

# SHARING SCOTLAND'S STORIES WITH THE WORLD

Keeping Scotland front of mind

Who am I?

Cat Leaver

Mum

Marketer

Strategic advisor

Passionate traveller



# VISITSCOTLAND

Grow the **value** of tourism to Scotland **with a focus on...**

Positioning Scotland as an inclusive year-round destination that delivers powerfully enriching personal experiences

Prioritising key markets and audiences to grow Scotland's share of global travel in a sustainable way

Increasing the value per visit

# What does success look like?

Outcome				
What it means for the...	<b>industry</b> Spread of customers through the year and across Scotland	Increased yield from each visit (added value, extended stay, local spend)	Improved environmental footprint (supply chain, climate action, etc)	Improved end-to-end stakeholder experience (including suppliers, staff, visitors, communities)
	<b>visitor</b> A range of experiences with year-round and regional interest	Value for money and extension of trip/experience	Considerate of environmental and local impact of travel decisions	Personally enriching, quality experiences
	<b>community</b> A balance of visitors year-round	Increased spend felt locally per visitor	Conservation of local wildlife, nature and culture	Benefits of tourism felt locally (employment, infrastructure, and economic return)



# TOURISM IS A FORCE FOR GOOD

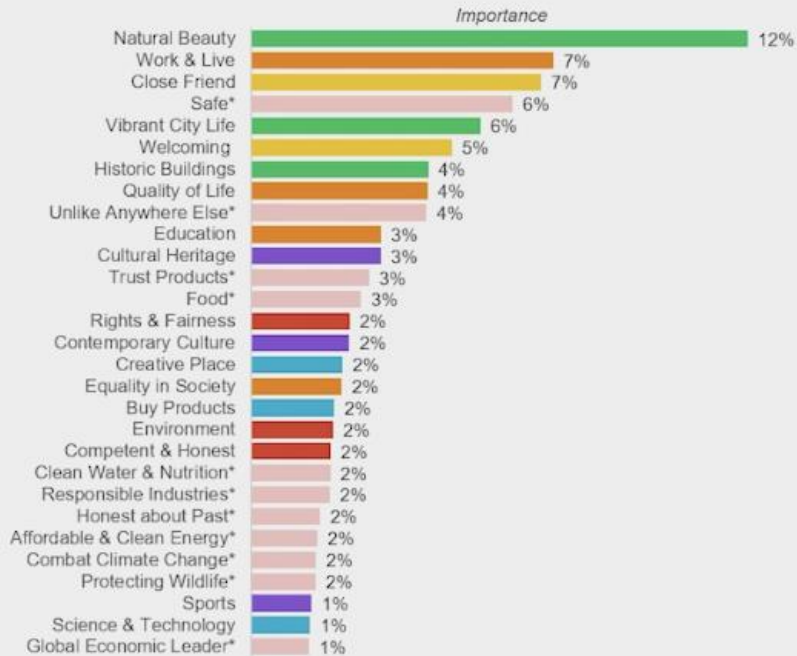
better places to live, work and visit

# Responsible tourism

## Whose responsibility is it anyway?

### Global Desire to Visit Drivers

Desire to visit has reached an all-time high – and sustainability metrics are not key drivers of it.



\* = new common interest attributes added in 2023

Sustainability is not an explicit driver to visit.

However, **natural beauty** is the top driver.

To maintain our competitive edge, we must preserve our natural heritage.

# Tourism has never been more competitive

In 2022, there was **£132M spent in the UK** across various tourist bodies, and **\$832M in the US**.

Top Advertisers	Spend (£)
Qatar National Tourism Council (Qatar)	14,665,684
Republic Of Turkey Ministry Of Cult	11,657,710
Republic Of Turkey Ministry/Turkish Airlines	9,731,370
Visit Greece	7,226,827
Israel Government Tourist Office	6,982,179
Republic Of Turkey Ministry/jet2holidays	6,977,690
Dubai Corporation Of Tourism	6,730,213
Visit California	6,287,810
Tourism Ireland (Gb)	6,114,471
Tourism Australia	5,086,477
Brand USA	4,788,719
Spanish National Tourist Office	3,199,041
Visit Orlando	2,734,431
Moroccan National Tourist Office	2,383,681

In the UK, hot weather destinations are spending the most.  
And then there's Ireland, who is spending £6M.

