

# VISITSCOTLAND INTERNATIONAL DEMAND BUILDING

2021 - 2024



August 2021

# RECOVERY OBJECTIVES AND STRATEGY

Help Scottish  
Tourism recover as  
quickly as possible  
in a responsible way  
– value driven

Maintain / grow  
our share of the  
domestic market

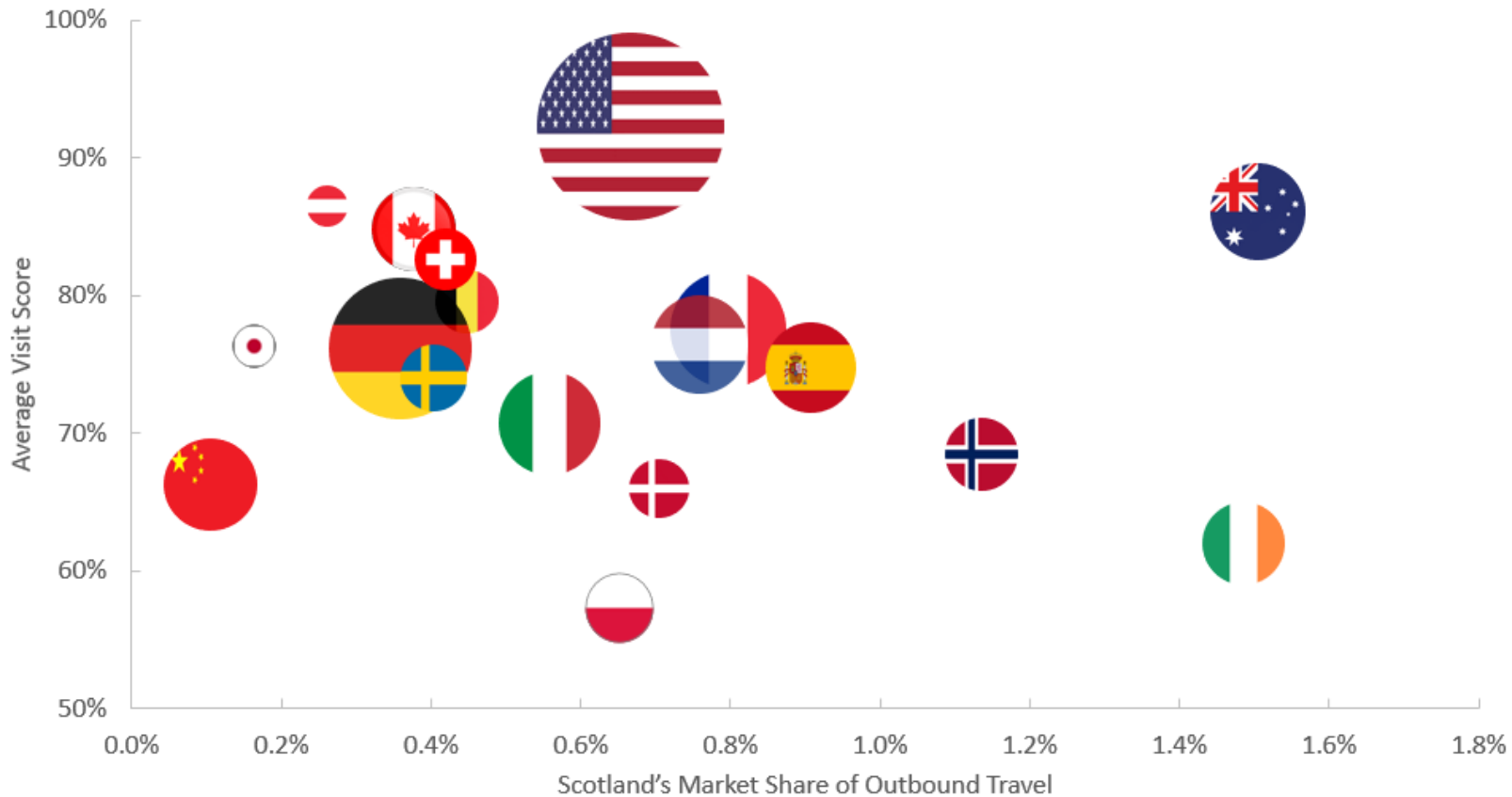
**Increase  
awareness &  
consideration of  
Scotland  
internationally**

Position Scotland as  
a responsible,  
welcoming & safe,  
year-round  
destination

