



PUTTING THE SOUTH OF SCOTLAND ON THE MAP

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[UNION]

The challenge



A photograph of a dirt path in a lush green forest. The path starts in the foreground and splits into two directions. The left path leads towards the left side of the frame, and the right path leads towards the right side. The trees are dense and green, with sunlight filtering through the canopy. The text is overlaid on the image.

**2.5% to
the South**

**21% to the
Highlands**

Where do our visitors like to go?

**"Let's go
to Glencoe!"**



"Okay!"

A scenic landscape featuring a mountain range reflected in a body of water. The foreground shows a rocky shoreline with various sized stones and boulders. The water is calm, creating a clear reflection of the mountains and sky. The sky is a clear, bright blue. The overall scene is peaceful and natural.

**We need to turn Scotland
on its head**

Hmmm.



**How do we
make the
South the go-
to place, not
the go-
through
place?**



The South is the gateway to Scotland





The South is the start of
something special

Anyone driving, training or coaching to Scotland will arrive in the South first – the very first experiences, touchpoints, memories of Scotland are forged here. But from a historical and cultural perspective the South is also central to so much of Scotland's history – battles (both victories and defeats) have left an indelible impression that is felt nationwide. Scotland's identity and psyche were born here. **Scotland starts here.**



**SOUTH OF
SCOTLAND**

**SCOTLAND
STARTS HERE**

SOUTH OF SCOTLAND
SCOTLAND STARTS HERE

THE OLD MILLHOUSE | DUMFRIES

LUXURY
STARTS HERE

Find out more... [SCOTLANDSTARTSHERE.COM](https://scotlandstartshere.com)

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SOUTH OF SCOTLAND
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GLASSBORO STANES | PERTH

ADVENTURE
STARTS HERE

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CARLAVEAROCK CASTLE | DUMFRIES

HISTORY
STARTS HERE

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SOUTH OF SCOTLAND
SCOTLAND STARTS HERE

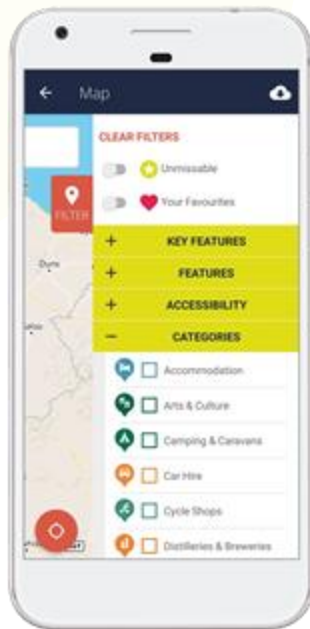
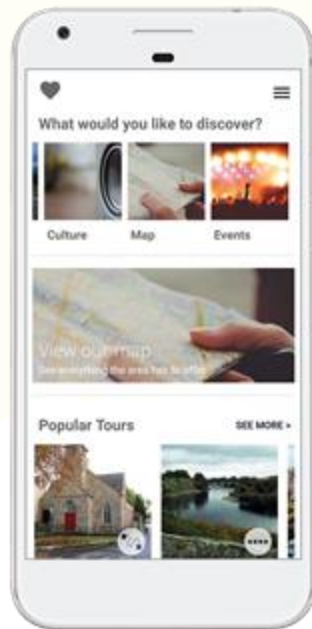
GALLOWAY ACTIVITY CENTRE | DUMFRIES

GOING WITH THE FLOW
STARTS HERE

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Website results

(Aug 21-Jan 22)



