



VISITOR MANAGEMENT GROUP MARKETING APPROACH

NOVEMBER 2021 | JORDAN HEWITT

VISITOR MANAGEMENT GROUP



AMBITION

Encourage greater access to and enjoyment of Scotland's outdoors, so we all #RespectProtectEnjoy

TASK

1. To prepare communications material on the visitor management strategy work, including briefing for organisations involved and external publicity
2. To map and agree key public audiences
3. To develop common messaging on visitor management for use across SG bodies and stakeholders
4. To co-ordinate communications activity on visitor management by SG bodies and stakeholders
5. To take forward or action tasks agreed by the steering group on:

Coordinated provision of destination information | Promoting responsible behaviour | Promote guidance and good practice

ESTABLISHING THE ISSUES

Litter

Fire Safety

**Toilets &
Human
Waste**

**Walking &
Land Usage**

**Campervan
&
Motorhome**

**Wildlife &
Pet Safety**

**Outdoor
Best
Practice**

Camping

**Water
Safety**

**Water
Activities**



MARKETING APPROACH

AMBITION

Encourage greater access to and enjoyment of Scotland's outdoors, so we all #KeepScotlandBeautiful

ALL PARTNERS
INTEGRAL ACROSS
EACH STAGE

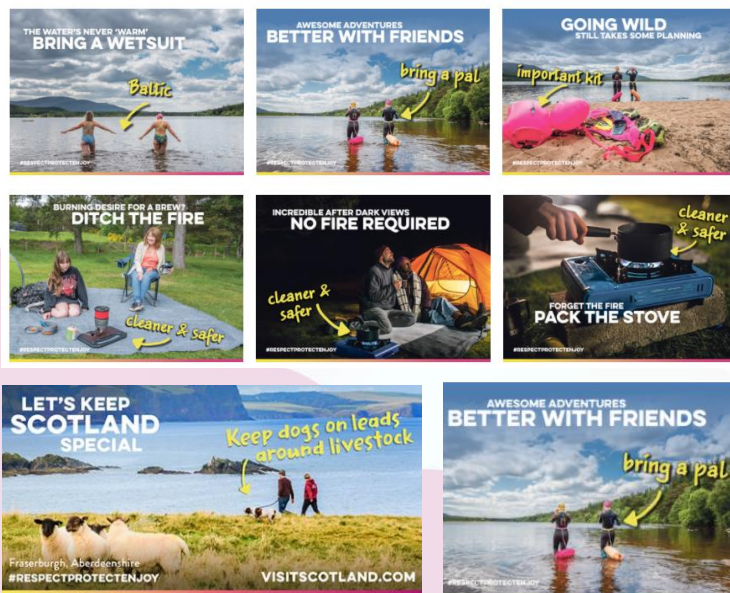


VISITOR MANAGEMENT TOOLKIT

KEY THEMES

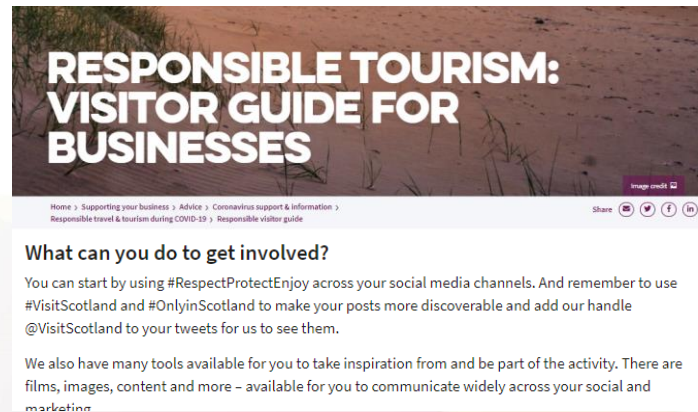
- Wild Camping
- Dog Walking
- Hillwalking
- Water safety
- Campsite Safety
- Fire Safety
- Motorhomes
- Parking

ASSETS



VISITSCOTLAND.ORG

Full information on responsible tourism and access to our toolkit is on available [VisitScotland.org](https://www.visitScotland.org)



DOWNLOAD NOW

DEVELOPING THE INDUSTRY TOOLKIT

Visitor Management partners collectively agreed on core **messaging** and **themes** that needed to be addressed.

