

#OnlyInScotland – £3 million marketing campaign to encourage Scottish tourism

VisitScotland has begun a £3 million marketing campaign to lure visitors to travel in and around Scotland.

The marketing body is running a 10 week campaign with TV, radio and online advertising to remind Scots that the country we live in is quite beautiful.

The message is “Only in Scotland can travelling so little make such a big difference”. The tourism sector wants visitors – and will be happy to see you after the lockdown.

Vicki Miller, Director of Marketing, VisitScotland said: “We’re delighted to finally be in the position to be able to launch a marketing campaign to celebrate the reopening of tourism. The COVID-19 pandemic has had a devastating impact on the industry, and we’d like to encourage people across Scotland to get out there and support businesses in any way we can.

“This film celebrates the huge variety of activities we have right across the country, showing you don’t have to travel too far to have a fantastic experience. Alongside this though, it’s important we respect that tourism might not look the same as before, but the warm Scottish welcome remains. We ask that people follow the recommended guidelines, book in advance and respect the local communities so there’s something to enjoy for everyone.”

Fergus Ewing, Tourism Secretary said: “It’s been an extremely tough period for Scotland’s tourism sector but thanks to everyone’s efforts in suppressing the virus, we are now at the stage where we can warmly welcome visitors once again.

“VisitScotland’s marketing campaign will be instrumental in encouraging people back to our hotels, restaurants and visitor attractions. Our country has so much to offer and I hope people in Scotland take this opportunity to book a well-deserved break, and support our world-class tourism industry in turn.

“With guidance for businesses and visitors now in place, I would encourage anyone looking to enjoy our attractions, cities and rural areas to plan ahead and familiarise themselves with advice on how to do so safely, whilst respecting local communities.”

And VisitScotland has also produced a guide to Safe Travels – featuring Roy Brett of The Fishmarket and other tourism representatives from around Scotland.