

HIGHLAND TOURISM CONFERENCE 2022

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Director,
VisitScotland

HELLO, HOW ARE YOU?





#HTCONF22

Stob Dearg (Buachaille Etive Mor)

2017 - 2022



VISITSCOTLAND ACTIVITY

CONTENT

SCOTLAND'S RESPONSIBLE TOURISM PROMISE

Whether Scotland is your home or your destination, it's all of ours to care for.

So let's all make just a few simple commitments that will help make sure Scotland remains beautiful and unique for everyone to enjoy.

Join us to #RespectProtectEnjoy Scotland

[READ MORE](#)




7 GREAT WAYS YOU CAN HELP KEEP SCOTLAND'S BEACHES CLEAN



THE SCOTTISH OUTDOOR ACCESS CODE - COVID-19 GUIDE



9 ALTERNATIVE MUST-CLIMB HILLS TO BEN NEVIS

PLAN YOUR OWN RESPONSIBLE BREAK

Discover all the ways you can enjoy Scotland responsibly, from eco-friendly accommodation to accessible routes.



- 10 EASY TRIPS BY PUBLIC TRANSPORT
- 15 REASONS TO TAKE AN OFF-SEASON HOLIDAY IN SCOTLAND
- 8 KEYS AND FORT WILLIAM BY PUBLIC TRANSPORT
- ECO ACCOMMODATION
- WILD CAMPING
- TRAIN ACCESSIBLE BIKE ROUTES

SOCIAL & INFLUENCERS






VISITSCOTLAND MARKETING

Visitor Management messaging will continue to be a core theme across all VisitScotland marketing activity in 2021/22.

OUTDOOR



RADIO

Let's keep Scotland special, It's all of ours to care for. Our wildlife need their space, and our respect; Our communities need our time and our support; Buy local, eat local...and move on if things are busy; Take only pictures; And leave only footprints; So, we can leave these special places as we find them; Scotland, yours to enjoy responsibly. Find out more at visitscotland.com/enjoy

#RESPECTPROTECTENJOY

PAID VISITOR MANAGEMENT ACTIVITY

OVERALL PAID MEDIA RESULT (ACROSS ALL CHANNELS)

At least **83%** of Scottish adults saw activity at least once, with at least **57%** seeing activity **3+** times



2.5 MILLION
TIKTOK views from
paid influencer campaigns

PAID MEDIA

52.7M opportunities to hear - the number of chances that listeners got to hear our ads



38.8M opportunities to see out of home ads

4.8M film views



325K Facebook reach



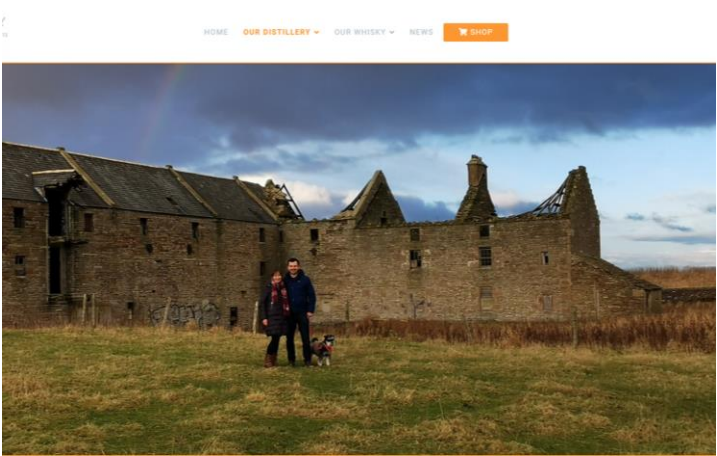
#RESPECTPROTECTENJOY

Rural Tourism Infrastructure Funded Projects Map



29 Projects. Over £5 million invested

INVESTMENT IN EXPERIENCES



INVESTMENT IN EVENTS



TAKING THE HIGHLANDS TO THE WORLD

Building destination brand awareness



Highlands featured throughout Scotland is Calling [video distribution](#) and digital ads promoted via;

- Paid social channels
- Digital channels
- On demand TV

From Jan – Jun global activity achieved:

- ✓ 100m video views
- ✓ 4.1m clicks to visitscotland.com

Driving bookings



- **Expedia (Global)** - Highlands featured throughout [campaign landing pages](#), traffic driver ads.
- **TripAdvisor (UK)** - promotion of 3 x themed trips ([food & drink](#), [adventures](#) & [city breaks](#)) featuring 15 points of interest
- **TravelZoo (US & DE)** - Highlands featured on [Scotland content page & tour offerings](#) ([DE page](#))

