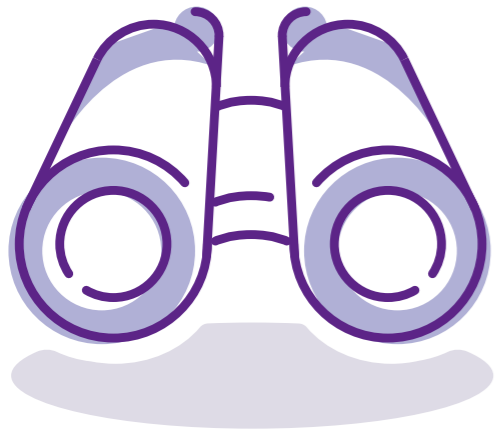


# LOOKING AHEAD

Our marketing calendar for 2024



See our key messages and authentic experiences we will be looking to promote across the seasons. This will feature throughout our consumer-owned channels, including [www.VisitScotland.com](http://www.VisitScotland.com), our social media channels, influencer marketing and email marketing programmes.

We review marketing trends on a regular basis, so keep an eye out for any updates throughout the year.

## Get involved with our marketing activity

We're calling on partners to help us create an integrated customer experience for our marketing audiences.

Are there specific locations, attractions or businesses that could be featured to help tell great stories? We'll look for opportunities to include these in our marketing.

Share high quality imagery and video assets with us. We'll include in the short-listing for potential promotion.

### 1 Tell us via Email

[TravelPR@visitscotland.com](mailto:TravelPR@visitscotland.com)

We're always on the lookout for exciting and inspiring experiences to feature in our seasonal activity. Content should be visitor-focussed tourism experiences, rather than special offers or promotion deals.

What we'd like to hear about for Spring:

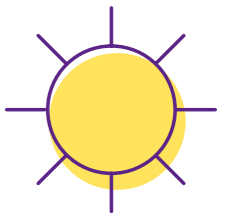
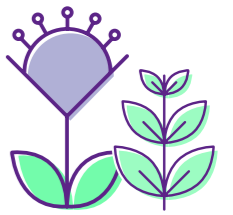
- Seasonal ideas, off-the-beaten path lesser-known experiences, and local tips
- New places to stay and places to eat
- New tours, attractions, experiences and trails
- Meet the maker experiences
- Big events and upcoming exhibitions (annual events and those exclusive to 2024)
- Sustainable and inclusive visitor experiences

### 2 Submit your events

via [www.visitscotland.com](http://www.visitscotland.com)

### 3 Be Social

Read about how we choose content to share on social media on [visitscotland.org](http://visitscotland.org)



Ideas will be reviewed & considered for [www.visitscotland.com](http://www.visitscotland.com), social media and other owned channels. Please note, there is no guarantee ideas and contributions will be published. It is up to the discretion of VisitScotland.

Read more about our always-on marketing [Year-Round Content Marketing Activities | VisitScotland.org](http://Year-Round Content Marketing Activities | VisitScotland.org)

# Winter

(December-February)

There is something quite magical about Scotland in winter and there are plenty of things to do in the off-season. Winter brings together the perfect blend of outdoor adventure, winter sports, and events throughout the festive period and well into the New Year. From Christmas markets and Hogmanay parties to celebrating our National Bard over a Burns Night supper, Scotland in winter promises a truly magical escape.

## The authentic experiences we'll be talking about

### Coorie

Take time to appreciate the simple pleasures this winter. Discover Scotland's cosy and unique experiences; relax by the fireplace with a warming glass of whisky and explore stories behind Scotland's national drink, immerse yourself in timeless classics or big screen releases at a luxury cinema, or experience the joy of live theatre.

### Outdoor Adventures

Scotland's winter landscapes offer a playground of activities. From skiing and snowboarding to picturesque winter strolls along snow-dusted trails, the breathtaking scenery provides the perfect backdrop to get outside and embrace the winter season. Stretch your legs on an invigorating walk, go wildlife watching or make the most of Scotland's winter sports.

