Our Recovery Marketing Plans with Vicki Miller | Q&A

Regional communities

**Question:** How is VisitScotland repositioning its marketing messages to promote local tourism development and avoid overtourism?

**Answer:** Our Chief Executive Malcolm Roughead addresses this in his latest blog ‘We can’t go back to normal, coronavirus has been a catalyst for change’. We are currently conducting an audit of places people will be able to visit easily post-COVID-19 and others that will require careful management. Our marketing will reflect that in our initial domestic campaigns – which will be about ensuring that some areas aren’t overwhelmed, and others get a bigger taste of tourism success. Working with communities will be at the core of our recovery strategy and our regional teams are working closely with tourism businesses, destination organisations and local authorities to ensure this takes place.

We’re working to a phased plan, as discussed within our recovery of tourism webinar. This is the Scottish Tourism Emergency Response Group (STERG) plan which is a phased approach for recovery that Scottish Government is working to across all sectors. We have an opportunity to talk to future visitors and signpost to other areas of Scotland where there are hidden gems, redirecting from hotspots which were highlighting issues as a result of large volumes of visitor numbers pre-COVID.

We’re anticipating that when the countryside re-opens, we will still be reinforcing the current stay at home message. We want to protect communities who are still shielding, those which experience capacity issues particularly with access to public transport, so we want to direct people to what is open, safe, and closer to home.

**Questions:**

- How do we manage community fear and re-opening, particularly in rural Scotland, where the impact of COVID-19 has been low?
- A recent Association of Scotland’s Self-Caterers (ASSC) survey identified 97% of respondents want to see a clear message from the Scottish Government about opening. How do you envisage this could be achieved in terms of distribution channels to ensure the message to accept visitors will be welcomed by local communities?

**Answer:** Nationally, Scottish Government will make clear what can and cannot happen as the easing of lockdown is rolled out. There will be different issues and opportunities in different parts of the country. We think the impetus for this should come from local communities, perhaps led by destination organisations in partnership with VisitScotland, local agencies, councils and community groups.

Our local team members have been specifically tasked with gathering information on community concerns to allow us an accurate picture on a Scotland-wide basis. It should be recognised that whilst there are, for obvious health-related reasons, concerns about the potential negative impacts of visitor influxes, there are members of communities that rely on tourism for their livelihood and a balanced view must be taken to reflect local circumstances.
We’re working to make sure that we include Scotland’s communities in our activity, when the time is right to manage things responsibly, as this is not a one-size-fits-all scenario. We will be working to ensure that before any promotional activity is launched, that the area is ready to receive visitors into their community. It’s understandable that some communities will be nervous about opening to tourists, however we will continue to encourage visitors to follow government guidance, as well as work with local businesses to ensure all health and safety measures are put in place to be able to welcome visitors once again.

**Question:** How important do you see local tourism organisations as part of the solution to help include communities in welcoming the return of visitors?

**Answer:** As an organisation, we already work closely with these groups and we’d like to continue to do so as we move from the response stage of this crisis onto what we are calling the reset, restart and recovery stages. We recently launched the [Tourism Destination and Sector Support Fund](https://www.visitscotland.com/sector-support/tourism-destination-sector-support-fund) as a way for us to help our tourism colleagues around the country, not only on a financial level but also, to continue to work together on a tourism strategy to help rebuild what is a vital part of the Scottish economy.

**Question:** How do we feed in local information to VisitScotland about countryside areas, what's open, what’s not and local advice and guidance to help VisitScotland put the right messages in the public domain to ensure that honeypot sites and pinch points can be best managed?

**Answer:** Please speak to your local [Industry Relationship Manager](https://www.visitscotland.com/about/our-people) who works closely with our marketing and communications teams to ensure local information is up to date as well as supporting businesses via our social and media channels.

**Question:** How are you intending to manage the expectations of visitors, in relation to the current fears and ‘stay away’ messages of different communities and areas, including cities and rural, to avoid a bad or non-welcoming experience?