An **industry toolkit** was developed by VisitScotland which included social, print, and web-ready assets, to be used across VisitScotland and partner marketing and communications channels. The toolkit is hosted on a **dedicated Responsible Tourism Hub** for industry, with businesses able to download and utilise all assets for their own channels.

[VisitScotland.org](https://www.visitScotland.org)



The **Visitor Management Working Group** continually discuss activity and identify gaps for further asset creation.

#RESPECTPROTECTENJOY

VISITOR MANAGEMENT AUDIENCES



SCOTTISH OUTDOOR ACCESS CODE

Audience: Families and visitors who may come from urban areas on day trips to rural locations and beauty spots/attractions



MOTORHOMES & CAMPERVANS

Audience: Touring newbies, Grand tourers, Active campers, Campervan nomads, European tourers, Local businesses/rural communities & campsite owners



SCOTLAND, YOURS TO EXPLORE

Audience: Scots (primary), rUK (secondary) & International (tertiary)

DEVELOPING AUDIENCES

Through aligning themes under the Visitor Management umbrella, audiences were identified for targeting core messages and determining the best channels to reach each audience.



FIRE

Audience: Campers who are new, novice, young (18-24), Family groups & Parents of teenagers



LITTER

Audience: Families and visitors who may come from urban areas on day trips to rural locations and beauty spots/attractions



HUMAN WASTE

Audience: New outdoors enthusiasts, 'Caught short'-ers & Campers (inexperienced & party/festival campers)



CAMPING

Audience: Fun Seekers, Camping Newbies, Aspiring Outdoor Enthusiasts, Young Families, Adventure Tourists, Non-Native New Adventurers, Advocate audiences & Seasoned Campers

#RESPECTPROTECTENJOY

VISITSCOTLAND HERO ACTIVITY

CONTENT


SCOTLAND'S RESPONSIBLE TOURISM PROMISE

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

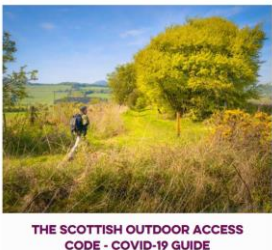
So let's all make just a few simple commitments that will help make sure Scotland remains beautiful and unique for everyone to enjoy.

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

You can start planning an eco-friendly break with the wealth of inspiring ideas, guides and practical information on our site. From cycling tips to in-depth itineraries; eco-accommodation to wild camping; discover all the ways you can have a sustainable holiday in Scotland.

10 EASY TRIPS BY PUBLIC TRANSPORT

15 REASONS TO TAKE AN OFF-SEASON HOLIDAY IN SCOTLAND

SKYE AND FORT WILLIAM BY PUBLIC TRANSPORT

ECO ACCOMMODATION

WILD CAMPING

TRAIN ACCESSIBLE BIKE ROUTES

SOCIAL & INFLUENCERS

VisitScotland (Default) • 23 March at 12:30 •

Who's dreaming up their next trip? 🏡 Enjoy the space & leave no trace! 🌿 For now travel is not permitted. Our content is intended as inspiration for future visits only. #StayHome #StaySafe

VisitScotland News @VisitScotNews • Aug 22


If it looks busy - move on. Find out more on how to support our responsible tourism campaign as restrictions ease ➡ [go.visit.sc/fay](#) #RespectProtectEnjoy