Creating scale and reach



Owned channels

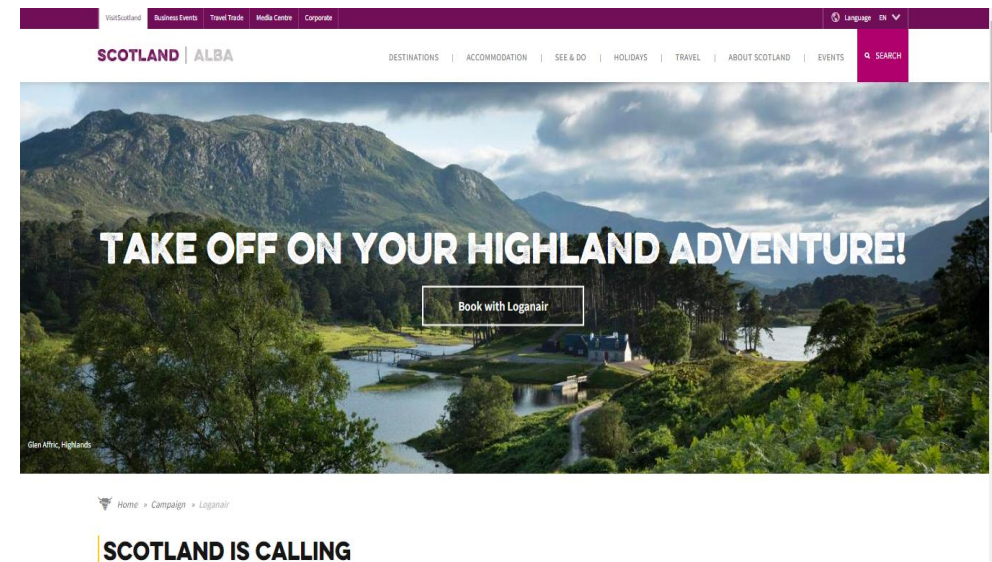
- 30m+ Social Reach (monthly)
- 1.5m Global Database
- 31m Emails Sent (annual)
- 20m visitscotland.com sessions (annual)

PUBLISHING PARTNERSHIPS

- **National Geographic (global activity)** Badenoch Storylands key feature [article](#) and Highlands also featured in the [gallery](#)
- *Wanderlust* [hub](#), *Stylist* [article](#) and *The Times Travel* [dynamic map and article](#) (UK)
- *GEO*, *Frankfurter Allgemeine*, *Süddeutsche Zeitung* and *Couch* (DE)
- *GEO* and *Neon* (FR)
- *AFAR* online magazine – various [guides and articles](#) (US)

Joint Partnerships and B2B:

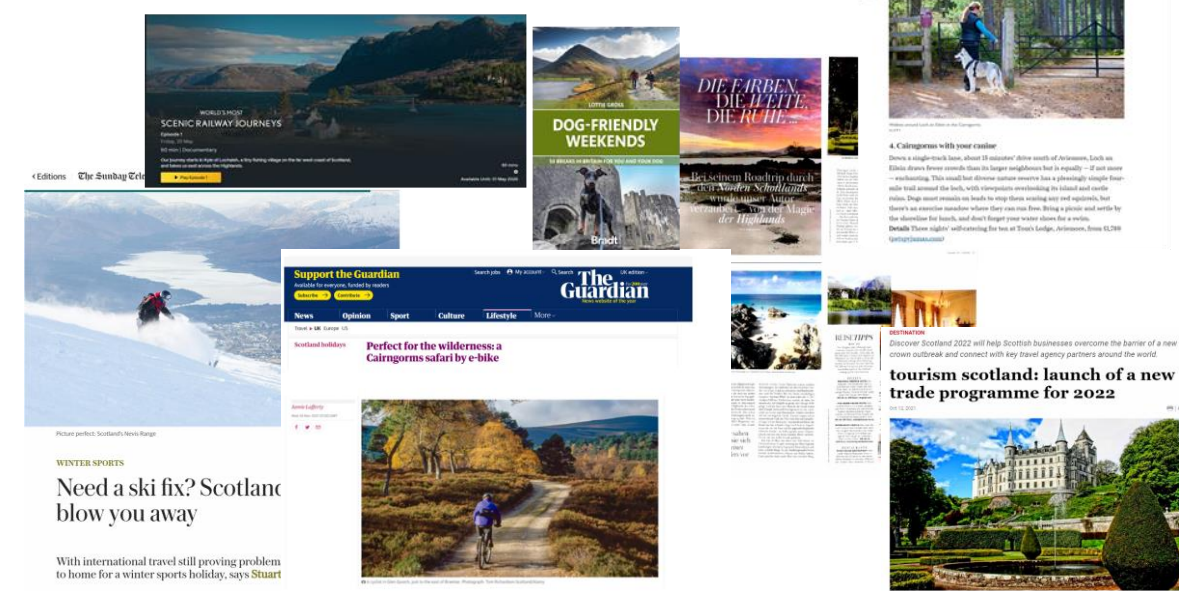
- **Loganair partnership**– joint [activity](#) with Loganair promoted routes into Inverness and the wider Highlands region.
- **B2B activity on LinkedIn** to reach and inspire tourism professionals across short haul markets included Highlands imagery in the adverts
- **Virtuoso consortia partnership** – included Highlands pitch, properties and unique experiences