**Answer:** It is critical that we work closely with local communities, through tourism groups, sector groups and local councils to understand when tourism businesses are ready to welcome visitors again. It is a fine balance between the importance of tourism to the local visitor economy and any health concerns. Once we know which communities are ready to welcome visitors, we can then share this information widely – engagement and communication is going to be key.

**Maintaining social distancing**

**Question:** If everyone is cancelling things that could be run with social distancing in place, how will that help the autumn/winter season?

**Answer:** We are working closely with a number of sector organisations to understand if businesses are able to operate in a viable way with social distancing measures in place. Anyone that is able to operate in this way, we would recommend you update all your digital channels – VisitScotland.com listing, TripAdvisor, Google card, etc. to advise customers and also let other businesses in your community know. We’re aiming to work with communities to know when they are ready to welcome visitors and we can then share this information with potential visitors.

**Question:** What about social distancing? I run [SRPS Railtours](https://www.srpsrailtours.co.uk) and we can only really run safely once the threat of COVID-19 is away and social distancing rules have been relaxed.
**Answer:** We understand that initially, there will be capacity issues with public transport operators to ensure locals and visitors alike are able to travel across Scotland safely. We need to wait on guidance from Scottish Government and follow their advice on when it is safe for communities to ease on lockdown, and begin the process of welcoming visitors to locations, businesses and attractions.

**Question:** How does the transport sector recover with social distancing? At the moment it’s not viable operating a coach with less than half capacity.

**Answer:** We’re working closely with representatives of the transport and the tour operating sectors to understand the challenges faced as a result of current restrictions and to understand capacity moving forward as official restrictions are relaxed and it becomes appropriate for promotion of services to resume and increase. We encourage transport and tour companies to keep us informed via your local Industry Relationship Manager who work closely with our marketing and communications teams to ensure our visitor information is up to date. Ensure also that you keep all of your digital channels updated – VisitScotland.com listing, TripAdvisor, Google etc- to ensure that your business can benefit from recovery campaigns and activity.

Scottish Government on 21 May set out a route map for the easing, and coming out of lockdown, using a careful, phased approach. This includes when public transport may be up and running again with distancing measures in place.

**Question:** There is a potential scenario where someone arrives at accommodation and develops symptoms. The person would be required to isolate at the accommodation for seven days (and any travelling with them for 14 days) which could potentially cause a problem with future bookings and potentially leaving the provider as carer. Can we have guidance on this?

**Answer:** We are in regular communication with the relevant teams within Scottish Government and will work with them in communicating any advice that will be required to reopen all areas of our tourism industry and encourage visitors. The health of individuals is paramount, and this will be at the forefront of any communications. There are already guidelines in place on the Scottish Government’s coronavirus pages which will be enhanced and made more specific to tourism in due course.

**Encouraging visitors to return to Scotland**

**Question:** Do we want a clear message that we have written off the summer?

**Answer:** In line with the First Minister’s announcement on 21 May, we are certainly anticipating that day trips at a local level will be feasible during the summer, and possibly if infection rates remain low, commencement of overnight stays by the end of the summer, so with this in mind currently it would not be accurate to say the summer has been written off.

**Question:** Are there any plans to promote winter travel to prolong the season?

**Answer:** Absolutely. We will continue to promote visits through autumn and winter to Scots and the UK market. We will liaise closely with Scottish tourism businesses to ensure we can share information about which areas and attractions remain open for the winter season.
**Question:** Based on the assumption that VisitScotland will be working up campaigns that will be ready to go when we come out of lockdown, how can Scottish tourism businesses support or piggyback onto the campaign(s) to leverage wider exposure?

**Answer:** Information will be shared on our marketing response page on VisitScotland.org, as well as through the weekly market intelligence update and webinars, so businesses can capitalise on our campaigns.

**Question:** Iceland is giving families a ‘free ticket to visit’ that’s funded by the Icelandic Government – a simple voucher to allow families to go to attractions. Cereal box type vouchers – could that happen here too?

**Answer:** We are continuously monitoring what other tourism bodies and industry partners are doing and we have seen some great and innovative examples across the globe. Some of these ideas are being collected in our weekly market intelligence updates and can provide inspiration for our marketing content and for the Scottish industry.

