

There's been a few things happening at VisitScotland over the past week or so, so I just want to share a 'quick' update to keep you in the loop with our activity. Please do let me know if you find this helpful or if you would like less/more information in future! As always, I'd be happy to follow up on any of the below if you have any questions or would like more information.

Please also feel free to share the below detail and links with businesses or within your newsletter!

#### **Days Out Incentive Scheme** – running 4<sup>th</sup> November 2021 – 18<sup>th</sup> February 2022.

- The Days Out scheme launched last week (4<sup>th</sup> November) to encourage visitation to visitor attractions and experiences across Scotland during the off-season by offering “up to 50% off” a ticket. Successful applicants from round one of the fund have been awarded funding to subsidise the cost of a ticket to their visitor attraction, activity or day tour excursion. You can find the [consumer pages here](#).
- The **Days Out Incentive Fund has now reopened** for new applications between Monday 8<sup>th</sup> – Tuesday 30<sup>th</sup> November. [Full details can be found here](#).
- VisitScotland is also delivering a ‘Great Days Out’ promotional marketing campaign during this period where participating businesses will be featured – this will include paid social (FB and Instagram), email marketing and press, radio and digital. Our VS Social Team will follow participating businesses to amplify messages, create an Instagram mini guide and there will be 3 x influencer trips to follow.

#### **ScotSpirit Holiday Voucher Scheme**

- There is still opportunity for businesses to sign up to provide breaks for families on low incomes and young carers. The scheme is open to B&Bs, guest houses, camping parks, hotels, hostels and attraction venues. Details available here - [ScotSpirit Holiday Voucher Scheme](#)

#### **Destination Net Zero**

- [Destination Net Zero](#) is a £4million programme which will provide support to tourism businesses and destinations as they transition to a greener, more sustainable, net zero future. More details are to follow but for now, please be aware we have new insights, information and support for industry [available here](#).

#### **Scotland Is Calling – Tread Lightly**

- Our latest Autumn – Winter [campaign film](#) encouraging visitors to “tread lightly” when visiting Scotland.
- Industry can find further details and get involved via VisitScotland.org - [New marketing film | Tread lightly](#) and you can find our consumer pages on VisitScotland.com - [How to tread lightly | VisitScotland](#).

#### **Ctrl+Alt+Succeed Scotland 2021 – 23<sup>rd</sup> November (virtual event)**

- Aiming to connect visitor attractions, tour companies and activity providers with some of the world's best-known online booking system suppliers, technology specialists and online travel agents. The format of the event will include a mix of one-to-one business and supplier appointments, keynote speakers, a panel discussion and online supplier exhibition stands. To sign up - [Ctrl+Alt+Succeed Scotland - 23 Nov 2021 ... | VisitScotland.org](#)

#### **VisitScotland content updates**

- Visitor Management Summit – October 2021 presentations available [here](#) under the ‘virtual summit’ drop down.

- [Coronavirus Support and Information](#)
- [Latest STERG Information and Updates](#)
- [Responsible Tourism - Industry Guidance](#)
- Upcoming [virtual training and events calendar](#). Including the upcoming Wild Scotland & Sail Scotland Outdoor Tourism Strategy regional workshops.
- [Recorded Webinars & Online Training | VisitScotland.org](#)
- [Latest COVID-19 Insights](#) and [recent research](#).

Please do get in touch if you have any question re. any of the above or if you would like to discuss anything further.

All the best,  
Caitlin

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