

SCOTTISH EVENTS

- Events are back!
- Scotland's outlook and position as the perfect stage for events is set to be strengthened with a range of brand new and returning events set to take place across 2022.
- Scotland is the place to enjoy responsible, welcoming and safe event experiences.
- Huge array of events across the calendar with themes around music, culture and sport
- Scotland offers so much choice, from small local events with plenty of spirit to large scale global events.

A SPECTACULAR SUMMER OF GOLF



- Genesis Scottish Open, 7 10 July, East Lothian
- The 150th Open, 10 17 July, Fife
- Senior Open Championship, 20 -24 July, Perthshire
- Trust Golf Women's Scottish Open, 28 31 July, North Ayrshire
- Hero Open, 28 31 July, Fife
- AIG Women's Open, 1 4 August, East Lothian
- R&A Boy's & Girl's Amateur Championship, 4 13 August, Angus
- Alfred Dunhill Links Championship, 29 Sep 2 Oct, Fife & Angus



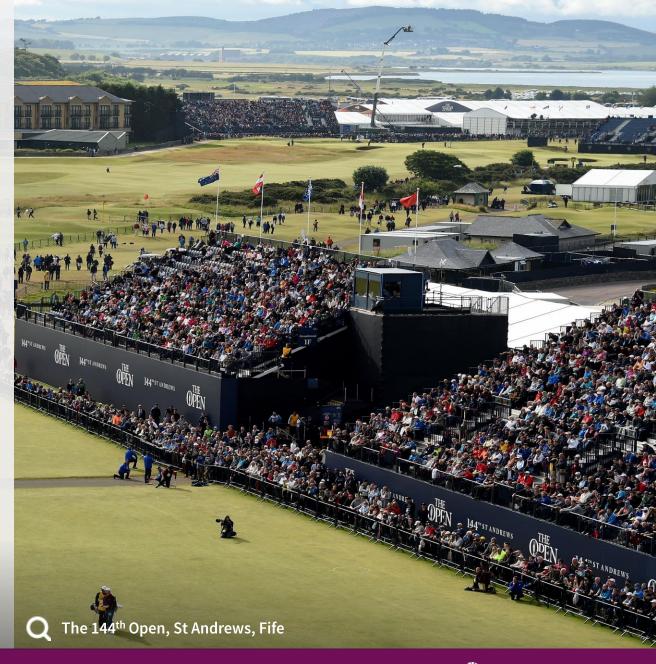
THE WORLD WILL BE WATCHING

- TV audience across all key markets
- Digital audiences have boomed across all channels



CURRENT ACTIVITY:

- Dedicated page on <u>VisitScotland.com</u>
- E-comms and social engagement
 - VS Golf E-News (4th April)
 - @VisitScotGolf on Twitter
 - Supporting 150th Open /Fife content
- Media press trips /activity
 - Key markets (US, UK, DE, SWE)
 - Focussed on golf+
 - Continue to work with Fife Golf and partners
- Engaged with all partners
 - The 150th Open planning groups
 - Shared Exhibition Space with Fife Council



CAMPAIGNS ACTIVITY:

- Scotland is Calling
- Summer of Golf (pre and post)
- Return of Events