Top Advertisers	Spend (\$)
Canadian Tourism Commission	\$67,432,673
California Travel & Tourism	\$28,885,628
New York Dept Eco Dev	\$24,165,115
Qatar Natl Tourism Council	\$23,841,832
Orlando/Orange County	\$22,089,375
Charleston Area	\$20,625,654
Monroe County Tourist	\$14,897,904
Tourism Ireland	\$14,694,809
Las Vegas Convention	\$14,030,822
Nyc & Co Inc	\$13,558,347
San Diego Convention & Visitors Bur	\$11,901,107
Alabama Tourism Dept	\$9,358,513
Puerto Rico Tourism Co	\$8,064,120
West Virginia Division Of Tourism	\$7,772,494

Top spenders in the US are North American, with Qatar and Ireland investing similarly heavily as into UK market.

# An evolution in search

How we find information is changing

## Social & Video

YouTube is the **second most popular** search network, with **>2.6 billion** monthly active users.

Online video is the **#1 driver** of 'commercial triumphs'.

**40%** of young users used **TikTok** or **Instagram**, instead of Google Maps, to look for a place for lunch.

**87%** of millennial travellers consult social for inspiration.

## Helpful Content

Google algorithm update placed a bigger spotlight on '**people-first**' content – demoting what it deems 'SEO-first' content.

Previous stance on AI-generated content, which suggested preference for human-created content, has been softened.

## Results Pages

Increase of Google-generated features within the Search Engine Results Page (SERP). This means users have **less reason to click through to a site** for information.

Impacts Clicks and Click-Through-Rates – impressions seem unchanged.

## AI Development

Conversational AI continues to grow in use within search.

Google testing (in the US) of **Search Generative Experience** (SGE) concludes in December 2023.

SGE will mean the role out of AI-generated answers within the SERP.

Impact is unclear but will likely decrease Click-Through-Rates and visibility.





**WISDOM**

is the effective application of knowledge

# Storytelling

Make me feel something

Great stories are universal, based on underlying human condition

## People

The heart  
Hero or protagonist  
Identity  
Relatable

*Who?*

## Place

Situation  
Location  
Environment  
Time

*Why here and now?*

## Purpose

Values  
Goal(s)

*Why this story?*

## Plot

Structure  
Journey  
CTA

*How?*

We live in an  
**attention  
economy**



## Reinforce

- Leverage icons to build familiarity
- Strengthen awareness and identity
- Keep Scotland front of mind

and



## Challenge

- Challenge perceptions
- Broaden understanding and appeal
- Enhance value (spread, yield)



# STORYTELLING

right message, right place, right time

# Storytelling

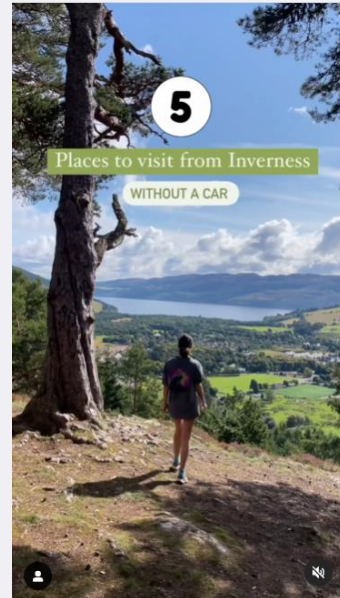
Content must work harder and there is no one size fits all

We are 80% more inclined to do business with a company that offers a personalised approach.

Content designed for the audience and channel consistently delivers greater impact.



Tour Guide Tales - The Black Officer of Badenoch



visitscotland • Following  
Jungle • I've Been in Love (feat. Channel Tres)

visitscotland • 8w  
Save this for your next visit to Inverness!