# Why build international demand

- International visitors critical to Coronavirus recovery – to build back tourism sustainably
  - On average US visitors spend **4x** more than a UK visitor; and EU visitors spend twice as much
- Scotland has a relatively low share of total outbound tourism from our key international markets, so opportunity for significant growth
- Promoting internationally to a range of key markets will mitigate against fluctuating travel guidance / restrictions
- Working in partnership with in-market intermediaries, stakeholders and suppliers allows us to broaden knowledge and perception of Scotland
- The campaign will also be rolled out within the UK to provide global synergy

# The opportunity: MARKET VALUE & SCOTLAND'S SHARE



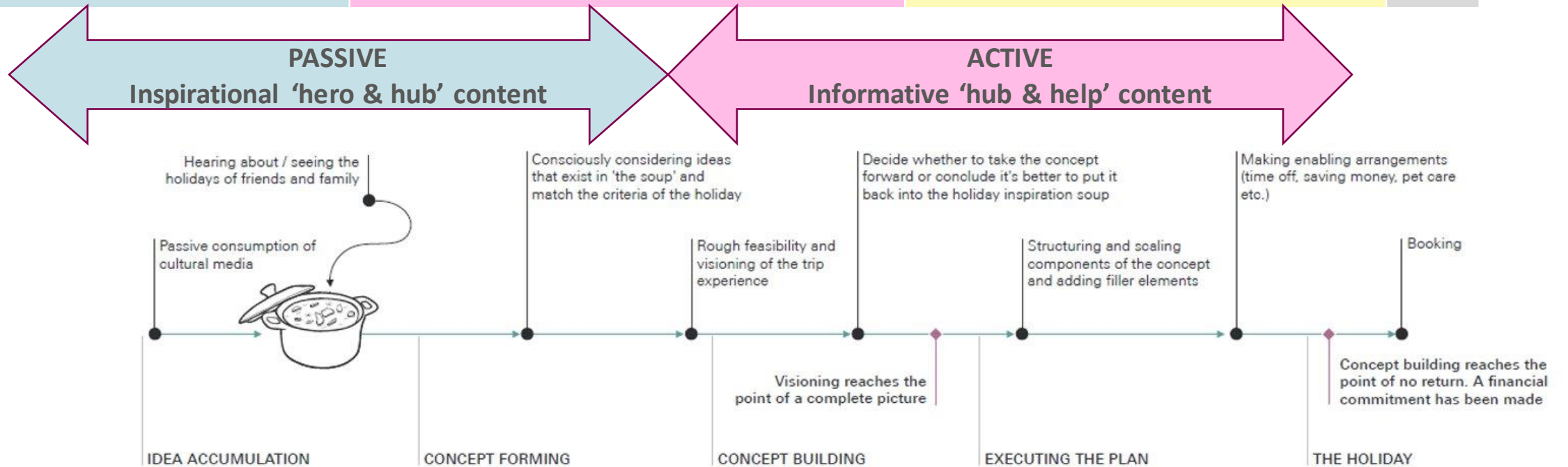
- Scotland currently secures less than **1%** of outbound tourism from our priority markets
- Even 0.5% growth would have significant impact to Scottish economy, delivering in year economic benefit

Summary of current value of market to Scotland (size of sphere); average spend, regions visited & out of season trips (average visit score); and our share of outbound travel

# BUT IT'S A LONG PROCESS

## DREAMING, PLANNING & BOOKING CYCLES

	5 years +	2- 5 years	18-24 months	12-18 months	6-12 months	4-6 months	1-3 months	Trip
DE:	Idea Accumulation / Concept Forming				Plan		Book	
FR:	Idea Accumulation / Concept Forming				Plan		Book	
US:	Idea Accumulation / Concept Forming		Plan			Book		
CA:	Idea Accumulation / Concept Forming				Plan	Book		
CN:	Idea Accumulation / Concept Forming				Plan		Book	
AUS:	Idea Accumulation / Concept Forming		Plan			Book		



