MOMENT FOR CHANGE

2nd June 2021

Destination & Sector Marketing Fund Briefing Session

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Senior Marketing Fund Manager
Briefing Session

- Recovery Programme
- Fund Objectives
- Fund Eligibility
- Funding Tiers
- Assessment Criteria
- Insight Driven
- Application & Assessment Process
- Grant Awards
- Next steps
STERG post-Covid Recovery Programme

Scottish Government £25million tourism recovery programme

• Destination & Sector Marketing Fund
• International Demand Building
• Social Tourism Holiday Voucher
• Days out Voucher
• Strategic Infrastructure Plans
• Tourism & Hospitality Talent Development Programme
• Leadership Development to Boost Product Innovation
• A Net Zero Pathway for Scotland’s Tourism Industry
• Data Observatory
• Investment Models to support Scottish Tourism Recovery
Destination & Sector Marketing Fund Objectives

• A national, substantial, coordinated marketing effort to put Scotland front of mind for domestic consumers year-round.

• A sector and destination led approach in partnership with communities to support the re-building of local visitor economies enabling organisations to extend their reach in targeting potential visitors looking for a domestic holiday.

• The development and packaging of Scotland’s tourism product into world class visitor experiences aligned closely with long term responsible tourism objectives to ensure a sustainable recovery.
## Eligibility & Funding Tiers

Applicants will be required to be incorporated organisations listed on Companies House or legally constituted groups to allow for formal business checks to be carried out. Local Authorities who are working with tourism industry businesses and groups and are the lead for destination marketing and promotion for their region may also apply. Applications will also be considered from Tourism Business Improvement Districts.

<table>
<thead>
<tr>
<th>Tier 1</th>
<th>Tier 2</th>
<th>Tier 3</th>
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<tbody>
<tr>
<td>City Region Award Programme</td>
<td>Pan Scotland Sector Groups &amp; Regional Destination Organisations</td>
<td>Local Destination Organisations, Marketing Groups &amp; non-Pan Scotland Sector Groups</td>
</tr>
<tr>
<td>Awards Between £50,000 - £100,000</td>
<td>Awards Between £40,000 - £80,000</td>
<td>Awards Between £10,000 - £20,000</td>
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### Tier 1
- **City Region Award Programme**
- Awards Between £50,000 - £100,000

### Tier 2
- **Pan Scotland Sector Groups & Regional Destination Organisations**
- Awards Between £40,000 - £80,000

### Tier 3
- **Local Destination Organisations, Marketing Groups & non-Pan Scotland Sector Groups**
- Awards Between £10,000 - £20,000

**NO MATCH FUNDING REQUIRED**

- Open to the seven cities, one award will be available to each city.
- Applications must demonstrate collaboration with strategic partners and stakeholders within their destination or city region.
- Multiple applications from one city will not be considered.

**Destination Organisations:**
- Organisations must demonstrate that they are operating at a regional level, and that they represent single or multiple Local Authority regions, who have a proven track record of delivery of projects demonstrating how they have collaborated locally to ensure that different parts of the destination’s tourism product is represented.
- Applications for this Tier must demonstrate collaboration with strategic partners and stakeholders within their destination.

**Pan-Scotland Sector Groups:**
- Groups must demonstrate significant geographic spread of membership or coverage within their sector and their existing activities, this should be pan-Scotland.
- Applications for this tier must demonstrate collaboration with members and stakeholders across Scotland.

- Open to established local destination and marketing groups that promote a specific part of a Local Authority Area or a specific product e.g. Golf within a single Local Authority area.
- Applications across this tier must reflect regional tourism plans and strategies in place where applicable.
Successful applicants will be expected to develop and deliver a strong visitor proposition, or unique selling point, this could be a seasonal proposition or a campaign to promote a particular theme or a unique collection of product experiences within the destination or sector, this should be accompanied by a well considered promotional plan.
Assessment Criteria & Weighting

- Strategic Alignment & Collaboration – 25%
- Responsible Tourism Focus - 25%
- Insight Driven – 25%
- Objectives & Measurement – 15%
- Viability – 10%
Strategic Alignment & Collaboration – 25% Weighting

Demonstrate strategic alignment to Scotland Outlook 2030 strategy, setting out how their proposed activity will promote experiences that meet visitor needs and expectations, whilst ensuring sustainable recovery within the local community.

Thriving Places
• Create & develop a sustainable destination; bringing community, industry and visitor needs and vision together.
• Demonstrate consultation with and support from the community for the marketing campaign, specifying how the project will benefit the community.
• Promoting messaging for visitors to support local businesses (shop local, buy local produce etc) is particularly encouraged to show the contribution to local community and the economy.

Memorable Experiences
• Provide authentic & memorable experiences.
• Demonstrate that the product and experiences being promoted are appropriate for recovery marketing activity and aligned to consumer insights.
• Emphasise the unique and compelling reasons to visit the destination.