LET'S KEEP SCOTLAND SPECIAL

Move on if it's too busy

Menck Pass, Dumfries & Galloway

#RESPECTPROTECTENJOY VISITSCOTLAND.COM/ENJOY



BBC The Social • 13 August at 08:00 •

Don't be a dirty camper. Here are Calum's wild camping tips 🏡

THE SOCIAL

The freedom we've got in Scotland for camping is special

497 comments 8.2K shares



VISITSCOTLAND MARKETING

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

OUTDOOR



RADIO

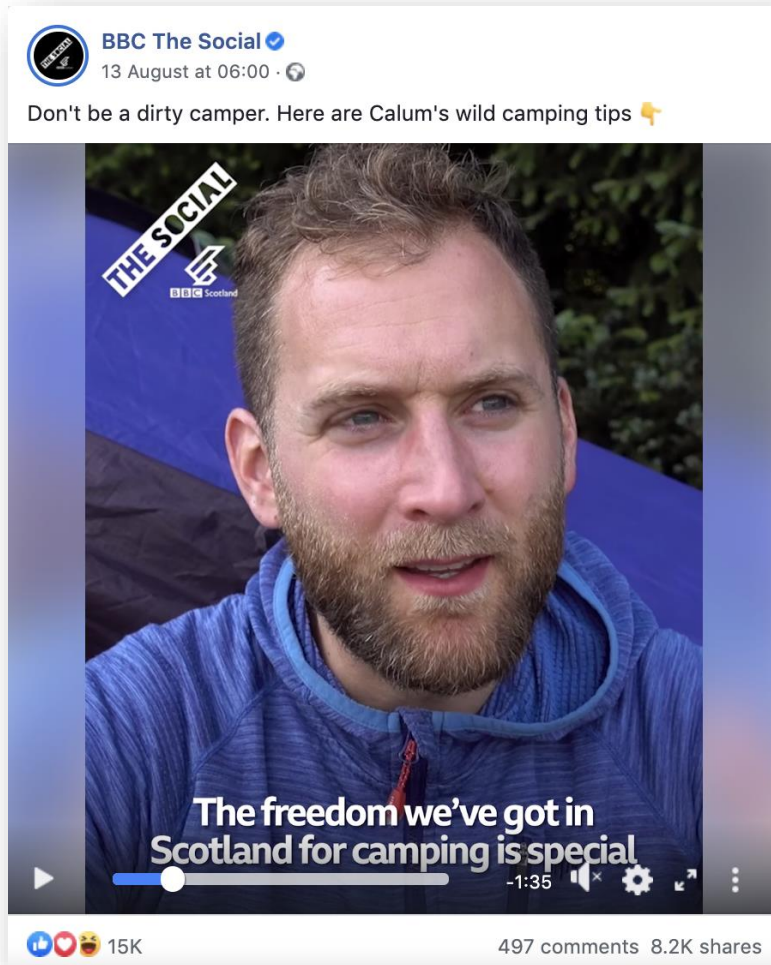
Let's keep Scotland special, It's all of ours to care for. Our wildlife need their space, and our respect; Our communities need our time and our support; Buy local, eat local...and move on if things are busy; Take only pictures; And leave only footprints; So, we can leave these special places as we find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

#RESPECTPROTECTENJOY

HUB ACTIVITY

BUILDING COMMUNITIES OF ADVOCATES – REACHING NEW AUDIENCES

BBC THE SOCIAL



HEBRIDEAN BAKER

Responsible Camping &
Responsible Motorhome



RAMBLERS SCOTLAND

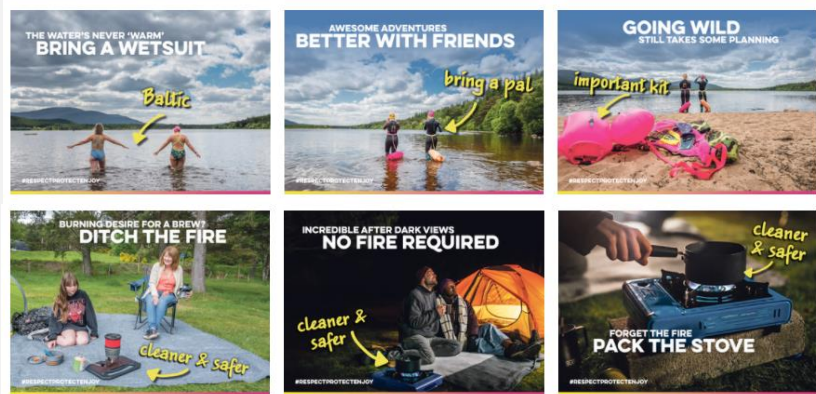
Wild Camping with
TikTok star @littlestchicken