# INTERNATIONAL DEMAND BUILDING

*Scottish government funded initiative*

## ScotlandisCalling

#ScotlandisCalling

## OBJECTIVES

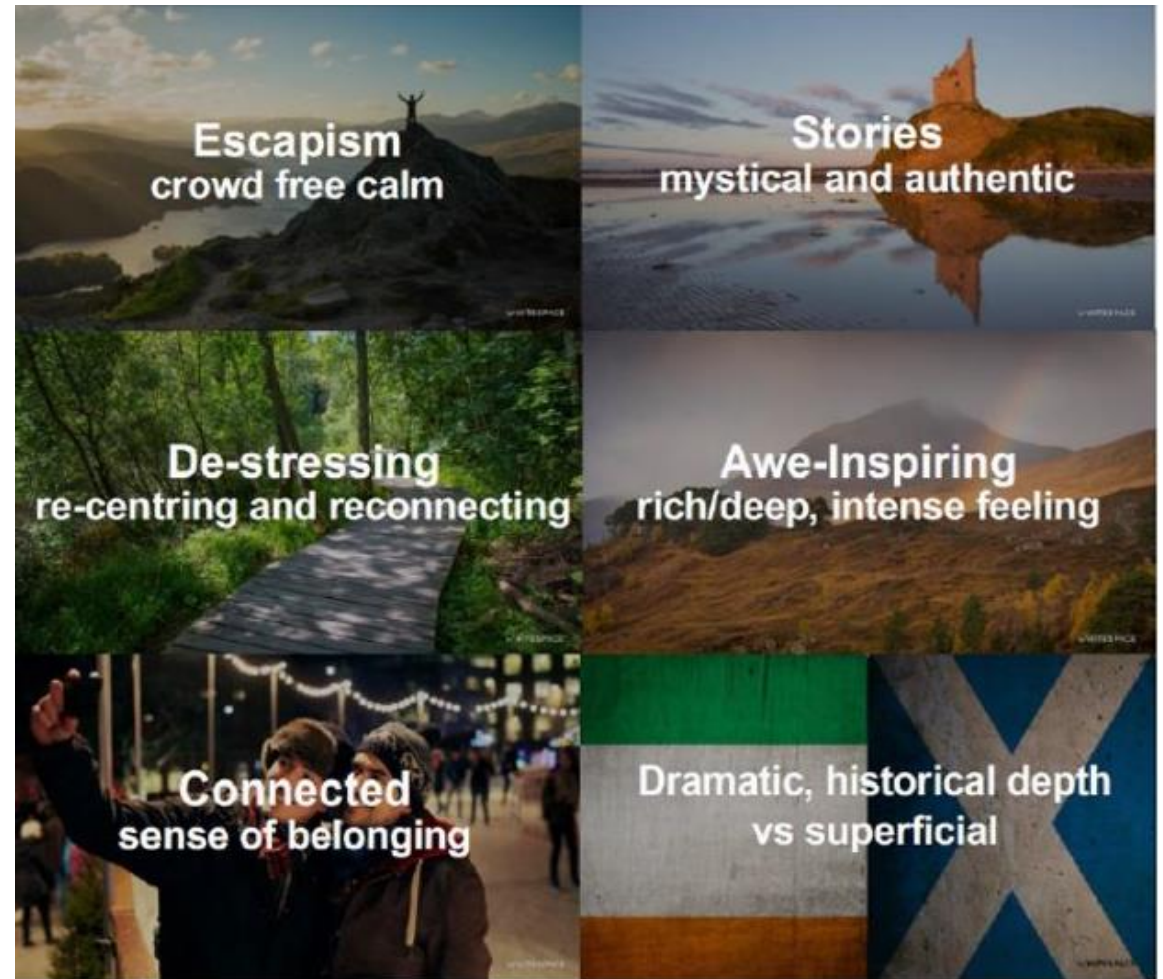
- To support recovery of Scottish tourism industry by keeping Scotland top of mind with high spending international visitors
- Make Scotland the first-choice destination when international travel is possible again – encouraging forward bookings for 2022 and beyond
- Through increased international profile restore Scotland's connectivity with key markets working in partnership with transport providers aligned to our route development strategy
- Enable inbound Destination Management Companies selling Scotland through in market retail networks to deliver an enhanced programme of sales & marketing activity to secure incremental bookings of new responsible tourism experiences from priority markets



# Emotional drivers for travel

Covid has accelerated trends:

- transformative travel / unique experiences
  - being outdoors
  - active travel & adventure
  - wellness
  - buying local / connecting with place
  - giving back – volunteer tourism
  - environmental impacts of travel
- = unique opportunity for Scotland



