

VisitScotland update for Dornoch newsletter – August 2021

Marketing activity

With staycations looking to be popular this year, VisitScotland's summer marketing campaign, [Now Is Your Time](#), aims to inspire people across the UK to holiday in Scotland. The campaign covers five themes - days out, short stays, city breaks, family gatherings and escapes.

This new campaign includes a series of new videos and imagery that you can access from our [Digital Media Library](#) and use for free. We've also created a [marketing toolkit for businesses to use](#).

Our latest promotional activity for the Year of Coasts and Waters 20/21 is our [Water Wellness](#) campaign which aims to shine a spotlight on water wellness activities in Scotland. We have a range of downloadable assets, logos and case studies available within our [industry toolkit for YCW20/21](#).

VisitScotland.com

Did you know VisitScotland drives up to 20 million visits to the VisitScotland.com website annually? Explore our consumer website to find our current inspiring and informative pages to share with your visitors - [VisitScotland.com](#).

One of our recent blogs, [10 reasons to visit the Highlands this Autumn](#), features the Royal Dornoch, Cocoa Mountain and Links House. It's a great one to share on your social media platforms to showcase the area to your future visitors.

Visitors are keen to know that businesses are safe and ready to welcome them. To provide them with this reassurance we recommend you update on your web listing via your Extranet. If you aren't sure how to do this, please visit [Business Listing Management - Extranet User Guide](#).

If you don't already have a listing, sign up for a free listing today via [our online forms for tour operators, tourism businesses and attractions](#).

Scotland's Year of Stories 2022

Industry webinar Thursday 9 September

In 2022, Scotland will celebrate the Year of Stories – our next [Themed Year](#). We're delighted to invite you to attend our Scotland's Year of Stories 2022 industry webinar, which will take place on Thursday 9 September from 2pm – 3.30pm. [Register your free space today](#).

Year of Stories 2022 Community Stories Fund launched

Community groups and organisations are being invited to apply for funding to host events and activities that will celebrate Scotland's Year of Stories 2022. The Year of Stories 2022 will spotlight, celebrate and promote the wealth of stories inspired by, written, or created in Scotland.

With awards of between £500 and £5,000 available, the [fund](#) will provide an opportunity for new, creative events, activities and programming which showcase the five Year of Stories 2022 programme strands: Iconic Stories & Storytellers; New Stories; Scotland's People and Places; Local Tales and Legends; and Inspired by Nature.

Business support

- We're continuing to update our [financial support for businesses](#) pages with the latest financial advice to support tourism and events businesses, as it becomes available.
- To support hostels and small serviced accommodation providers as you work to reopen and recover, we're offering one-to-one business support sessions with our Quality and Tourism experts. You don't have to be part of our Quality Assurance scheme to get involved - we invite you to [get in touch with us](#) to organise a free one-to-one.
- We recently launched the [ScotSpirit Holiday Voucher Scheme](#) a scheme to help low-income families, unpaid carers and disadvantaged young people, whilst supporting tourism businesses recover from the pandemic.

Please get in touch - our team of Industry Relationship Managers (IRMs) are the first port of call for Scottish tourism businesses looking for personalised advice and support. [Your local IRM is Caroline Robertson, and you will find her contact details on VisitScotland.org.](#)

Covid- 19 Guidance updates

We recently saw the legal requirement for physical distancing and limits on gatherings removed, with all venues across Scotland able to re-open once more. Some protective measures remain in place with clear guidance continuing to assist individuals and businesses.

Guidance has seen further updates, with the collecting customer contact details section amended to reflect the need for a range of hospitality and entertainment settings continuing to gather minimal contact details from customers and visitors. Guidance on ventilation has also seen updates. Find the information you need on our government advice and FAQs page. [Tourism Business FAQs & Guidelines - COVID-19 | VisitScotland.org](#)