HYGIENE CONTINUES

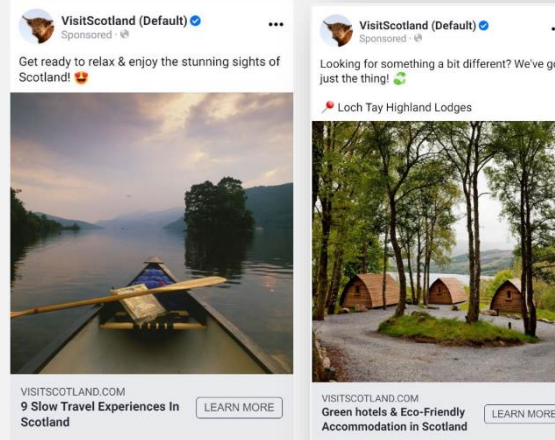
KEY MESSAGES AND ALIGNED COMMUNICATIONS

TOOLKIT - UPDATED 30 JUNE



Access to the toolkit is on available
visitscotland.org

ALWAYS-ON DIGITAL PERFORMANCE



IMPRESSIONS



ENGAGEMENT

Average 4.59%



LANDS

CPC of £0.11 and CPL of £0.15

Our always-on social activity continues with key messages updated regularly, with focus on water safety.

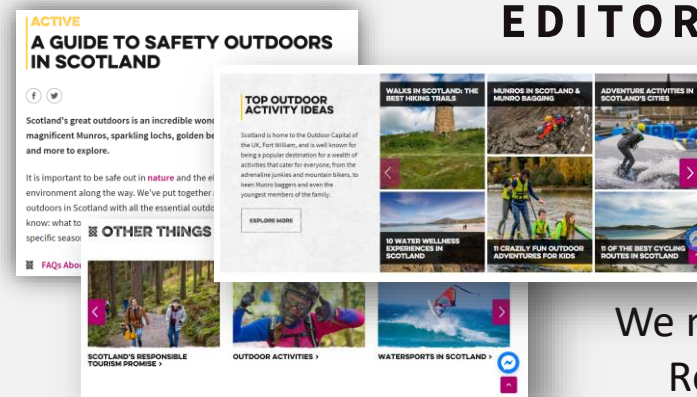
CONTINUOUS CONTENT CREATION

MULTIMEDIA



Over **600,000k** views of our Wild Swimming and Paddleboarding content

EDITORIAL



We now have 20+ new and updated Responsible Tourism pages on
visitscotland.com

PARTNER ACTIVITY & CONTENT

FORESTRY AND LAND SCOTLAND



MOUNTAINEERING SCOTLAND



LOCH LOMOND & THE TROSSACHS



RAMBLERS SCOTLAND



CAIRNGORMS NATIONAL PARK



HIGHLAND COUNCIL



NATURESCOT



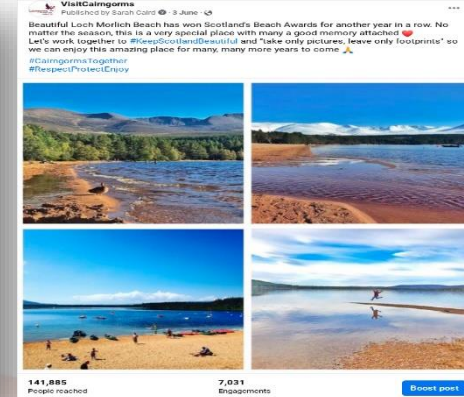
WILD SCOTLAND



ZERO WASTE SCOTLAND



VISITCAIRNGORMS



#RESPECTPROTECTENJOY

CAMPAIGN HIGHLIGHT – RAMBLERS SCOTLAND

2021 RESPONSIBLE CAMPING CAMPAIGN

With the support from members of the Scottish Government's Visitor Management Strategy group, Ramblers Scotland led a daring video campaign this summer to encourage beginners to enjoy responsible wild camping. Ramblers Scotland recruited TikTok creator Jarad Rowan, co-produced the campaign alongside young adults from their Out There Award and gained funding from John Muir Trust and NatureScot.