**#SCOTLANDISNOW**





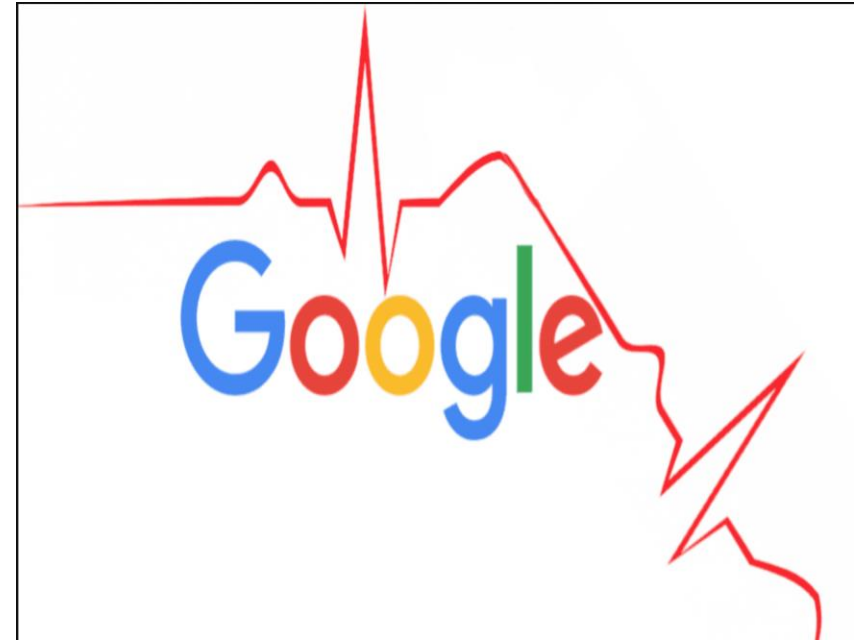
# Some Practical Tips

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GOOGLE



M.U.M.



E.A.T

# Reassurance



## VISIT WITH CONFIDENCE

We are delighted to have re-opened Dynamic Earth and we are very much looking forward to welcoming you back to the centre. We want to ensure that we re-open the centre in a safe way and that we look after the health and wellbeing of you, our guests, and Dynamic Earth team members. To achieve this we have made a number of changes to the way we operate. The information provided below describes what you can expect when you visit Dynamic Earth, whether this will be your first time or if you are a returning visitor.

### ARRIVAL



- Please ensure you have pre-purchased your tickets.
- We will check your tickets on arrival at the centre (your details will already have been collected for Test and Protect via the booking system).
- If you are using the café, toilets, or gift shop you will be asked to provide track & trace contact information.
- Team members will familiarise you with the layout of the guest services - toilets, cafe location, shop location, waiting areas, tour times and planetarium announcements.

### FACE COVERINGS



- For everyone's safety most Dynamic Earth team members will be wearing face coverings or masks and possible face visors (unless they are exempt from doing so).
- Team members may have to raise their voices to be heard through the face covering/mask/visor.
- We will ask guests (12 or over) to wear face coverings or masks (unless they are exempt from doing so).

### SOCIAL DISTANCING



- While this is no longer a requirement, we are running at a reduced capacity to allow for distancing if necessary.



## Travel safe during COVID-19

### What you can expect during your stay

- All linens sanitised in high-temperature wash
- Face masks required for guests in public areas
- Face masks required for staff in public areas
- Hand sanitiser available to guests & staff
- Regularly sanitised high-traffic areas
- Staff required to regularly wash hands

[Read more](#)

Updated 04/09/21 Safety precautions are provided by the property and are not checked by Tripadvisor for accuracy.

### A note from Torrदारach House

We have been very busy at Torrदारach House, making sure that all necessary steps are taken to ensure the safety of ourselves & our guests.

[Read more](#)

### More questions?

- +44 1796 472136
- Email hotel

### Community

- Ask a question
- Write a review

tps://www.no45.co.uk

### Reviews

Hear what people say! Click above to read our latest reviews.