PRESS & PR

- Scotland's UNESCO Trail, featured in *The Guardian*, *Express*, *Mirror*, the “Hot List” in the *Metro* and *Sunday Mail* (UK); *Drift* (US)
- NC500 feature in high-end lifestyle magazine *Madame* focus on the shoulder season
- China PR *Travel Weekly* and *TTG China*, whisky, wildlife, scenery, **Glencoe**, **Fort William** and **Skye**
- *Telegraph* - **Nevis Range** winter activity and *Guardian* e-bike in Cairngorms
- *Ideat Magazine FR* travels by train, included **Cairngorm National Park**
- **Access Hollywood**, TV show 1.4 million viewers
- **China PR - Traveler, Wallpaper and Travelling Scope** - combined reach of 1.4m
- **North America PR** *Outlander* in *New York Times* 43.4 million
- **Loch Ness, Glen Coe and the Nevis Range and the Cairngorms** – *Bradt's Dog Friendly Weekends* book; additional coverage in *The Times*, *Loveexploring.com*.

‘Bridgerton’ Tea, ‘Outlander’ Castles and Lodges in Yellowstone: Favorite TV Shows Inspire Trip Ideas
TV-themed itineraries are on the rise, taking travelers on adventures with familiar shows during a time of uncertainty.



VISITSCOTLAND.COM - THE SCOTTISH HIGHLANDS

Connecting visitors to local communities

Home » Map of Scotland » Highlands

DESTINATIONS AND MAPS THE HIGHLANDS



The Scottish Highlands is really the Scotland of your imagination. With welcoming people, a unique culture, dramatic landscapes, romantic castles and a fascinating history, this is the perfect backdrop for your next Scottish adventure. So head north for a weekend break or longer holiday in the Highlands!

With such a vast area, it's difficult to know where to go in the Scottish Highlands, from its lively capital **Inverness** to its stunning countryside.

There are plenty of things to do in the Highlands. Explore the mysterious **Loch Ness**, pass through the **Cairngorms National Park**, marvel at iconic castles on the **Isle of Skye**, witness dolphins frolicking off the **Moray Speyside** coast, walk up Britain's highest peak, Ben Nevis, in **Lochaber**, or explore the rugged coastline of Caithness.

Start planning your perfect Scottish Highlands holidays now!

Please look after the Scottish countryside as you explore and refer to our **Outdoor Access Guidelines**.

A SNAPSHOT OF ACTIVITY



11 BEST PLACES TO STAY IN THE HIGHLANDS – THE PERFECT BASE FOR YOUR SCOTTISH HOLIDAY

• **Mairi Scobie** - July 20, 2022
The Scottish Highlands are home to beautiful vast landscapes and a unique culture and history. With hundreds of hidden villages...



7 EPIC TRAIN ACCESSIBLE BIKE-PACKING ROUTES IN SCOTLAND

• **Steve Duncan** - June 8, 2022
One of the best ways to revitalise your senses is on a bike-packing break in Scotland, at a pace where...



17 FAMILY TOURS IN SCOTLAND

• **Sarah Henderson** - May 23, 2022
What better way to experience Scotland than through the eyes of a local? Run by those who know it best...



9 HIDDEN GEMS YOU MUSTN'T MISS AROUND LOCH NESS

• **Anna Kilda** - April 27, 2022
Enjoy the wild, uninterrupted side of Loch Ness with a few of our favourite hidden gems near Inverness... 1. Experience...