### Stargazing and the Northern Lights

December through to February gives you a better chance of experiencing this natural phenomenon in all its glory. See the night skies dance with delicate pinks and purples to vibrant greens across Scotland including the Outer Hebrides and Galloway Forest Park – the only Dark Sky Park in Scotland!

### Festive Spirit

Watch Scotland's towns and cities come to life with twinkling lights and winter decorations. Shop local as local artisans produce the perfect gifts for the festive season, from tartan textiles and pottery to food and drink, and unique gift experiences.

Then soak up the festive atmosphere inside our renowned pubs and restaurants and indulge in the best Scottish food & drink.

### Winter Festivals

It might be cold outside but Scotland's winter calendar is heating up. We've got lots to offer from local winter festivals, vibrant Christmas markets, theatre shows and Hogmanay celebrations that showcase Scotland's rich cultural heritage and warm community spirit. Come January we've got more to celebrate. From Burns Night supper events to toe-tapping music festivals including Celtic Connections. If romance is on your mind, spend Valentine's Day in Scotland's most beautiful locations.

### Magical Days Out

Escape into the warmth at our world-class indoor activities and attractions for kids and adults alike. From galleries, museums and exhibitions to historic ships and stately homes, you'll find plenty of great days out this winter.



## Get in touch about winter

**Cosy places to stay & visit** – charming cottages and luxury lodges that provide the perfect setting for quality time with family and friends.

**Guided winter adventure tours & activities** – bookable winter trips & experiences, from walking holidays and outdoor activities to wildlife watching stays.

**Food & drink experiences** – what's new for 2024, cosy pubs & bars, whisky experiences.

**Local experiences** – independent cinemas & theatres, artisan shops and producers, restaurants & cafés sourcing local produce.

**Events & festivals** – what's on for December-February, what's coming up in 2024.

**New experiences for 2024** – exciting new arrivals for the year ahead, from places to stay, visitor attractions and tours to outdoor adventures.

# Spring

(March-May)

Spring brings a new lease of life with farms all over Scotland welcoming baby animals to their fields. With the Easter holidays quickly approaching, now is the perfect time to explore Scotland's attractions, picturesque landscapes, charming villages, and rich heritage. Indulge in savoury and sweet delights across Scotland's restaurants or explore further afield on an island adventure with hidden gems waiting to be explored.



## The authentic experiences we'll be talking about

### Outdoor Adventures

Fill your spring days by making the most of Scotland's outdoors. Spring's arrival can offer a wide array of outdoor activities, from hiking in mountains & glens, to cycling along the scenic coastal routes. Whether you're an adrenaline junkie or seeking a leisurely escape, Scotland's springtime landscape caters to all.

### Foodie Delights

Explore Scotland's larder as local ingredients come into season. Taste freshly caught seafood, indulge in farm-to-table experiences, and savour seasonal delicacies that showcase the best of Scottish cuisine.

### Island Hopping

Scotland has lots of secret attractions that are well worth a visit. From fairytale castles, sea caves, and exotic gardens to discovering some of the most stunning coastal scenery.

### Cultural Festivals

Experience the heart of Scottish culture through a series of spring festivals and events throughout March, April and May. Come together for spectacular fire festivals to mark the end of winter and raise a glass to Scotland's National Drink during Whisky Month in May.

### Great Days Out

Explore Scotland's rich history through visits to majestic castles and historic houses. With the milder weather, spring is ideal for exploring the grounds and gardens of grand estates that burst into colourful blooms. There are plenty of outdoor pursuits to try from golfing, walking and cycling to canoeing and kayaking. During Easter, you'll find lots of exciting events and activities to keep the whole family entertained from easter egg hunts to arts and crafts trails.

### Farm Retreats

Relish the tranquillity of the countryside. Connect with nature with the arrival of adorable lambs on Scottish farms, stroll through picturesque farmlands, engage in workshops led by local artisans, and wake up to the gentle sounds of nature.