+300.7%

traffic year-on-year



40,000

monthly visits



1.03 min

dwelt time



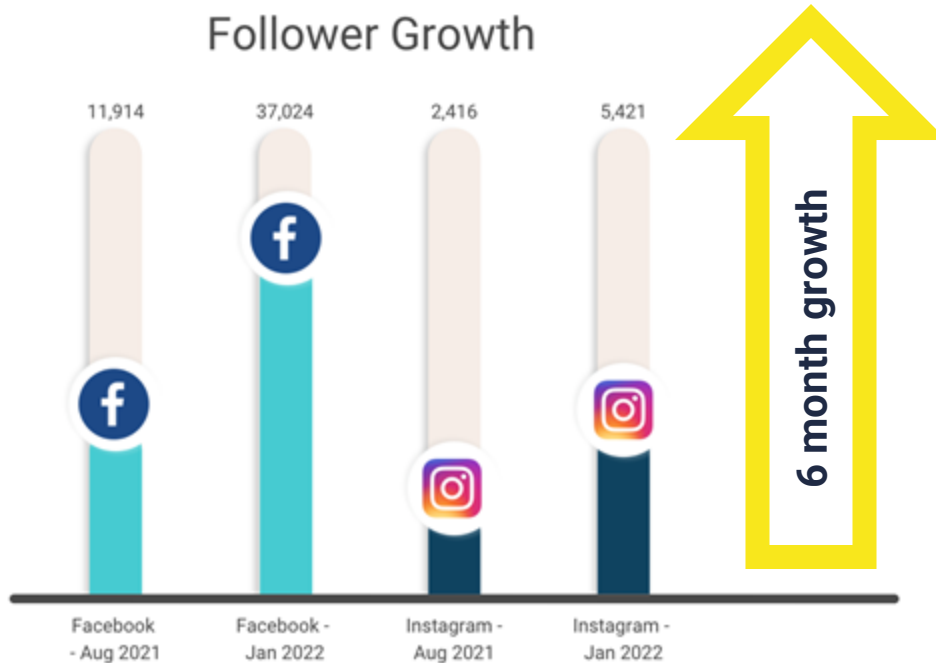
32% go on to visit

local attraction websites



Social media activity 2021

Follower Growth



253.8% increase in page likes
year-on-year



249.8% increase in page followers
year-on-year



373.5% increase in impressions
year-on-year



215% increase in website traffic
From social media year-on-year



KEEPING THE CHARGE GOING

A stone viaduct with multiple arches is shown against a dark, starry night sky. The viaduct is made of reddish-brown stone and has a metal railing along the top. The sky is filled with stars and a few streaks of light. The overall mood is serene and majestic.

Our goal:
To become the number 1 rural
holiday destination in the UK.

A close-up photograph of a person's hand holding a small white rectangular card. The card has the words "I can't do it" written in a bold, black, sans-serif font. A pair of blue-handled scissors is positioned to cut the card, with the blades open and cutting through the paper. The background is a soft, out-of-focus light beige color.

I can't
do it

How?



1. Focus on the UK

Staycations are here to stay

 What's On ▶ What's On News

Half-term staycation bookings boom with record numbers planning UK breaks

Most popular locations are Whitby, Ambleside and Bowness-on-Windermere, according to rental agency Sykes Holiday Cottages