10 REASONS TO VISIT THE HIGHLANDS THIS AUTUMN

• **Anna Kilda** - July 18, 2022
Autumn is truly a magical time in the Highlands – as the night draw in and the log fires are...



LUXURY COUNTRY ESCAPES IN SCOTLAND

• **Isla Parsons** - June 1, 2022
Dreaming of a peaceful country escape in luxurious surroundings? Here are some ideas to help plan your escape – whether...



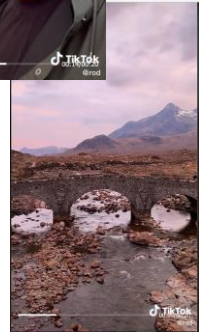
THE CROWN FILM LOCATIONS IN SCOTLAND

• **Shenna Smith** - May 10, 2022
It's no secret that the Royal Family have had a long lasting love affair with Scotland. Follow in the footsteps...

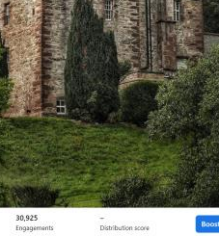
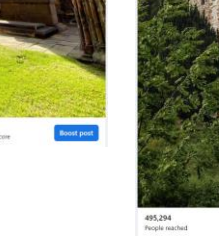
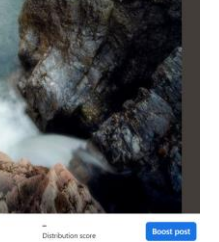
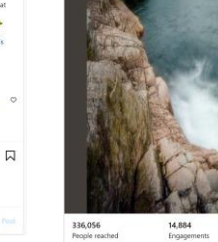
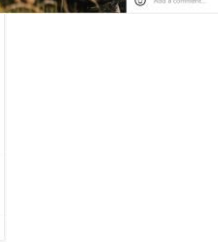
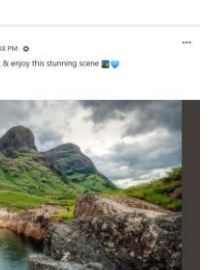
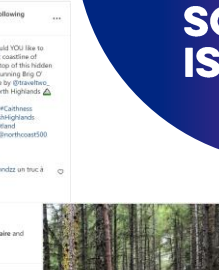