## Get in touch about spring

**Guided adventure tours & activities** – outdoor tour operators and attractions who offer a range of activities and tours from exhilarating bike rides, canoeing and kayaking.

**Seasonal food experiences** – restaurants and cafés that offer the very best of Scotland's natural larder with locally sourced produce.

**Events & festivals** – what's on for March-May.

**Attraction re-openings & Easter events** – attractions reopening for the spring/summer season from March to October. Easter events and special exhibitions.

**Island or coastal boat trips and watersports** – boat trips which take in the many islands and natural wildlife of Scotland. Watersports experiences for spring including canoeing, kayaking, sailing, stand-up paddleboarding and coasteering.

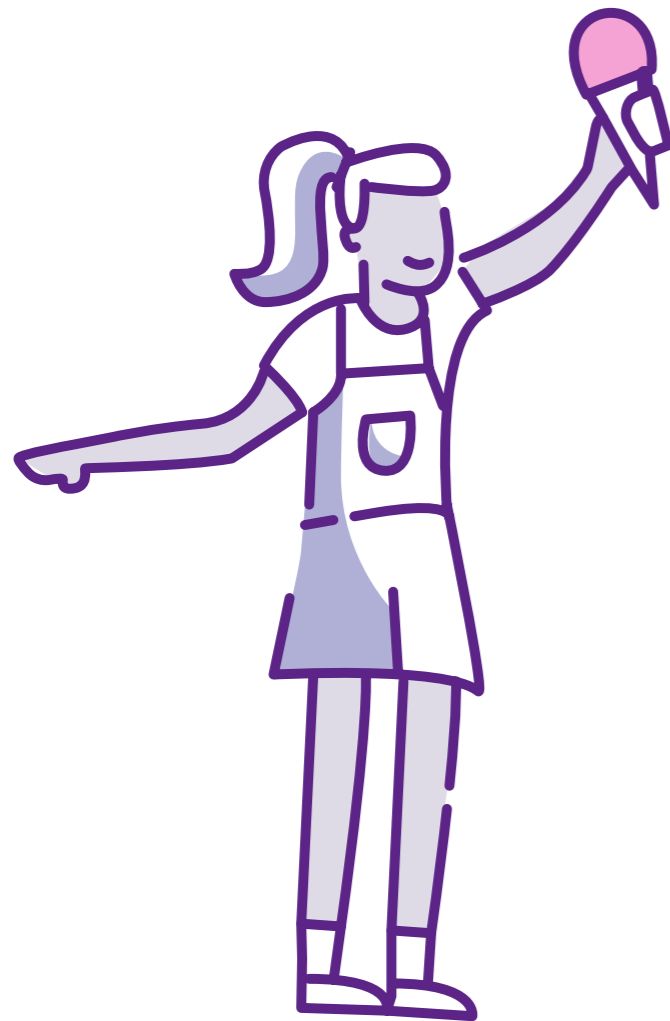
**Island hidden gems** – insider tips on lesser-known island attractions & experiences.

**Agritourism experiences & farm stays** – luxury lodges and glamping pods, farm stay experiences including tours, events and food & drink.

# Summer

(June-August)

Summer is here and Scotland's event season is about to get sizzling hot. Whether you enjoy world-class festivals, great days out, exploring the outdoors, or wish to escape off-the-beaten track to the less-travelled corners of our beautiful country, make lasting memories with new experiences to discover this summer.



## The authentic experiences we'll be talking about

### Festival Fever

Immerse yourself in Scotland's vibrant festival scene from the Edinburgh Festival Fringe to Highland Games showcasing traditional sports, music, and dance.

### Coastal Retreats

Ditch the crowds and escape to our picturesque coastline and beaches. Explore the rugged coastline adorned with quaint fishing villages and beaches.

### Off-the-beaten path

Take advantage of the longer days and hike through ancient woodlands, cycle coast to coast, take in serene lochs by boat, or experience hilltop vistas. Whether you're a seasoned outdoors enthusiast or a casual nature lover, Scotland's diverse terrain offers an escape like no other.