**Question:** How can businesses reset and what will VisitScotland market when we’re not sure if businesses will be open at all this season?

**Answer:** We know Scotland is high on many people’s lists to visit when we’re able to resume, so it’s vital that we all maintain communications with our potential visitors with Dream now, travel later messaging. And then as soon as restrictions are eased, we all should change that messaging to travel now – whether that be local day trips or overnight stays – as and when the time is right for individual areas.

**Question:** Are you aware of any research at the moment which shows demographic differences in attitudes to future travel behaviour?

**Answer:** There are ongoing trackers and research which our Insight team is sharing, and highlights and links are included in our weekly market intelligence updates. We will then overlay these insights to our ‘traditional’ visitor profiles to monitor differences. At the moment, we know visiting friends and relatives and day trips are going to be early actions once restrictions begin to ease.

**Question:** Looking at the great outdoors/recreational forests how do we manage visitors with the infrastructure we have? Potentially you could be encouraging large gatherings, for example at popular mountain bike centres like Glentress?

**Answer:** We are working closely with relevant organisations such as the National Parks, Forestry and Land Scotland, as well as sector groups such as Go Rural to understand the measures they are able to put in place, and then communicate with our visitors how they can visit these attractions safely.

**Question:** Sounds like a different plan will be needed for the cities?

**Answer:** We will be liaising closely with all communities – both cities and rural – so we can share information about how people can visit Scotland safely. Getting information from the industry about measures they’re putting in place, and when they are open, will be critical to us being able to inform and inspire potential visitors.
**Question:** Have you got any specific examples of how the Scottish tourism industry is innovating or creating new initiatives/products to prepare for the new world of travel?

**Answer:** Yes, we’ve been collating examples of these across the country and you can find some of them in our [inspirational news page](https://VisitScotland.org) on VisitScotland.org.

**Question:** If a significant second wave of the virus breaks out, what is plan B?

**Answer:** We will follow Government advice, as we have throughout this pandemic and follow the recommended guidelines in terms of a potential return to restrictions for the tourism industry.

**Questions:**

- Will the campaigns focus solely on domestic and what will be the target audience? Local to local? Local to Scotland? Or Scotland to the rest of the UK?
- Surely the media agencies need to concentrate on the local to local market?

**Answer:** As you can see from the [COVID-19 marketing response page](https://VisitScotland.org) on VisitScotland.org, we have a clear, staged approach to encouraging a return to tourism. At the moment, during the reset phase, we are communicating [Dream now, travel later](https://VisitScotland.org) messages. As we move to restart, we will be encouraging very local day trips, and this will be driven by Scottish Government travel restriction guidance, and information about which communities are ready to welcome back visitors. We will then move to Scotland-wide/north England day trips and then on to overnight stays as we move into the domestic recovery phase. Initial promotion will be our owned channels and digital/social video and posts – so we are quickly able to change messaging, should we need to. The media agency has been briefed to work to this strategic approach.

**Question:** If there’s an autumn/winter campaign, does VisitScotland envisage a possibility of more visitors to areas that usually close for the winter? For instance, if visitors haven’t had their fix of the isles or rural areas do you think they may come? Will it be worthwhile for some who don’t usually open in winter months to open? It’s difficult to foresee demand and meet capacity. Some may not be able to open then, and weather is out with our control, but guidance is welcome.

**Answer:** We will follow Scottish Government guidance in terms of what travel is possible and then with local communities to understand if they are ready to welcome visitors. We will promote all areas that are open and encourage visitors. We are anticipating pent up demand for visits and will work closely with sector groups and destination organisations to share insight and forecast demand.

**Question:** How can VisitScotland help businesses promote any online experiences that they have developed during this time?

**Answer:** You can let your [Industry Relationship Manager](https://VisitScotland.org) know about it as he/she works closely with our marketing and communications teams across VisitScotland who can help promote your product across our channels.

**Question:** Rural is especially important now for obvious reasons. Are you going to run a rural campaign?

**Answer:** In each phase of our recovery activities, we will make sure to get the right tone and highlight places to visit, off the beaten track and with a more rural angle. We know from the
trackers and research that visits to more rural areas in Scotland will rank high on the wishlist of visitors from Scotland, the rest of the UK and further afield.

