PR activity

Against the backdrop of coronavirus, the PR team have been working across markets to pitch ‘dream now and travel later’ stories to key media contacts. The relationships the PR team has developed with a range of media contacts, have been invaluable as the team set out pitching stories such as how best to virtually explore Scotland (everything from movies to virtual tours), the incredible community stories in Scotland (like the numerous distilleries producing hand sanitisers for hospitals) and stories of wanderlust (stunning, castles and so on to explore later).

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

Global activity

1. Press release on ‘Virtual hop around Scotland this Easter’ distributed across all key markets
2. Story pitching across all key markets (including #Lambathon, good news Scotland stories etc.)
3. Media insights intelligence gathering across all key markets

Coverage highlights

UK

• Lambathon coverage in Country Living
  https://www.countryliving.com/uk/wildlife/farming/a32092925/lambathon-scottish-farms-go-rural/

• Declaration of Arbroath and Arbroath as a place to visit once it is safe to travel in inews online (includes responsible travel messaging): https://inews.co.uk/inews-lifestyle/travel/arbroath-scotland-independence-700-anniversary-tapestry-2530088

• The Sun national (print and online) for Loch Doon in Ayrshire: https://www.thesun.co.uk/travel/11329444/prefer-loch-doon-lockdown-scotlands-beautiful-fairytale-land/

• Following a trip earlier in the year, coverage in National Geographic Traveller (UK) for Aberdeenshire and Orkney
VISITSCOTLAND COVID-19 UPDATE

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

• L’Echo Touristique (reach 92K) – One of France’s biggest trade travel magazines, started a series of articles last month, called “Travel from your sofa”:

• Le Figaro.fr (24 million reach) “The World in my tartine” about Edinburgh and the Royal Scotsman, including the recipe for Scottish scones:

USA

• Scotland on screen pitching exploring Scotland from your sofa:
  • Departures (466k reach): https://www.departures.com/lifestyle/art-culture/luxury-hotels-famous-movies-tv-cinema
  • AFAR.com (876k reach): https://www.afar.com/magazine/the-best-shows-to-watch-right-now-to-fuel-your-wanderlust
  • New York Times (33 million reach):

• Conde Nast Traveler (5 million reach) ‘Scotland’s Gin Distilleries are Pumping Out Hand Sanitizer’: https://www.cntraveler.com/story/scotlands-gin-distilleries-are-pumping-out-hand-sanitizer

• ‘We Wish We Could Go to these Scottish Castles Right Now’ in Fodors.com:
  https://www.fodors.com/world/europe/scotland/experiences/news/we-wish-we-could-go-to-these-scottish-castles-right-now

• The National Museum of Scotland included in a round-up of top virtual experiences around the world on Forbes.com (29.7 million reach):
  https://www.forbes.com/sites/micheleherrmann/2020/03/29/pay-a-virtual-visit-to-these-locations-right-from-your-screen/#6980421187e

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

• Loch Ness features in wanderlust round-up of top 10 lakes in the world on Sina (109 million reach): http://k.sina.com.cn/article_6972256233_19f942fe900100lzy2.html

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

Australia

• '18 ways to go on a world tour from the comfort of your own living room' in Awol junkee: https://awol.junkee.com/virtual-world-tours/83838

#8 Experience A Scottish Pub

Experience a real Scottish pub night with livestreams of Inverness’ lively pub, Macgregors Bar. Think traditional music sessions and storytelling — just BYO beer.