Scottish TikTok star Jarad Rowan teams up with Ramblers Scotland to promote responsible wild camping

The charity preserving Scotland's beloved walking spaces, Ramblers Scotland, has teamed up with the Scottish TikTok star Jarad Rowan (known as @LittliestChicken on TikTok) to guide viewers through camping responsibly.

By Liv McMahon
Friday, 28th May 2021, 4:45 pm



With almost half a million followers on TikTok, Jarad Rowan has teamed up with Ramblers Scotland to guide younger viewers through learning how to camp in a respectful and responsible way.

CAMPAIGN RESULTS

'Rules for Wild Camping' video was produced in multiple formats and used on six different social media channels.

In total over the three months of the campaign, the content gained around 270k views, drove thousands of users to the advice webpage and secured significant national press coverage.

The campaign also generated more than 1million impressions – and almost 5,000 clicks to ramblers.org.uk/wildcamp landing page.



#RESPECTPROTECTENJOY

CAMPAIGN HIGHLIGHT – ZERO WASTE SCOTLAND

SCOTLAND IS STUNNING CAMPAIGN

Zero Waste Scotland's Scotland is Stunning campaign ran in two phases. Phase 1 ran in 2020 and won a Gold Award at CIPR PRide Awards in 2021. Zero Waste Scotland launched phase 2 of their award-winning litter prevention campaign in May 2021 which aimed to encourage everyone to take pride in our outdoor spaces and keep them litter-free



PHASE 2 RESULTS

- **PR REACH – 13,850,539**
- **RADIO REACH – 2,182,619**
- **INFLUENCER REACH – 839,400**
- **SOCIAL MEDIA REACH – 2,855,175**
- **3,682,955 CAMPAIGN VIDEO VIEWS (HIGHEST TO DATE FOR ZERO WASTE SCOTLAND)**
- **2909 MENTIONS OF CAMPAIGN HASHTAG, WITH POTENTIAL REACH OF 13,524,147**
- **BACKING FROM OVER 100 STAKEHOLDERS**
- **21/32 SCOTTISH LOCAL AUTHORITIES HAD CUSTOMISED ASSETS DEVELOPED**
- **1219 CAMPAIGN TOOLKITS WERE DOWNLOADED FOR USE BY STAKEHOLDERS ACROSS SCOTLAND**

#RESPECTPROTECTENJOY

ACTIVITY PERFORMANCE

#RESPECTPROTECTENJOY

VISITOR MANAGEMENT ORGANIC ACTIVITY 1 MARCH - 1 SEPTEMBER

Campaign activity through VisitScotland & partners included a responsible tourism film, radio, PR, direct communication, social and digital channels alongside billboard and screen advertising across Scotland's main cities and key tourism hot-spots

SOCIAL MEDIA

1290 total posts

15M engagements

205.5M reach



RESPONSIBLE TOURISM ARTICLES

21 Articles created on VisitScotland.com

Articles continuously updated in line with government guidance



INFLUENCER ACTIVITY

Working with influencers @ontheroadagaintravels, @hebrideanbaker, @caldamac, @theayelife, @kurtious and @littlestchicken