### Latest Reviews

We had a wonderful stay, perfect in every way. A very good location, excellent accommodation and facilities and the service received was top notch. Would highly recommend. - *Mr & Mrs Peter J*

What a fantastic place. The location is great, and the building is fabulous. There is plenty of space; for example, even when the house is quite full, the car parking at the front doesn't feel crowded. From there, it's only about a five minute walk into the middle of Ballater. **The room we had seemed like it had been decorated last week; that's how fresh and clean it was.** In fact, every part of No.45 was like that: immaculate, and very tastefully decorated in a contemporary Scottish style. Some places struggle with that, and end up looking like something from Brigadoon: not so here, they manage to get the balance just right. The breakfast options were such that you wished you could try them all. The food is amazing, and the service is first class. The breakfast room is in a conservatory (again, very tastefully styled), overlooking the beautifully manicured, secluded (and large!) rear garden. If you like beautiful, well-maintained old buildings, thorough yet unobtrusive service, great attention to detail, and fantastic food: you'll love this place. - *Steven B*

We had a lovely stay at No. 45. **The room was clean and very comfortable.** The breakfasts were great. The owners were friendly and helpful. We will be back. - *Janette & James M*

### Arrival / I

Check in: 4:00  
Check out: 10:00  
We ask that you ch

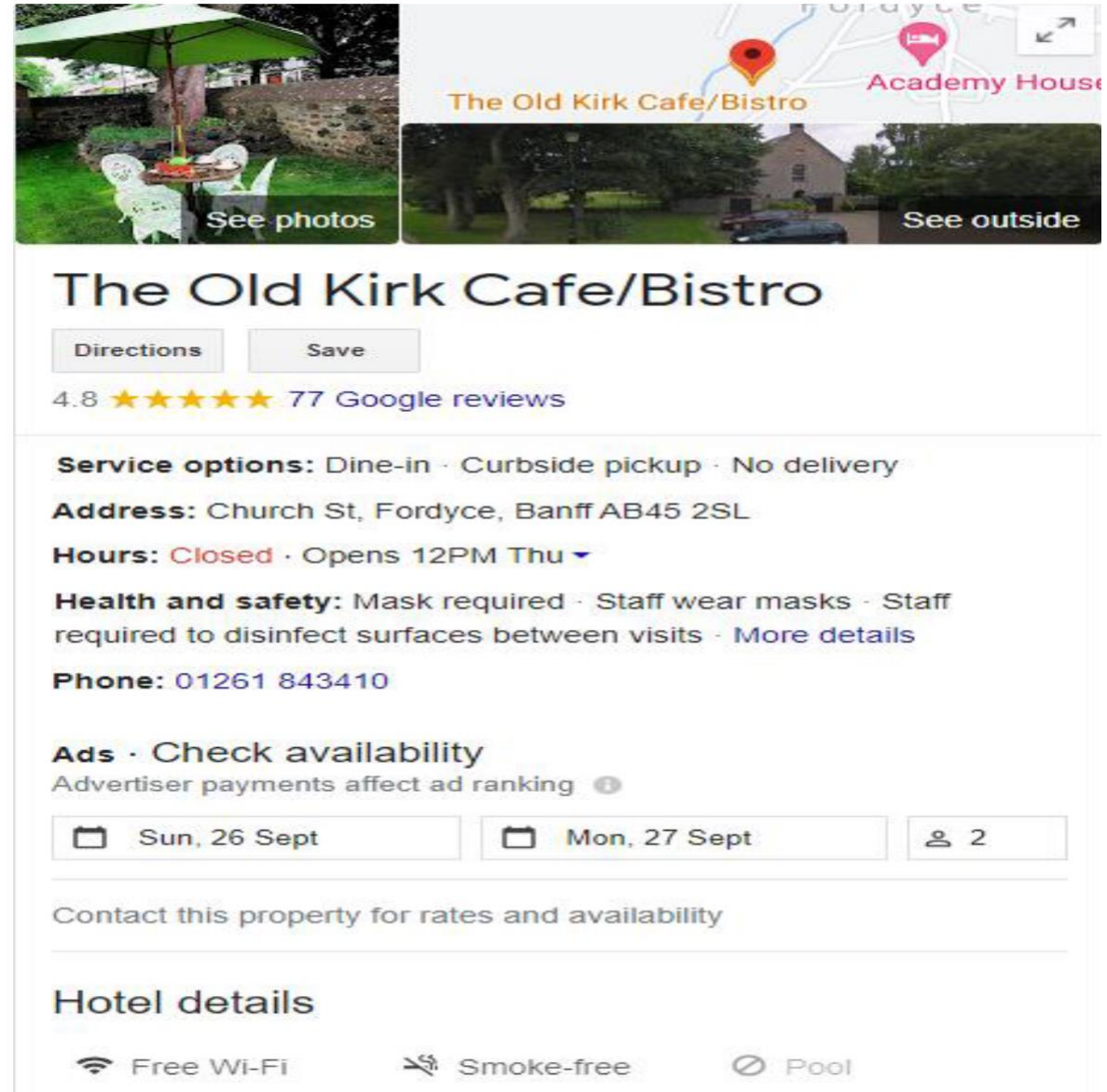
### Our Address

**No.45**  
45 Braemar Road  
Ballater  
AB35 5RQ  
☎ 01339 755420  
☎ 07377 342 901  
✉ mail@no45.co.uk

# Google My Business

- Verify
- Optimise
- Update safety measures

<https://www.wordstream.com/keyword-suggestion-tool>