**Events**

**Question**: What are the big event plans and when do you propose an updated event strategy that fits with the current situation?

**Answer**: VisitScotland’s Director of Events, Paul Bush, will be taking part in a webinar on 2 June and will be discussing the next steps for the events’ industry. Details to sign up will be added to our [Get webinar ready information](https://www.VisitScotland.org) on VisitScotland.org.

**Question**: Is there any consideration for a VisitScotland supported “approved venue” scheme that would allow venues that have put in place social distancing measures etc. to be recognised and able to promote as such. For example, a kitemark for a venue?

**Answer**: [UK Hospitality](https://www.ukhospitality.org) has undergone a large piece of work which focuses on guidance for businesses around social distancing, including health and hygiene. This paper has gone to the World Health Organisation, key health authorities and officials, and has been put to Scottish Government.

The current plan is to have UK-wide guidance, and a kitemark is one option currently being considered amongst others. There is still on-going discussion on the operational aspects to this, however it will include a marker for organisations to utilise on their consumer and marketing channels to show compliance to these UK guidelines.

We continue to be in regular contact with Scottish Government and tourist boards across the UK. If a formal announcement is made, we will advise the industry at the earliest opportunity.

**Questions:**

- Do you think it is likely that the Edinburgh Hogmanay celebrations will take place?
- Do you see large-scale festivals, events and gatherings taking place next spring/summer?

**Answer**: We still need more guidance on the area of major events and festivals, but for now we are promoting virtual experiences that people can enjoy from home. Paul Bush, Director of Events at VisitScotland, will be discussing events in the context of COVID-19 in a [future webinar](https://www.VisitScotland.org) on Tuesday 2 June.

**Question**: Can we create virtual destination films – using the creative industries and colleges/universities – to inform and educate before they arrive at the event so visitors know what to expect (re distancing and protocols) and they can determine for themselves that it is safe beforehand? This could be a high value advertising and promotion tool.

**Answer**: A safety film covering events would be very beneficial once the guidelines from Government have been given. These could also be broken down within outdoor and indoor guidelines.

**VisitScotland’s role and influence**

**Question**: In order to differentiate us and drive home the public health message, would VisitScotland consider an international marketing message that “Scotland is safer”?
Answer: Through social listening, we’ve identified that the careful approach Scotland has taken in response to COVID-19 has resonated positively with our key markets. For example, in key international markets such as France and Italy, who have been deeply impacted by the current pandemic.

Question: What meaningful action has VisitScotland done in the past eight weeks that has made a difference for the sector?

Answer: VisitScotland chairs the STERG which convened on Tuesday 17 March and has been meeting regularly since then, bringing together all the main industry bodies and Scottish Government. Our Chief Executive Malcolm Roughead is in regular dialogue with the Cabinet Secretary Fergus Ewing to feedback all the key issues we are hearing from industry.

Each region has an Industry Relationship Manager, who along with colleagues, have been contacting tourism businesses and organisations in their local area providing 1:1 support, advice and guidance. The issues, challenges and information arising from these discussions are then summarised and reported back to STERG and Scottish Government. As well as practical advice and helping businesses identify sources of vital financial support in regard of operational survival, our colleagues have also been there to listen and, where appropriate, signpost to specialist services and charities offering support, where the stress of the current crisis situation has been impacting on mental health.

Our market intelligence reports are collating and disseminating available data regarding the latest trends and insights from across the world, so we can learn and adapt from countries further ahead in their response and lifting of restrictions.

We have created a dedicated coronavirus section on VisitScotland.org which is updated as new information comes to light, which has sections on the following:

- Government advice and FAQs
- Financial support for businesses
- COVID-19 online and digital advice
- Updates from STERG
- Guidance for event organisers
- Tourism Destination and Sector Support Fund
- Mental health and well-being advice
- Examples of ways the tourism industry has been adapting and responding

All our relationship marketing activity, website content and social media activity over the past eight weeks has been organised around the Dream now, visit later message we have been actively promoting.