9 SCOTTISH ISLANDS TO VISIT FOR THE DAY

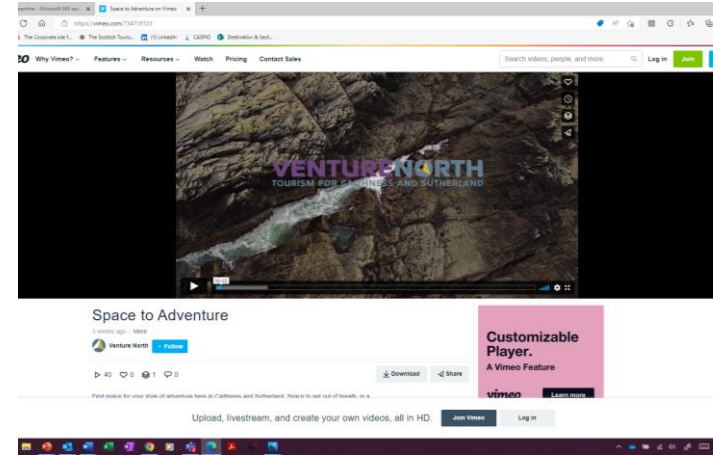
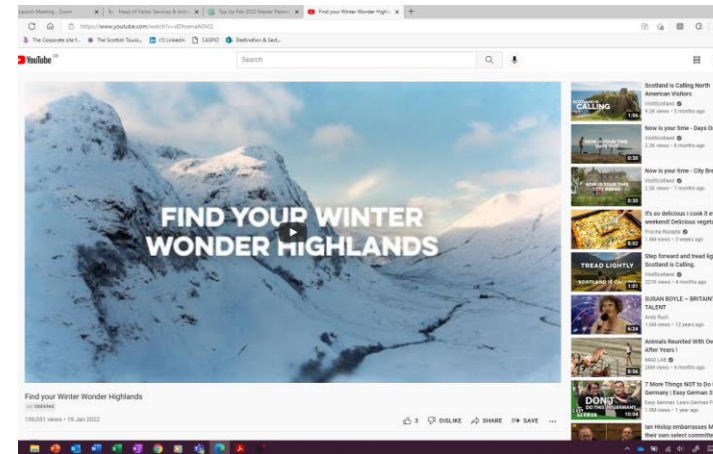
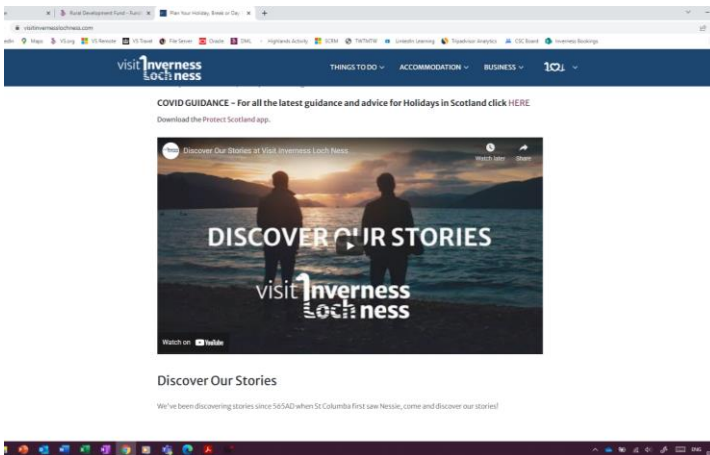
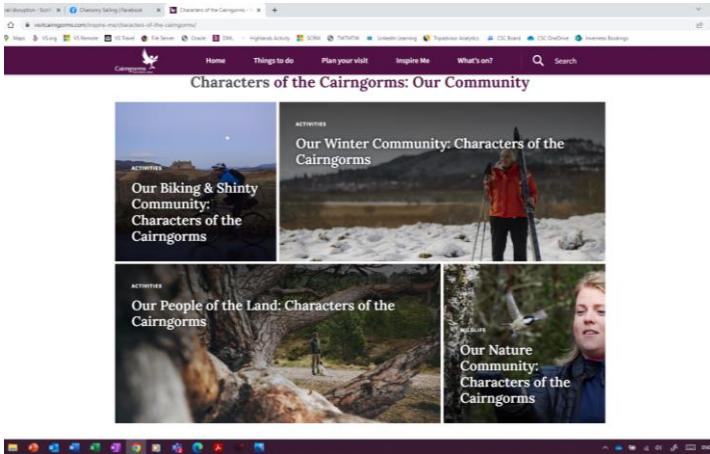
• **Steve Duncan** - March 16, 2022
There's something very special about visiting Scotland's islands, though it's often difficult to explain what this is. Maybe it's the 'ferry-feeling' of adventuring over water to explore secluded places that offer...



The world needs Scotland like never before...
SCOTLAND IS CALLING



MARKETING IN PARTNERSHIP



£750 Marketing Fund for responsible campaigns



**TOURISM
DECLARES**



**COP26 –
GLASGOW
DECLARATION**

83% of global
travelers think
**sustainable travel is
vital**

81% intend to
stay in a **sustainable
accommodation**

73% are
**more likely to
choose**
accommodation
that implements
sustainable
practices

69%
committed to
**reducing the
carbon
footprint** of
their trip or pay
to offset this