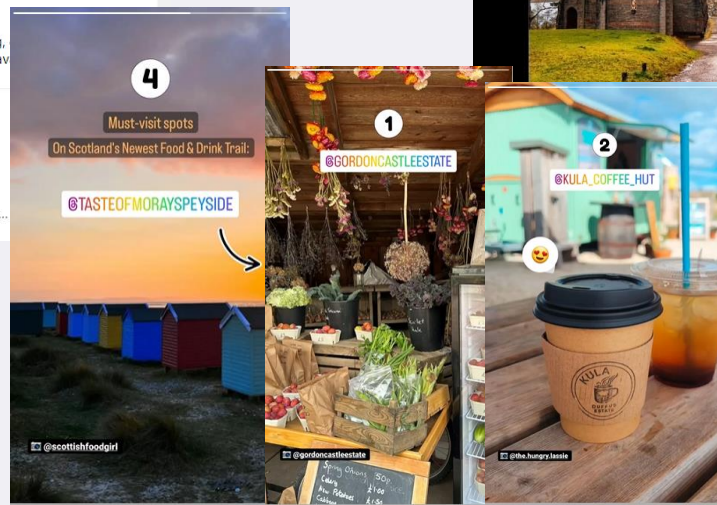
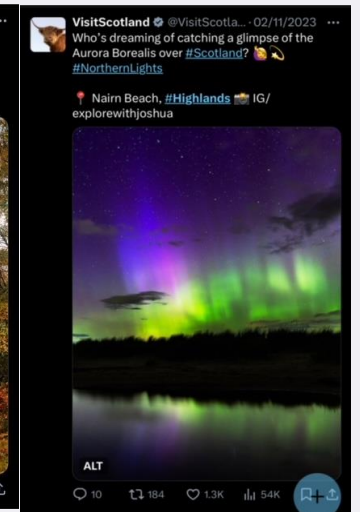
@marisa.vogiatzi has made the perfect guide for iconic Scottish locations within easy reach of the city by public transport, perfect for day-trip planning!

#Inverness #Highlands  
#ScottishHighlands #VisitScotland  
#Scotland #ScotlandTravel #LochNess  
#RespectProtectEnjoy  
#ScotlandisCalling

ruthanabi • 8w  
now we're talking, places seems to av car

11,964 likes  
SEPTEMBER 21

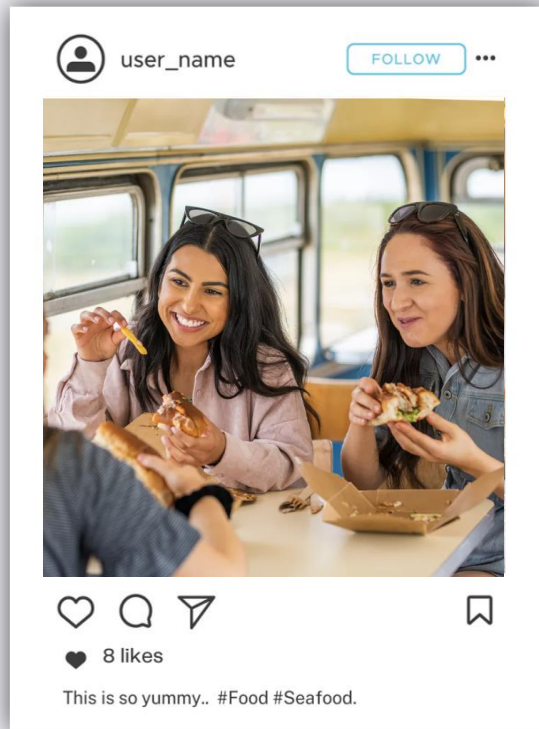
Add a comment...