This webinar is part of a series that are free to join so anyone concerned with the tourism and events industry can put their questions to our senior management team. If there are any specific areas or issues that aren’t currently being addressed, please do contact a member of our team.

Question: Is VisitScotland talking with National Trust for Scotland/Historic Environment Scotland etc. about staying open beyond current ’season’?
**Answer:** We’re in constant communication with all our tourism partners and supporting them throughout this crisis. Currently we are still unclear on when the tourism industry will be open for business, but the extension of the season may be something that’s considered.

**Question:** What has VisitScotland been doing to influence the Scottish Government policies in supporting the tourism industry – has it been enough?

**Answer:** VisitScotland chairs the STERG which convened on Tuesday 17 March and has been meeting regularly since then, bringing together all the main industry bodies and Scottish Government. Our Chief Executive Malcolm Roughead is in regular dialogue with the Cabinet Secretary Fergus Ewing to feedback all the key issues we are hearing from industry.

**Questions:**

- How is VisitScotland messaging going to take the more environmental route back to sustainability?
- Experience in English National Parks is that there are lots of first-time visitors post-lockdown. How will VisitScotland promote the responsible access message?

**Answer:** Even before the coronavirus pandemic, our strategy was around promoting responsible tourism in the widest sense – social, environmental and economic – and this has not changed. Liaising with communities and keeping visitors informed will be central to our roadmap to recovery.

**Question:** Would VisitScotland be able to provide some kind of kitemark that we can work toward in terms of being COVID-safe for different sectors?

**Answer:** A kitemark is one approach being looked at. Whether or not we use such an approach across the industry, it is certain that making sure businesses adopt COVID-safe practice will be paramount to building consumer confidence. UK Hospitality have produced guidance for businesses in a white paper which has been seen by UK and Scottish Government. The guidance will be UK-wide, and the next phase for UK Hospitality is developing this into operational planning tools that industry can use. Any updates will be communicated on the [coronavirus advice pages](https://www.visitscotland.org) on VisitScotland.org.

**Question:** How will VisitScotland promote the autumn and winter to help extend the season?

**Answer:** At every step throughout our [marketing response to COVID-19](https://www.visitscotland.org) we are making sure Scotland is top of people’s minds, continuing to build brand loyalty and trust. The autumn and winter season will play an important role in recovery, so there will be a push to try and encourage visitors in a safe and responsible way, in accordance with Government advice.

**Question:** Is VisitScotland addressing the problem with the online travel agents dominating Google and therefore diverting direct bookings?

**Answer:** There is no denying the reach that online travel agents have and the fact that for many potential visitors, they are an easy way to get information to assist holiday planning and booking. Many businesses use their own channels (repeat business, social, email activity, etc) to secure direct bookings, and find online travel agents are a useful route to market at quieter times of year.

**Question:** Is VisitScotland planning to produce a heat map of resistance or acceptance of communities receiving UK/European/US visitors?
Answer: We are working closely with our local communities to understand if they are ready to welcome visitors, locally, nationally and from across the globe. Based on these insights, we will promote all areas that are open to encourage visits. In the first instance, we will be promoting Scotland to the Scots and then to the rest of the UK and Ireland. As part of our international recovery strategy, we will be putting Scotland front of mind for shorter and longer haul visitors.

Question: The entire public sector is stretched (bankrupt?) and we’re hurtling towards Austerity 2.0. With limited funds, what realistically can VisitScotland do to support DMOs that are equally stretched to implement their own market recovery plans?

Answer: VisitScotland recognises the challenges ahead and recently launched the Tourism Destination and Sector Support Fund in response to the loss of membership income for these groups. It is vital that we all work collaboratively as a tourism sector to recover as quickly as possible, and we will continue to look at ways in which we can support these destination and sector groups, that have a vital role to play.

Question: Is VisitScotland looking at international tourism bodies, organisations or standalone businesses and seeing any interesting or unique examples which, if replicated here, would be ideal marketing content for VisitScotland? For example, the use of greenhouses in Amsterdam for socially distant dining.

Answer: We are continuously monitoring what other tourism bodies and industry partners are doing and we have seen some great and innovative examples across the globe. Some of these ideas are being collected in our weekly market intelligence reports and can provide inspiration for our marketing content and for the Scottish industry.