TARGETED MEDIA CAMPAIGNS

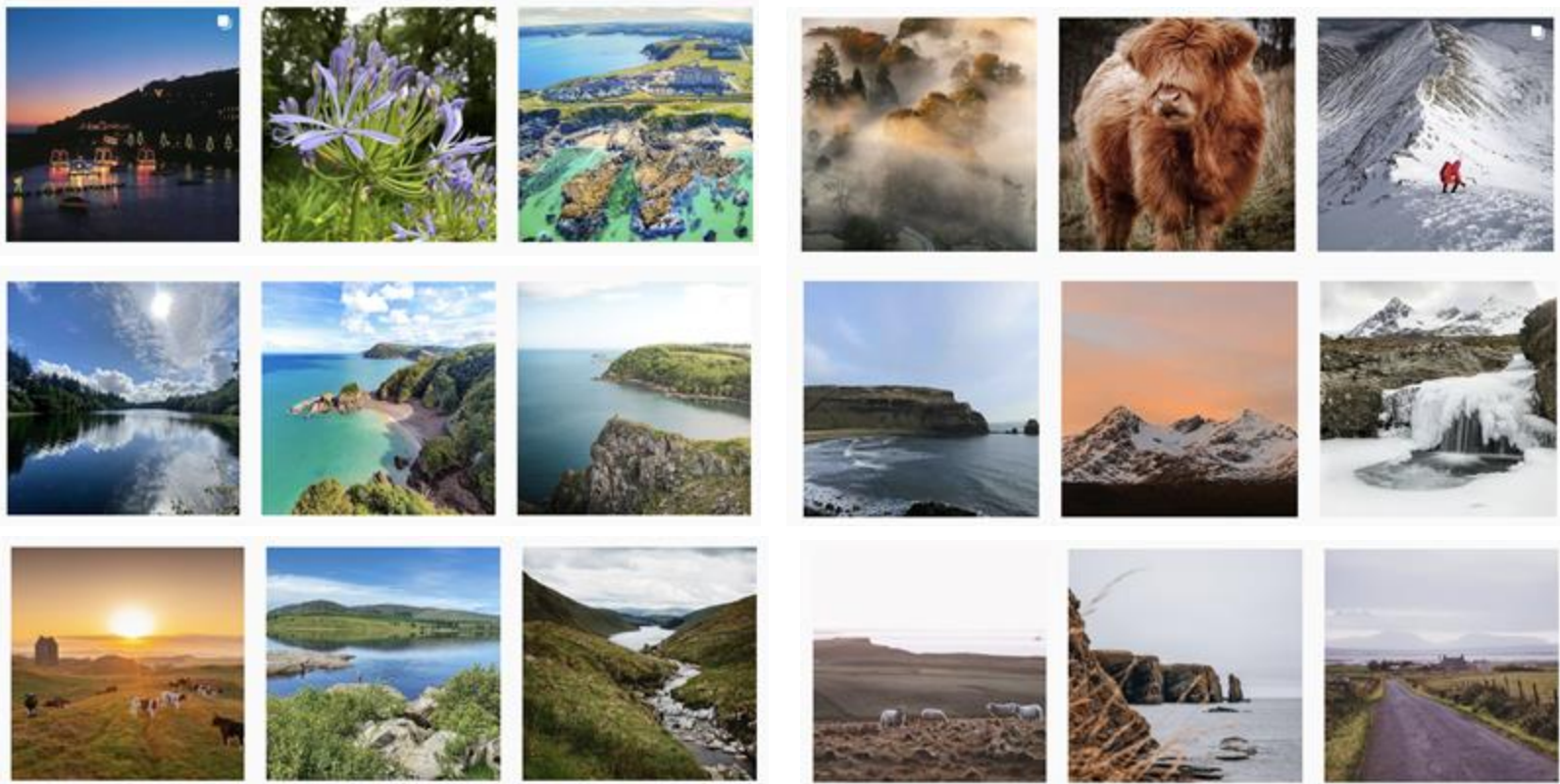
Anyone within a 2-6
hour travel time.





2. Build awareness

Destination brands - can you tell them apart?





lovecornwalluk

Follow



3,084 posts 116k followers 564 following

Visit Cornwall

Travel company

📍 The Official Tourist Board for Cornwall

🌐 Sharing everything Cornwall has to offer

Tag #lovecornwall so we can see your amazing posts 💙

linktr.ee/lovecornwalluk



visitdevon

Follow



1,688 posts 36.6k followers 1,155 following

visitdevon

The Official Destination Management Organisation for Devon - England's most beautiful county #visitdevon #lovedevon

www.visitdevon.co.uk







lakedistrict

Follow



617 posts 255k followers 2,063 following

Lake District

Cumbria, England

Edited by @timholt

Follow & Tag for feature!