504K film views

45K post likes

839K reach

WATER SAFETY ACTIVITIES

106 partner websites featured water safety content

901K film views on stand up paddle boarding



RESPONSIBLE TOURISM FILMS

584.6K viewers

5.4K hours watched

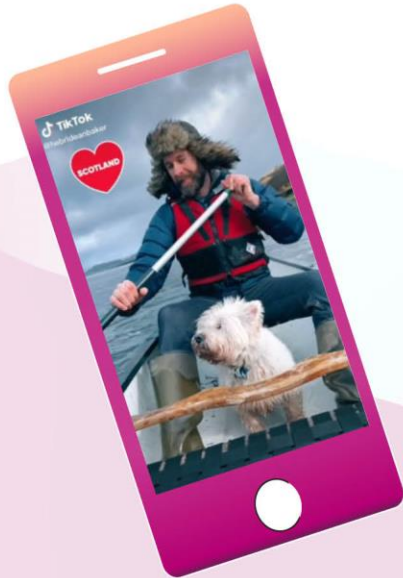


#RESPECTPROTECTENJOY

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

#RESPECTPROTECTENJOY

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



MASS PUBLIC AWARENESS

Scotland saw an increase in water fatalities throughout summer. There were also a number of high-profile water safety incidents.

VisitScotland and the Visitor Management Group partners communicated via a paid social media campaign, STV partnership and organic social and website activity.

STV partnership – **58%** of all Scottish adults saw the activity at least once, with **40%** seeing it 4+ times

ACTIVITY INCLUDED:

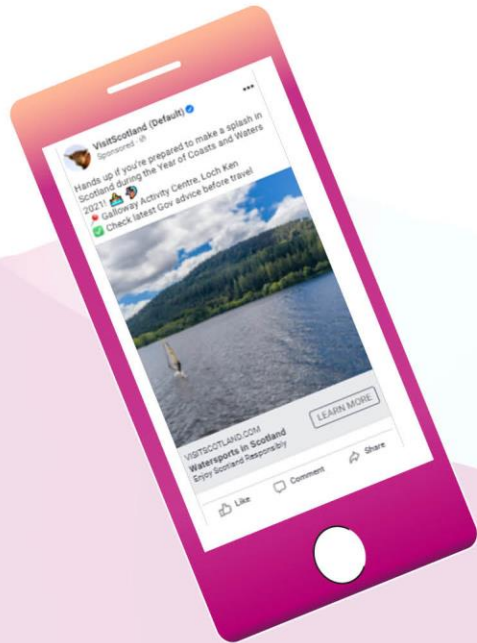
4-week campaign: mid July - end Aug 2021

2 x CLC's (60" - Content Led Communications)

Channel association / STV channel indents - (10" x 20") & Sponsorship Bumpers

Social Media (x 4 posts)

Scotpulse Research



#RESPECTPROTECTENJOY

OUR IMPACT

#RESPECTPROTECTENJOY

COMING SOON

During October our **Scottish Residents Sentiment survey** will be launched, focusing on **Communities** and **Visitor Management** issues.

#RESPECTPROTECTENJOY

In order to measure the effectiveness of this Scotland-wide approach to visitor management, we have worked with partners and through research to establish a baseline on public awareness and perception of Visitor Management issues.

We have also recorded, where possible, any change in perception, awareness and tangible actions, as a result of the national partnership which was established to address these challenges.

SCOTPULSE RESEARCH

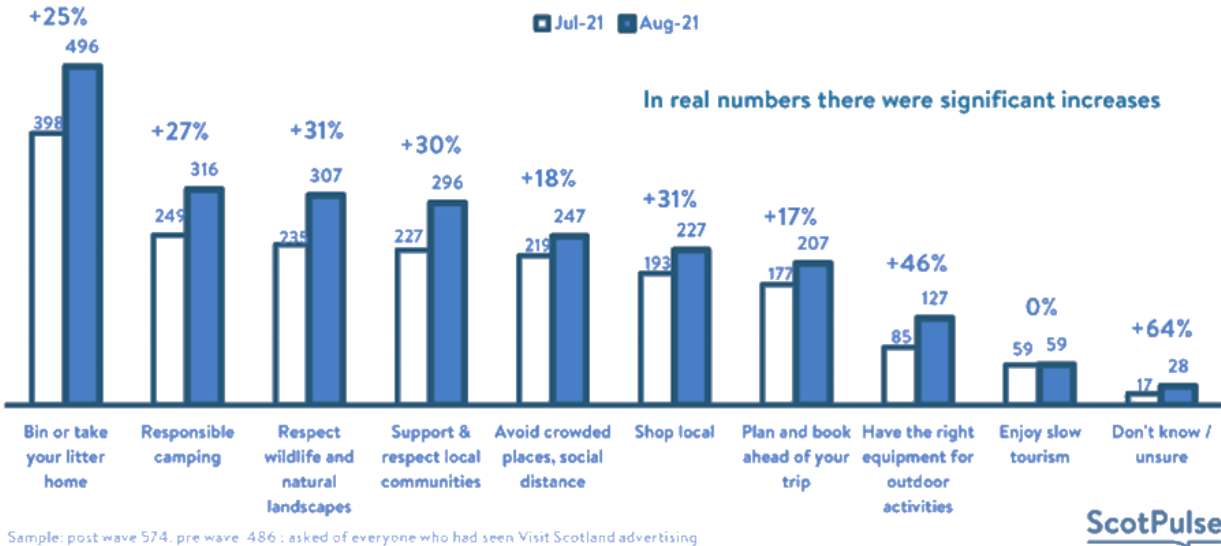
Pre and post wave research was conducted for VisitScotland to gauge perception of responsible tourism and awareness of any advertising following a multi-platform campaign with STV.