Question: What sector bodies is VisitScotland working with to promote different sectors as and when they are capable of reopening?

Answer: VisitScotland chairs the STERG which convened on Tuesday 17 March and has been meeting regularly since then, bringing together all the main industry bodies and Scottish Government.

Question: Does VisitScotland have any sense of data for how many tourism businesses will financially fail if we have no summer season?

Answer: VisitScotland’s Insight team undertook a survey across the tourism and events industry shortly after the initial lockdown period which showed the impact of lockdown on businesses was devastating. We’re very aware that some businesses will not make it through to next year as a result of this but given lockdown measures are still in place, and we have no clear idea of when these will be lifted as yet, it’s difficult to say exactly how many will be affected.

Question: Is there a chance that we will see a push to promote less visited areas or rural businesses in the south of Scotland such as the Borders?

Answer: Prior to lockdown, our marketing was focused on sharing the tourism windfall to all regions of Scotland and outwith peak times. See South Scotland is an ambitious, targeted and co-ordinated marketing programme aimed at propelling the south of Scotland into the global spotlight. From 2018 – 2020, the campaign highlighted that the experience of Scotland starts from the moment visitors cross the border, where they can immerse themselves in unique Scottish experiences right across the Scottish Borders and Dumfries & Galloway. As we move through the
phases towards recovery, our marketing will focus on initial domestic campaigns. This will be about ensuring that some areas aren’t overwhelmed, and others get a bigger taste of tourism success.

**Question:** It would be valuable to have an easy to read headlines type monthly bulletin from VisitScotland on consumer behaviours, perceptions and propensity to travel analysis on key markets as we come out of lockdown.

**Answer:** We’ve currently paused proactive, paid for marketing activity so we’re constantly looking at travel trends to allow us and the industry to know when we can restart our activity. We are creating a series of regular [market intelligence reports](#) to keep you updated on travel news, consumer intent and market insight from around the globe.

**Question:** As a private tour operator, our customers are normally 100% international, mainly from the US. Will VisitScotland promote the idea of private tours to the UK market, as this is not usually part of our culture?

**Answer:** Private tours are a niche segment within the UK market, but not unknown. However, we are anticipating that visitors will be eager for COVID-safe options to visit Scotland and this will be a key part of our communications. We will certainly look to promote private tours more widely, making the UK audience aware of the options and opportunities.

**Government advice**

**Question:** Is there any further information on Boris Johnson’s idea of isolating visitors from abroad?

**Answer:** The UK Government website includes advice on [changes to UK immigration and borders due to coronavirus](#). The information will be updated by the UK Government regarding UK travel restrictions.

**Question:** For insurance purposes we also need to know when the tourism lockdown will be lifted?

**Answer:** There’s currently no specific advice or dates for the re-opening of the hospitality industry from Scottish Government. We work closely with them, and all updates relevant for the tourism industry are shared on our [regularly updated coronavirus advice page](#) on VisitScotland.org.

**Question:** Don’t you really need a more defined roadmap towards re-opening from the Scottish Government before you can plan specific campaigns? We really are crystal ball gazing to a large degree here.

**Answer:** We are working closely with the Scottish Government on our recovery plan which you can find in more detail in [STEG’s National Action Plan](#) in order that as soon as restrictions are lifted and we have a clearer idea on timescales, these plans can be put into place.

**Question:** I am getting frustrated with self-catering reopening timelines becoming stretched. Time is of the essence – can VisitScotland help by asking Government to allow local day trips, then overnights, then visitors. We need a timeline, and it must begin now.
Answer: We recommend you contact the Association of Scotland’s Self-Caterers as a source of advice and to inform them of your request, as they are working closely with the Scottish Tourism Alliance and the Scottish Government on next steps for these sectors.

Question: If different sectors start at different times, is there an order of approval to work or restart business?

Answer: We will look to, and will advise businesses to, follow official guidelines and timelines for restart when communicated by Scottish Government. We’re keen to ensure a clear and consistent message on this and on requirements for hygiene and physical distancing to businesses, communities and to the visitor, and to that end we’re working closely as part of our STERG steering group activity with agencies UK-wide to try to ensure common understanding and uniform communication of these as they become available.

