

New VisitScotland campaign on show at Edinburgh Airport



New posters have been unveiled this weekend at Edinburgh Airport to welcome back homeward bound travellers and welcome visitors. The new imagery shows off iconic locations across Scotland with straplines reminiscent of airport activity such as 'Customs' (Edinburgh Military Tattoo) 'Fasten Seatbelts' (Dalbeattie 7Stanes mountain biking trails) and 'Landing Gear' (Glenshee Ski Centre).

The giant posters are designed to inspire and capture travellers' imaginations and have been installed throughout the tunnel between the gates and the aircraft entrance and on some gates on the connecting airbridge itself.

Those departing Scotland will also be given a final glimpse of Edinburgh's most iconic landmark leaving natives and visitors with fond memories, captured on enticing imagery to remind them to return soon.

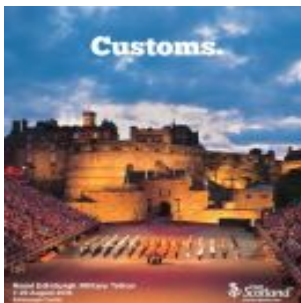
The brand campaign is a partnership between VisitScotland and Edinburgh Airport to encourage more visitors to use the airport when visiting Scotland. The campaign purposely aligns itself with the airport environment and will be seen by people living in Scotland as well as UK and International visitors.

The posters have been tailored to be relevant to the specific gate locations different airlines use so that International visitors are more likely to see iconic images of Scotland – such as castles, whisky, and golf – which strongly appeal to these markets.

In contrast, airline gates used by people from Scotland will feature promotions of the events and activities taking place

in this country, in a bid to encourage them to plan a staycation this summer.

The poster installation will be phased over the next two weeks with everything in place by 1 June with the full campaign running until 30 September.



Helen Campbell, Head of Global Brand and Marketing Communications in VisitScotland, said:

“This has been a really exciting and challenging project to work on in partnership with Edinburgh Airport. Coming up with imagery and lines that will appeal to Scots, English and

International visitors is quite a challenge as they are very different markets which need to be communicated to in very different ways.

“We wanted something that reminded Scots about why they love their country so much and encourage them to explore more but at the same time welcome and heighten the excitement of arriving visitors. Tourism is at the heart of the visitor economy in Edinburgh and the Lothians, generating economic success and growth opportunities, with VisitScotland showcasing the very best of what the city and surrounding area has to offer.

Gordon Dewar, Chief Executive of Edinburgh Airport said:

“We want every passenger to feel inspired from the moment they arrive into Edinburgh until they leave. We’re delighted to have been working closely with our partners at VisitScotland to create this striking campaign which really captures the essence of Scotland and highlights our airport’s strong links with the national tourism body.

“We’re seeing more people travel through our airport than ever before. These images are the perfect welcome and goodbye for those passengers travelling through our airport. We’re sure they will leave a lasting memory of our amazing country.”