The screenshot displays the Google My Business profile for 'The Old Kirk Cafe/Bistro'. At the top, there are two images: one showing an outdoor seating area with a green umbrella and white chairs, and another showing the exterior of the building. A map snippet is visible in the background, showing the location in Fordyce, Banff. Below the images, the business name 'The Old Kirk Cafe/Bistro' is prominently displayed, along with 'Directions' and 'Save' buttons. The profile has a 4.8-star rating from 77 Google reviews. Key information includes service options (Dine-in, Curbside pickup, No delivery), address (Church St, Fordyce, Banff AB45 2SL), and hours (Closed, opens 12PM Thu). Health and safety measures are listed, such as mask requirements and surface disinfection. The phone number is 01261 843410. There is also an 'Ads' section with a 'Check availability' button. At the bottom, there are date selectors for 'Sun, 26 Sept' and 'Mon, 27 Sept', and a 'Contact this property for rates and availability' button. The 'Hotel details' section lists amenities like Free Wi-Fi, Smoke-free, and Pool.

**The Old Kirk Cafe/Bistro**

Directions Save

4.8 ★★★★★ 77 Google reviews

**Service options:** Dine-in · Curbside pickup · No delivery

**Address:** Church St, Fordyce, Banff AB45 2SL

**Hours:** Closed · Opens 12PM Thu ▾

**Health and safety:** Mask required · Staff wear masks · Staff required to disinfect surfaces between visits · [More details](#)

**Phone:** 01261 843410

**Ads** · [Check availability](#)  
Advertiser payments affect ad ranking ⓘ

Sun, 26 Sept Mon, 27 Sept 2

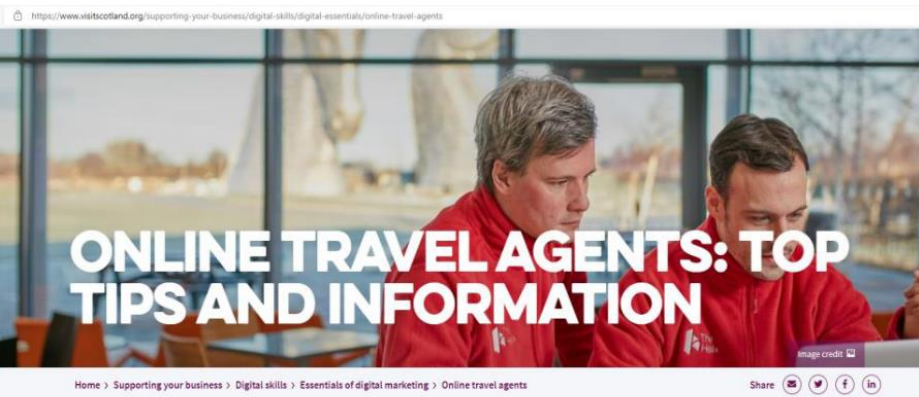
Contact this property for rates and availability

**Hotel details**

Free Wi-Fi Smoke-free Pool

# On-Line Travel Agents

- Addition plus retention
- Know your cost of sales
- Check the terms & conditions