# Storytelling

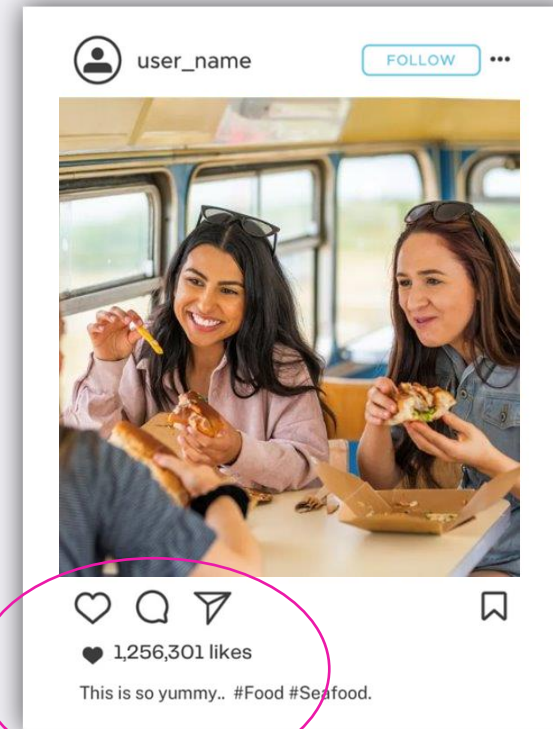
## Social proof is key

We are **22x** more likely to recall facts that are part of a story and inspired to act when they are endorsed by those we view as **trustworthy** or **relatable**.



Informational social influence:

Where people copy the actions of others in an attempt to emulate behaviour in certain situations.





# COLLABORATION

If you want to go fast, go alone.  
If you want to go far, go together.

# Storytelling

Extending your reach and impact

## The Telegraph

Why you shouldn't wait until winter to see the Northern Lights

Beat the cold - and the crowds - by seeing the aurora borealis in autumn

By Sarah Marshall  
3 September 2022 - 10:00pm



There's a misconception that the aurora only shows up when snow starts to fall. (© Getty Images/Chris Wedel)

Notoriously fickle and frustratingly tricky to predict, the aurora borealis is the stopping diva who doesn't always turn up to the party on time. Millions have been kept waiting for her to grace a star-lit stage, often shivering in freezing conditions here fan base continues to grow.

When I set off on my first [northern lights](#) hunt to Finnish Lapland more than a year ago, I struck lucky with a 360-degree display of rippling neon-green ribbons and pulsing fuchsia-pink strokes. More electrifying than anything plugged into the National Grid, it lasted long into the night.

Staying outdoors for so many hours would have been impossible in bone-chilling winter conditions, when temperatures above the Arctic Circle plummet to -25C in the milder autumn months of September and October, once the midnight sun is finally set, the only requirements are patience and a warm coat.

There's a misconception that the aurora only shows up when snow starts to fall. In fact, charged particles collide in the heavens for 12 months of the year - but you need a bit of darkness to see what's going on.

## AFAR

TRIPS + NEWS + REVIEWS By Amanda Doherty 4 August 2022

### 8 Train Rides Around the World That Immerse You in Gorgeous Landscapes

While flight is the quickest form of travel, trains show you the world in a slower, more scenic fashion.



#### 8. West Highland Line

Scotland



- Start: Glasgow
- End: Mallaig
- Distance: 134 miles
- Time: 5 hours
- Buy a ticket: [here](#)

This scenic train where no roads are used in the heart of steep-sided lochs camouflaged in trees for miles around

**SUNDAY Mirror**

Savaas Elftneriades CRUISES in the Highlands of Scotland and whisky on a cycling tour

### Take the High road

## GRAZIA

ACCUEIL > INSPIRATIONS > CULTURE

### Écosse : 30 lieux à visiter au moins une fois dans sa vie



Un lieu de charme, avec une riche histoire et une culture distincte.

## 25 Best Summer Vacations Everyone Should Consider in 2023

These summer vacation ideas have something to offer everyone.

### Golfing in Scotland

TRAVEL+LEISURE



© Andrew Johnson/Alamy

The U.K.'s northern island is known for its charm: gorgeous lochs, fairy tale castles, and windswept highlands. From whisky distillery tours to walking the magnificent West Highland Way to exploring the more cosmopolitan centers of Glasgow and Edinburgh, there's no shortage of things to do and see. Plus, the sun doesn't set until 11 p.m. in some parts of the Highlands in June and early July, so you'll have even more time for exploration.

**AD**

### A Week In My Life as a literary tourist

0:31 / 25:38

We Tried BOAT LIFE for 72 Hours (Is it for us?)