Top Rated Lake District book 📖

www.lakeland.co.uk/26805/A-Year-Like-No-Other-Book-by-Steven-Watts



officialisleofskye

Follow



547 posts 75k followers 9 following

Isle Of Skye

Public figure

Isle of Skye's official Instagram account. Tag #officialisleofskye to give us permission to feature on IG and FB.

DM for advertising rates.

www.facebook.com/groups/428836581133220/?ref=share

Followed by eve.sara, and alastair80







discoversouthscotland

Follow



417 posts 5,522 followers 357 following

Scotland Starts Here

Regional website

Discover South Scotland - Dumfries & Galloway and the Scottish Borders.

Tag us or use #ScotlandStartsHere to give us permission to share.

www.scotlandstartshere.com



visitorkney

Follow



1,323 posts 50.8k followers 211 following

Orkney Islands

An archipelago of over 70 islands off the north coast of Scotland.

Vibrant. Unique. Inspirational.

Share your journey #VisitOrkney

www.orkney.com



**Tone of
voice**



**Creative
stand out**



**Reach the
masses**

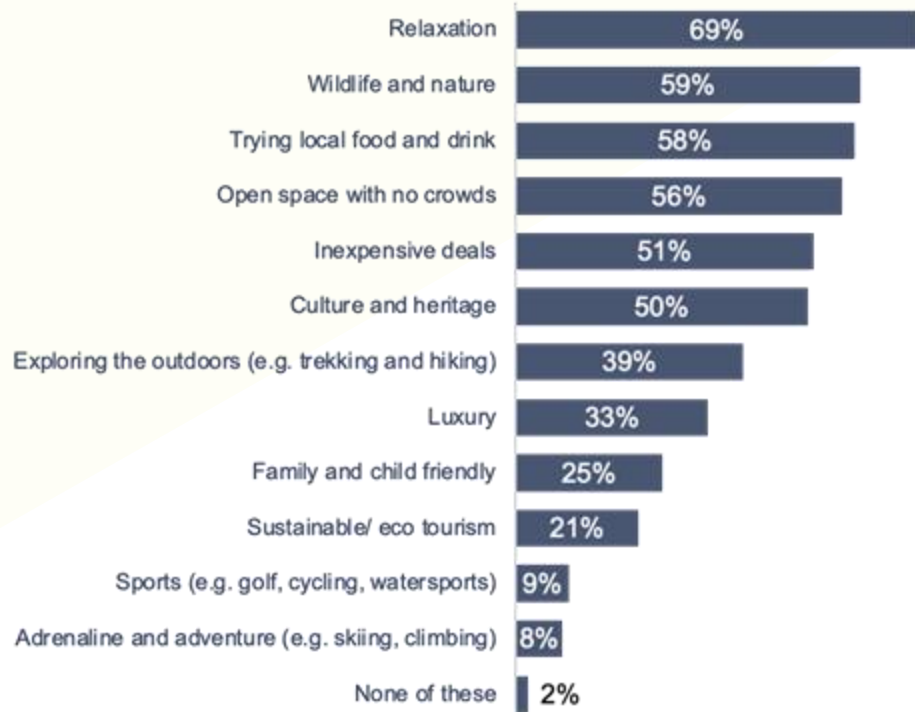


3. Build associations

Southernness *is* golf

What are people in the UK looking for in a holiday?

When thinking about taking a holiday in the UK, which of the following descriptions best sum up the sort of holiday that would appeal to you?



The South has all of this.

