Many of us would truly rather be in the Highlands!!!

Thank you I truly needed this and will look for more of your gorgeous pictures.

I would love you to keep sending photos of your beautiful country. I have to hold off on my dream of visiting this year - but in these tough times please keep sharing beauty and keep us dreaming! Stay safe.

Please send us lots of cheery pictures and stories from Scotland!

Keep making me dream, I love Scotland so much, its landscapes, its history and its traditions.

Thank You for all your pictures and messages. You help us to dream, to have dreams from Scotland, and this is what we need to come out of the hard times we have.