The research was conducted through an online ScotPulse survey, sent to a representative sample of adults throughout Scotland.

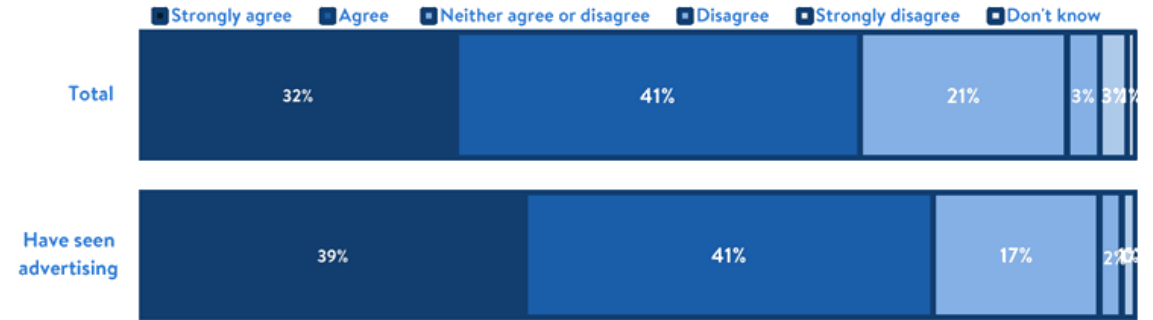
- **Pre wave fieldwork:** 14-15th July 2021
- **Pre wave sample:** 1,093 adults
- Results were compared to the post wave
- **Post wave fieldwork:** 23-29th August 2021
- **Post wave sample:** 1,079 adults
- Results were weighted to the Scottish adult population by gender and age

SCOTPULSE RESEARCH & PARTNER FEEDBACK

WHAT MESSAGES DO CONSUMERS REMEMBER SEEING?



DOES ACTIVITY MOTIVATE CONSUMERS TO BE RESPONSIBLE?



- 73% of all Scots any agree that the adverts/clips motivate you to be more responsible when touring Scotland versus only 6% disagree. This rises to 80% 'any agree' among those who have seen VisitScotland advertising.
- Of respondents who have seen VisitScotland advertising, 39% strongly agreed that it motivated them to be more responsible, 7 percentage points more than all respondents.

Sample: 1071; asked of everyone

ScotPulse

PARTNER FEEDBACK



Decrease in campfires in Glenmore Forest Park

- 90%



Increase in campers in permitted areas compared to 2019

+30%

Campers that booked a permit area in advance

97%



Ranger interactions with public compared to 2020

+121%

Dogs on a lead/under close control vs dogs not on a lead

6X

Decrease number of fires requiring extinguishing compared to 2020

- 46%



"The majority of visitors are behaving well and feedback generally suggests a considerable improvement with respect to last year."

NatureScot Scottish Government report (July)

#RESPECTPROTECTENJOY

THANK YOU Q&A

#RESPECTPROTECTENJOY