### Water Adventures

Dive into an array of water activities, from kayaking in lochs to sailing along the coast. Try your hand at thrilling water sports on Scotland's lochs and rivers.

### Sunset Scenes

Witness stunning sunsets that paint the sky with hues of orange, pink, red and gold. Whether you're atop a hill, or on the shores of a loch, let the tranquil beauty of our summer sunsets leave an indelible mark on your heart.

### Street Foods

If you're on the move during your travels across Scotland, you're never far away from good food; enjoy the best foodie spots from independent traders from farmer's markets to street food vans, shacks and stalls.



## Get in touch about summer

**Outdoor adventure experiences, guided summer adventure tours & activities** – bookable outdoor experiences and tours from walking and cycling to white-water rafting and bungee jumping.

**Events & festivals** – what's on for June-August.

**Insider tips & hidden gems to get off the beaten path** – off-the-beaten track experiences in the less-travelled corners of our country. From coastal towns in Berwickshire, peaceful retreats in the Angus countryside, sandy beaches in Dumfries & Galloway to exploring lochs and mountains of the Cowal Peninsula.

**Food markets, street food shacks, vans & stalls** – independent food traders selling local food and drink showcasing the very best of Scotland's natural larder.

# Autumn

(September-November)

As the summer fades and leaves transform into a tapestry of red, gold, and orange, wrap up warm and fall in love with Scotland this autumn. By day, go pumpkin picking, head off-road in a 4x4 to get up close to native wildlife species including red deer or visit our world-class attractions. By night, watch Scotland's attractions shine bright at our sound and light shows or marvel at the natural wonders of our famed dark skies.



## The authentic experiences we'll be talking about

### Landscapes & Nature

With every corner of the country transformed by stunning autumn foliage, this is the perfect time for photographers and nature enthusiasts. Get outdoors to experience walking, mountain biking and kayaking against the backdrop of autumn, or travel Scotland's coastlines for a spot of seal watching.

### Dark Skies

The night sky is at its most spectacular during the winter months. When there is crystal-clear visibility and low temperatures, see the brightest and starriest skies across Scotland's dark sky parks. It's also the best time of year to catch a glimpse of the Northern Lights.

### Cultural Festivals

Autumn brings exciting change to Scotland's events calendar. From spooky Halloween-themed happenings to pumpkin pickings, and food and drink festivals. If that's not enough, shake off the cold weather blues and experience a night-time spectacle at an autumn light show.

### Seasonal Foodie Experiences

Scotland is the cream of the crop when it comes to food and drink experiences in autumn. Think pumpkin harvests, succulent seafood at award-winning restaurants and culinary events showcasing the very best of our seasonal produce and traditional dishes.

### Cosy Stays

Book your autumn escape with a wide range of accommodation options. Stay at charming bed and breakfasts, guesthouses and boutique hotels that offer a warm welcome.

### Tranquil Retreats

Visit at a quieter time of year. Find your bliss and plan a relaxing getaway in Scotland. Enjoy wellness retreats, spa breaks, and meditation sessions amidst the calming landscapes of autumn.



## Get in touch about autumn

### Guided autumn outdoor adventure tours & activities

– walking trails, cycling, majestic wildlife, best places to see autumn foliage.

**Wildlife & nature tours & activities** – bookable walking experiences and boat tours to discover the habitats of Scotland's majestic wildlife.

**Events & festivals** – what's on for September-November, including Sound & Light shows.

**Seasonal food experiences** – pumpkin picking, wild foraging experiences, seasonal produce (ie Hebridean lamb) and local cafés and restaurants showcasing the best autumn flavours and recipes.

**Unique guesthouses and B&Bs** – bookable cosy stays at unique guesthouses and B&Bs across Scotland.

**Wellness experiences** – spa breaks, meditation sessions, yoga retreats, rejuvenating water experiences, slow travel adventures, forest bathing and rural and remote escapes to help recharge the batteries.