Nature & Outdoors



Food & Drink



History & Heritage



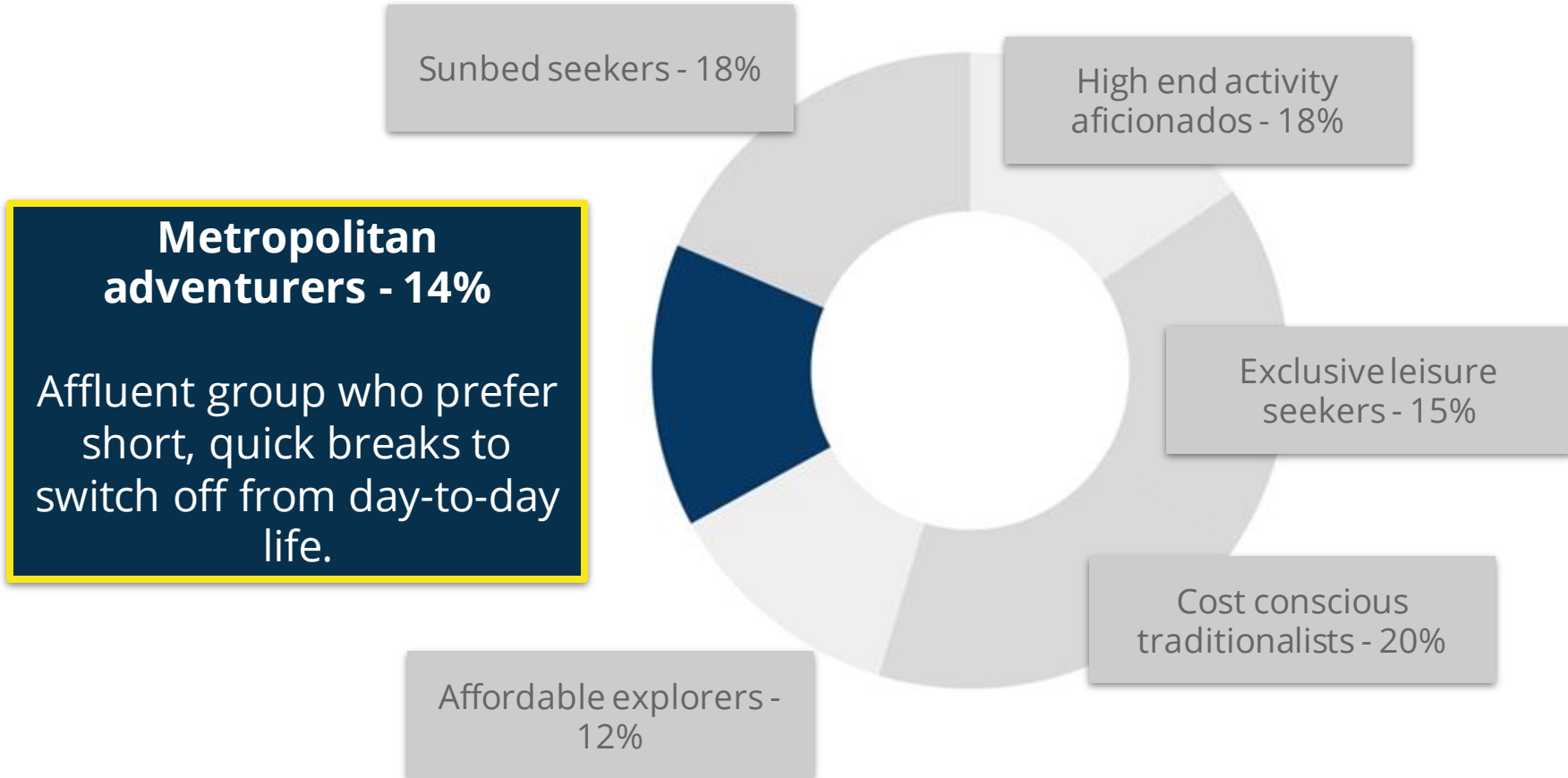
Coast to Coast



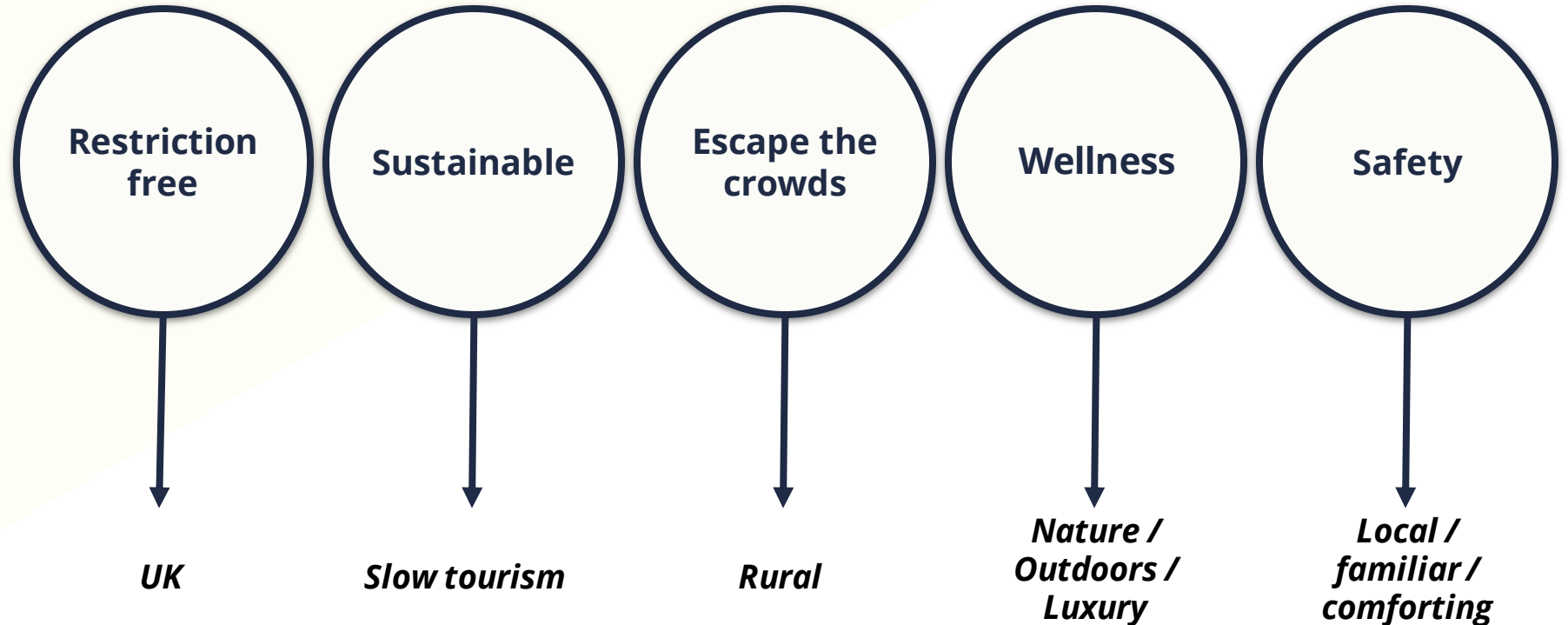
4. Connect to consumer needs



The right segment...



Connecting with what they need and want.



Safety



**Slow
tourism**



**Show the
benefit**



**Visitor
charter**





Tying it all together

Activity plan

***Hero creative campaign with a bold tone of voice and stand out brand:
Escape Starts Here***

Month	<i>May / June</i>	<i>July / August</i>	<i>Sept / Oct</i>	<i>Nov / Dec</i>
Theme	Nature & Outdoors	History & Heritage	Coast to Coast	Food & Drink
Target	<i>UK Wide - Metropolitan Adventurers</i>			
Channels	Out of home Radio Digital PR stunt	Digital only	Out of home Radio Digital PR stunt	Digital only

Always on product promotion / Year of stories activity

A woman is sitting on a stone circle in a field of standing stones. The scene is set in a lush green field with rolling hills in the background under a bright blue sky with scattered white clouds. The woman is wearing a light blue shirt and dark pants, and she is looking down at something in her hands. The standing stones are tall and rectangular, arranged in a circle. The stone circle she is sitting on is made of several large, flat stones.

It starts here.
It starts now.

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