Collaboration – Regional Strategies, Themed Years, Strategic and Local Partners
Responsible Tourism Focus – 25% Weighting

Applicants must ensure visitor propositions are reflective of the below principals of responsible tourism and demonstrate how their experiences will contribute towards creating a sustainable future for tourism:

- Listening to and working with communities, generating greater economic benefits for local people and minimising negative environmental, economic and social impacts.
- Protecting our natural and cultural heritage and encouraging their responsible enjoyment.
- Providing more enjoyable experiences for visitors which will allow for more meaningful connections with local people.
- Ensuring Scotland is a place for everyone by providing equal access to all, this could include people with disabilities, families, or senior travellers.
- Providing visitor experiences that are culturally sensitive, engender respect between tourists and hosts and build local pride.
Insight Driven- Post-Covid Consumer Trends – 25% Weighting

- Localism and Authentic Experiences
- Hard Adventure
- Workcations
- Artisanal Retail and Food and Drink
- Voluntourism
- New types of traveller
- Long weekends
- Wellness
- Personalisation/premiumisation
- Conscious/regenerative travel
- Touring

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<tr>
<th>Market Possibilities</th>
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<tr>
<td>Hometown Tourists looking to experience something new or undiscovered about their own area</td>
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<tr>
<td>Visiting Friends and Relatives – staycations blended with visiting loved ones, who have recommendations for the best places to eat and things to do</td>
</tr>
<tr>
<td>Safe solo travellers interested in developing connections with a destination and the people that live there</td>
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- Navigating the new normal
- The basic need
- Experience and proposition inspiration
- Emotional Drivers
- Market Possibilities e.g. Family, Corporate or luxury
Objectives & Measurement – 15%

- Objectives should focus on stimulating demand & promoting specific experiences not general awareness.
- SMART objectives
- Achievable & Measurable
- Application will require these detailed in the activity plan as well as the tools you will use to measure

Viability – 10%

- Evidence that there will be sufficient resource to undertake all aspects of the project within your organisation.
- 15% of overall budget for Project Management.
Types of Activities

• UK & Ireland Market – inclusive of the local and day visit markets.
• Content Creation: video, photography, editorial digital content, influencer marketing, media visits, digital itineraries, podcasts etc
• Website enhancement – not development
• Promotional Activities – Paid promotional plans – able to demonstrate measurable impacts.
• Buy in to VisitScotland’s partner opportunities when available
• Project Management – up to 15% of award

Does not support:
• Core or repeated marketing activities, standalone event marketing, capital costs eg. Core staff costs, equipment (full time employees can not claim the project management fees), new app development business development activities.
Applications will be requested to provide a copy of a redacted bank statement to confirm Account Name, Account Number, Sort Code and bank address.

**Audited Accounts for the year 2019/2020.** For organisations unable to provide accounts for the 2019/2020 financial year please submit bank statement dated from 01 April 2021 accompanied by a cashflow document that demonstrates operational viability for the next 12 months. We may request this cashflow to be verified by an accountant or request additional financial information upon receipt of application to allow financial checks to be carried out.

**Copy of Articles of Association or Group Constitution.**

**Local Authority Applicants** please provide contact details for finance team here:
- **Name:**
- **Email:**
- **Phone Number:**

**Completed Activity Plan (included in application form below)** that demonstrates clearly how awarded funds will be spent. Including detailed budget on how visitor propositions will be promoted through a range of activities, including paid media, PR, optimising and leveraging owned channels and amplifying reach through collaboration. **Generic awareness campaigns will not be considered.** The recovery marketing campaign activity must be delivered in accordance with the relevant Scottish Government guidelines and be flexible and agile enough to respond to any changes in guidelines.

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**PROJECT ACTIVITY PLAN**

Please complete the table for all elements of your project detailing different project activities that will deliver on your objectives, including details of how it will be implemented. This should include all aspects of asset creation as well as promotional plans. Please provide a detailed cost breakdown for each line of activity, whilst these costs may change where possible please provide accurate budgets. Clearly outline how each area will be monitored and evaluated. The total budget should align with the overall amount of funding you have applied for.

All activity specified in the plan must be completed by 30th March 2022.

Please note the details included below are for example purposes only, when completing for your project please identify partners, channels and target publications by name.