2 min read

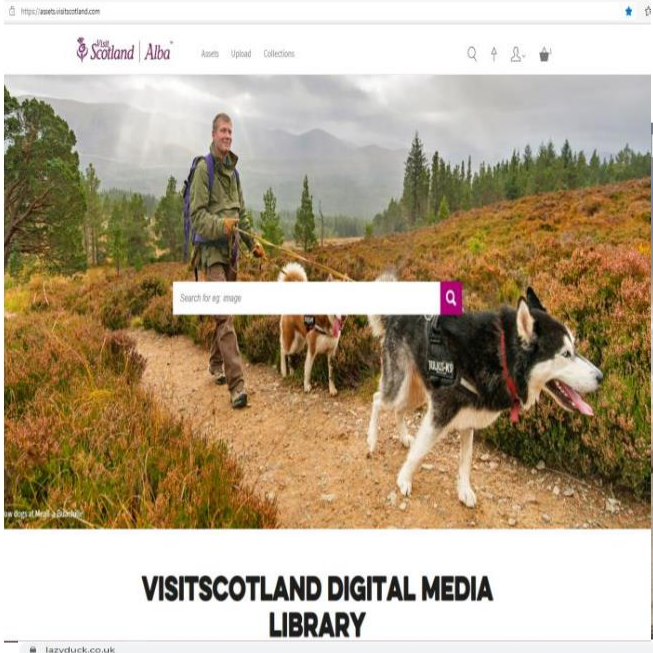
In our DIY: Online Travel Agents video, we've covered:

- What is an Online Travel Agent (OTA)?
- Why should you use OTAs.
- How to pick the right OTA for your business.
- Eight top tips for getting yourself set up on your chosen OTA website.

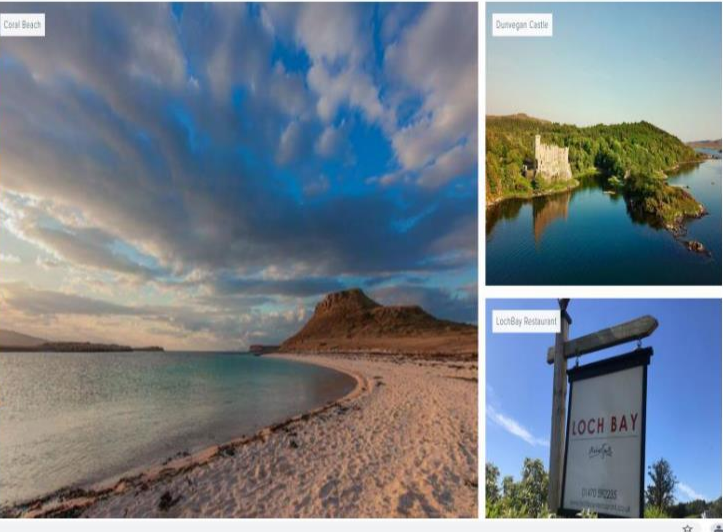


# Publish New Content

- Create and publish new content – use ScotlandisCalling if your based in Scotland
- Access our Digital Media Library <https://assets.visitscotland.com/login>
- Build out “Things to Do”
- Responsible Tourism



## Things to See & Do

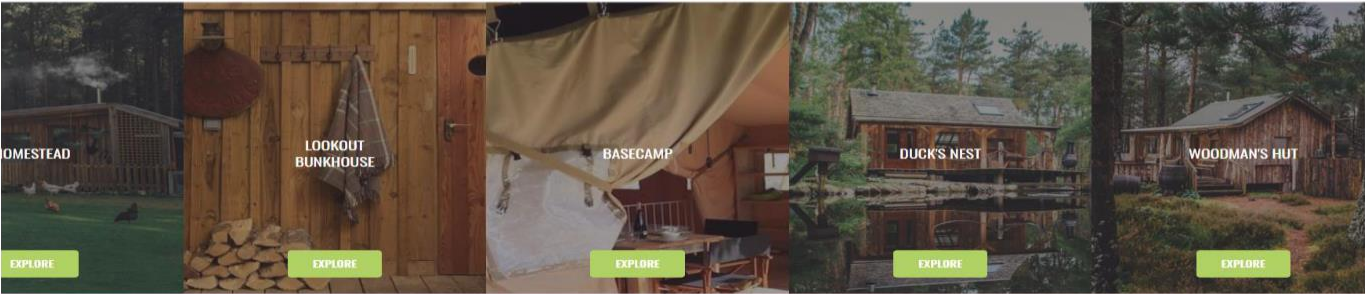


## The Lazy Duck



Stay in our luxuriously unique eco huts, the bunkhouse hostel or intimate campsite at our six acre off grid hideaway nestled in the heart of Cairngorms National Park. Adventurous days are followed by relaxing evenings in our wood fired hot tub or infrared sauna, with yoga and massage offered in our well being studio.

The Lazy Duck is an organically evolved eco haven, hosting memorable holidays that don't cost the earth since 1999.





**THANK YOU**

**#ScotlandisCalling**