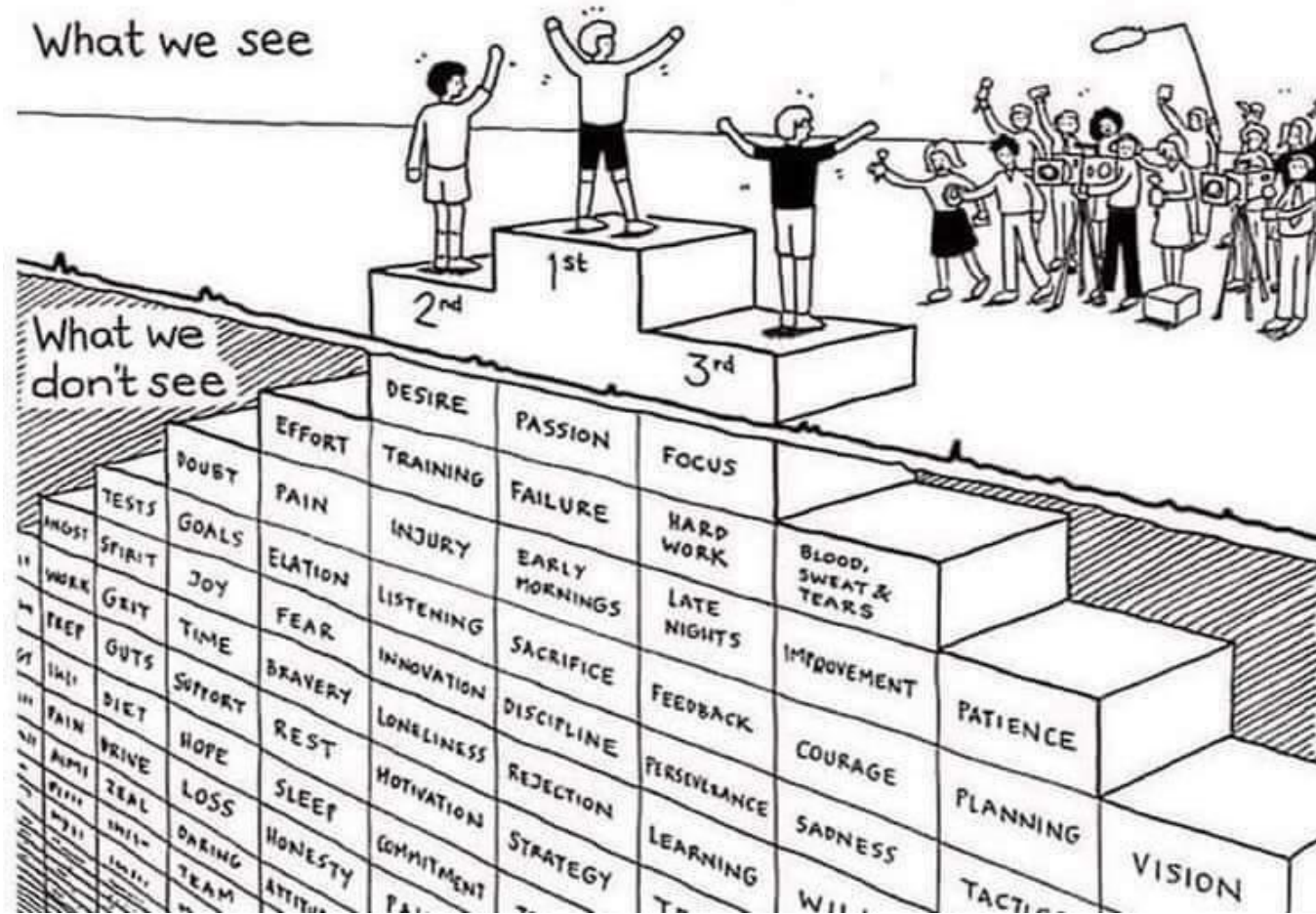
61%
pandemic has
made them
**want to
travel more
sustainably**

31% said
that they **didn't
know how to
find them**

49%
believe there
**aren't enough
sustainable
travel options**

Source: Booking.com Sustainable Travel Report 2021

What people don't see:



REFRAMING SUCCESS



Spread

Regional spread
Seasonal spread
Industry (benefit) spread



Spend

Quality over quantity
Value over volume
Elongating visits
Shop Local



Sustainability

Net zero (Energy Mgt, Waste Mgt, Climate action)
Natural & cultural heritage
Responsible, inclusive & regenerative experiences
Transport options



Satisfaction

Local satisfaction
Visitor satisfaction
Industry satisfaction (Fair work; profile of the sector; sustainable growth)

9:00 AM - 9:30 AM	<u>Registration and Exhibitor Networking</u>			
9:30 AM - 9:45 AM	<u>Welcome</u>			
9:45 AM - 10:30 AM	<u>Paddy Mathews, Fáilte Ireland</u> <u>Ireland's Hidden Heartlands: Challenges, Opportunities and Lessons Learned</u>			
10:30 AM - 10:45 AM	<u>Communities at the heart of place planning</u>			
10:45 AM - 11:15 AM	<u>Morning Break</u>			
11:15 AM - 12:15 PM	<u>Showcasing community led tourism initiatives</u>			
12:15 PM - 1:15 PM	<u>Lunch</u>			
Workshops 1:15 PM - 2:15 PM	<u>Euan's Guide - Accessibility for tourism</u>	<u>Digital Decarbonisation</u>	<u>Networking Session full</u>	<u>Enhancing your brand and advancing sustainable actions with Green Tourism. Green Tourism</u>
2:15 PM - 3:15 PM	<u>Going Net Zero discussion & industry showcase</u>			
3:15 PM - 3:25 PM	<u>Looking ahead to 2030 and beyond</u>			
3:25 PM - 3:30 PM	<u>Closing Remarks</u>			

#HTCONF22