<table>
<thead>
<tr>
<th>Planned Activity &amp; Implementation Plan</th>
<th>Detailed Budget</th>
<th>Timing of Activity</th>
<th>Suggested KPIs</th>
<th>Anticipated Results</th>
<th>Please include details of planned methods of monitoring &amp; evaluation.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example Activity</td>
<td>Content Creation</td>
<td>Production of 3 thematic videos highlighting key elements of visitor proposition: Wellness, Food &amp; Drink &amp; Long Weekends.</td>
<td><strong>£15,000</strong> inclusive of filming &amp; editing costs.</td>
<td>Production August - October 2021</td>
<td>It is anticipated that this activity will drive awareness of the key visitor proposition’s key themes, delivering KPI’s that will be focused on video views and engagement with the content as well as tracking elements of highlighted businesses.</td>
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<tr>
<td></td>
<td></td>
<td>Multiple edits suitable for use across digital &amp; social media.</td>
<td></td>
<td></td>
<td>1. Social Media monitoring tool will report on organic &amp; paid performance of video content on social channels results including views and engagement as well as any referrals to businesses tagged and included in content.</td>
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<td></td>
<td></td>
<td>Video production company will be retained to produce and shoot content.</td>
<td></td>
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<td>2. YouTube video performance monitored reporting on metrics such as number of views, total watch time, viewer retention, engagement and channel subscriptions.</td>
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<td>3. Referral monitoring across all owned channels.</td>
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<tr>
<td>Example Activity</td>
<td>PR - Media Slot Programme</td>
<td>Work with PR Agency to deliver programme of media activity focused on key visitor proposition key themes - Wellness, Food &amp; Drink &amp; Long Weekends.</td>
<td><strong>£10,000</strong></td>
<td>Media visits October 2021 - March 2022</td>
<td>This activity will drive awareness of our key visitor proposition via both PR and digital coverage in our targeted publications. Media monitoring will be included as part of PR Agency fee.</td>
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<tr>
<td></td>
<td></td>
<td>Budget allocated to PR Agency fee &amp; Media visit expenses.</td>
<td></td>
<td></td>
<td>- Would look for coverage in at least 8 lifestyle publications and 3 national media providers.</td>
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# Application Process, Assessment & Grant Award

<table>
<thead>
<tr>
<th>Funding Tier</th>
<th>Applications Open</th>
<th>Applications Close</th>
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</thead>
<tbody>
<tr>
<td>Tier 1 – City Region Awards Programme</td>
<td>Midday 1st June 2021</td>
<td>3pm 29th June 2021</td>
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<tr>
<td>Tier 2 – Pan-Scotland Sector Groups &amp; Regional Destination Organisations</td>
<td>Midday 1st June 2021</td>
<td>3pm 13th July 2021</td>
</tr>
<tr>
<td>Tier 3 – Local Destination Organisations, Marketing Groups &amp; non-Pan Scotland Sector Groups</td>
<td>Midday 1st June 2021</td>
<td>3pm 23rd July 2021</td>
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<th>Stage 4</th>
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<tr>
<td>Assessment &amp; Scoring</td>
<td>1&lt;sup&gt;st&lt;/sup&gt; Phase Panel – VisitScotland &amp; STA</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt; Phase Panel – VisitScotland &amp; STA</td>
<td>Grant Award &amp; Contracting</td>
</tr>
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<tr>
<th>Appeals Panel</th>
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Next Steps…

- 1st June – Applications Open
- Focus on your visitor proposition
- Apply to the correct tier
- Collaboration
- 21/22 Financial Year Activity
- Rolling Assessment Process – not first come first serve
FURTHER INFORMATION AND LINKS

INDUSTRY SUPPORT

VisitScotland.org | Visit our dedicated advice page at www.visitscotland.org/supporting-your-business/advice/coronavirus for up-to-date information and advice on Coronavirus (COVID-19) for tourism businesses, including:

- Latest COVID-19 information and resources
- Tourism industry FAQs
- VisitScotland’s response to COVID-19
- Latest notes from STERG weekly meeting
- Tourism Destination and Sector Support Fund

Dedicated tourism industry advice | Our experienced team of Industry Relationship Managers can be reached at business.advice@visitscotland.com to help with any questions you have about business operations or marketing at this time.

Financial support advice | 0300 303 0660 | Contact the dedicated Scottish Enterprise business support line, open Monday - Friday between 8.30am and 5.30pm or go to findbusinesssupport.gov.scot/coronavirus-advice

Industry newsletter | Stay up to date with the latest regional and national news by signing up to VisitScotland’s Tourism Insider newsletter at visitscotland.org/news

Social media | Stay in touch with the latest from VisitScotland on LinkedIn or Twitter

MARKETING INFORMATION

VisitScotland.org

- Market intelligence report – weekly data and insights into how Covid-19 is impacting tourism globally and our key markets – and links to our activity
- Marketing response to Covid-19 – regularly updated information on VisitScotland’s marketing#
- Our visitors – deep dive insights into our UK and overseas visitors

USEFUL CONTACTS

- Contact business advice team: business.advice@visitscotland.com
- Travel trade enquiries: traveltrade@visitscotland.com
- Send updates & story ideas to the PR team at: travelpri@visitscotland.com
- Sharing virtual tours or web cams: content@visitscotland.com
- Information on new experiences you’re developing: marketing@visitscotland.com
- Advice regarding insights: research@visitscotland.com
Any Questions....