Kinging-It 322K subscribers

14K likes

236K views 3 months ago #VisitScotland #Scotland #AD

This week we tried #boatlife for the very first time! As newbies we had to learn the ropes (pun intended) we both learned how to drive, navigate, moor and sleep on the boat for 72 hours. We were a little worried how this would go as Aimee can get quite boat sick, but as we were on the Scottish lochs, there wasn't a wave in sight and we honestly had the trip of a lifetime. On this trip we sailed the Caledonian canal on the Great Glen Way. An absolutely stunning part of the Scottish highlands! ...more

hiking

Castles



Global reach  
Trusted sources  
Targeted messaging  
First-hand experiences

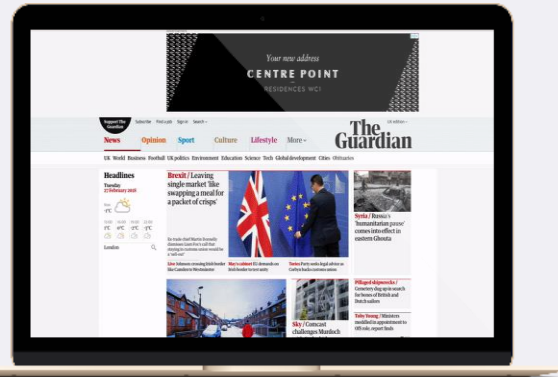
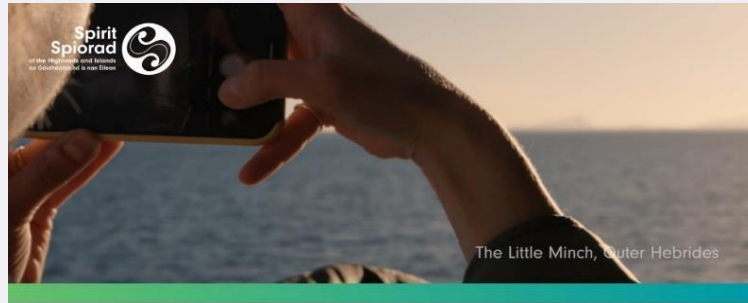


Curated audience  
Authentic and relatable  
Long-form content  
Creator expertise



# Storytelling

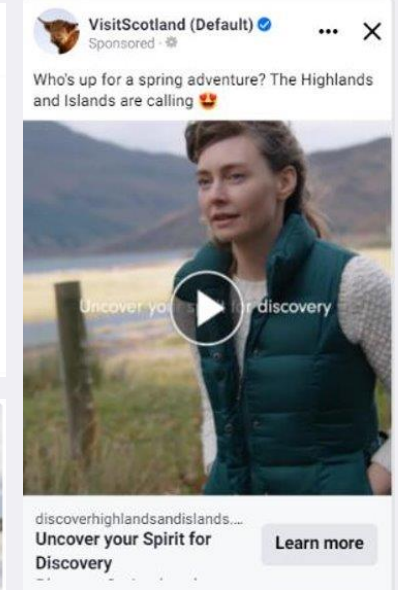
## Partnering to deliver a common goal



### INSPIRING STORIES, UNFORGETTABLE SURROUNDINGS

Named one of National Geographic's 'Best of the World' destinations for 2023, the Highlands and Islands boasts stunning landscapes, welcoming communities and thrilling adventures.

Storytelling is an intrinsic part of the culture of the Highlands and Islands. Stories have shaped our land and people past, present and future! Become part of the story and share moments you'll never forget.



<p><b>THE HIGHLANDS AND ISLANDS ARE CALLING</b> Unique experiences, finest local produce and accommodation to suit any traveller. Discover what the Highlands and Islands have to offer for your next trip.</p> <p>DISCOVER MORE</p>	<p><b>SPOTLIGHT ON COMMUNITY AND HERITAGE</b> The Highlands and Islands is a region of storytellers. From local heroes to national figures, home fires to mountain views, the myths, legends and so much more. Explore our spirit through our stories!</p> <p>DISCOVER MORE</p>	<p><b>UNCOVER HIDDEN GEMS</b> At the heart of the Highlands and Islands lies our community. Learn from the people and discover hidden gems to visit on your next trip.</p> <p>DISCOVER MORE</p>	<p><b>A PERFECT SPRING BREAK IN THE HIGHLANDS</b> Fuel your spirit of discovery and find inspiration for your perfect Spring break in the Highlands.</p> <p>DISCOVER MORE</p>
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# MEASUREMENT

listening, learning and responding

# THE END

Or is it?



# VALUES

emotional motivators create connection