Question: How are we going to claw back the first mover advantage we have lost to England as they are now open. With people booking there as opposed to with us in Scotland?

Answer: There is no indication as yet as to when the lockdown in Scotland will end, however the first stage of the tourism industry in Scotland will very much be focused on day trips and the domestic tourism market as travel restrictions will likely be in place for some time.

Re-opening properties and attractions

Questions:

- Will we be able to open our glamping pods in August or not?
- Do you think self-catering can open earlier than other accommodation providers?

Answer: This will depend on the Scottish Government’s plan for easing lockdown, which at this point does not have timelines attached. We recommend you contact the Association of Scotland’s Self-Caterers as a source of advice as well as keeping up to date with Scottish Government updates. VisitScotland will be communicating the Government advice clearly to industry as and when more information is available. Keep referring to our coronavirus advice page for the latest updates.

Question: If museums, galleries, castles etc. are not open this autumn/winter could we damage our well-deserved reputation and brand?

Answer: In line with the First Minister’s announcement on 21 May, we are anticipating that day trips at a local level will be feasible during the summer. We will continue to promote visits through autumn and winter to Scots and the UK market. We will liaise closely with Scottish tourism businesses to ensure we can share information about which areas and attractions remain open for the winter season.

Miscellaneous

Question: Would it be possible for VisitScotland to share blog posts by bloggers and not just our images? This helps our income which is based on ads and affiliates.

Answer: We will always endeavour to engage with blogger content where suitable. If a blogger has tagged VisitScotland in their content on Twitter, then this will show up in our moderation feed and
we can assess suitability for retweeting to our global audience. This is always assessed on a case by case basis and we cannot guarantee support across all content.

**Question:** Will VisitScotland consider working with new Scotland bloggers to promote potential campaigns?

**Answer:** Working with Scottish bloggers is a core part of our media and social media strategy, and we’ll look to continue to do this as we move into the recovery stage. Each blogger we select for a campaign is chosen based on relevant variables – usually relating to where their audience lives, how old they are and what type of content they’re interested in. We also assess the blogger’s engagement rates, the quality of their content, the sentiment from their audience and their overall suitability for the campaign.

**Question:** What is the plan for Themed Years? Will the Year of Coasts and Waters roll into 2021?

**Answer:** Following input and feedback from our Year of Coasts and Waters 2020 (YCW2020) External Steering & Working Group partners and members of the wider tourism and events industry, VisitScotland submitted a paper to the Scottish Government outlining a case to extend YCW2020 into 2021 as part of Scotland’s Tourism & Events COVID-19 recovery plan. Scottish Ministers have agreed to this approach on the basis that further feasibility work, which will be undertaken by VisitScotland’s Themed Years team, supports this move.

**Question:** I have a business that creates 3-D walk-through virtual tour imagery. This would allow a facility (large or small) to be virtually viewed, potentially with revenue generating access entry. Who is the best person to speak to, to assess whether it would be of interest? I accept this would be of benefit to my business, but also clearly benefitting the facility itself.

**Answer:** You can let your [Industry Relationship Manager](#) know about it as he/she works closely with our marketing and communications teams across VisitScotland who can help promote your product across our channels.

**Question:** Scotland is key to promoting our environment as a special destination for wellness and outdoors, will VisitScotland be working with organisations such as the Galloway Biosphere to promote the unique offerings a UNESCO reserve brings, away from the crowds, which have not always been at the forefront of marketing campaigns to date?

**Answer:** As we move towards recovery, our marketing will focus on initial domestic campaigns. These will be about ensuring that some areas aren’t overwhelmed, and others get a bigger taste of tourism success. Working with communities will be at the core of our recovery strategy and our regional teams are working closely with tourism businesses, destination organisations and local authorities to ensure this takes place.

Even before the coronavirus pandemic, our strategy was around promoting responsible tourism in the widest sense – social, environmental and economic – and this has not changed. Liaising with communities and keeping visitors informed will be central to our roadmap to recovery.