

# MARKETING CALENDAR

The themes and trends for 2025

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## GOOD FOR THE SOUL

**VisitScotland research has consistently demonstrated that many people across the globe feel a genuine connection with Scotland and its natural wonders. With our Good for the Soul messaging, we are encouraging visitors to slow down and reconnect with their surroundings, taking the road less travelled on a uniquely Scottish adventure.**

All copy and imagery will highlight the vast and varied experiences available in Scotland that engage visitors with our natural landscapes, changeable weather, welcoming communities and authentic heritage. Placing travellers in the very centre of this picture means our messaging will resonate in deep and impactful ways that position Scotland as a retreat that both nourishes and restores the soul.

We already know of many of these great businesses, but we also know that there will be new and exciting ones that will pop up throughout 2025. This Marketing Calendar provides an overview of the themes and trends that will prove popular across the year, our ask of you is to see where your offering best fits. We want to make sure that you are included in our global marketing efforts that will showcase Scotland through our extensive website, email, social and media channels.

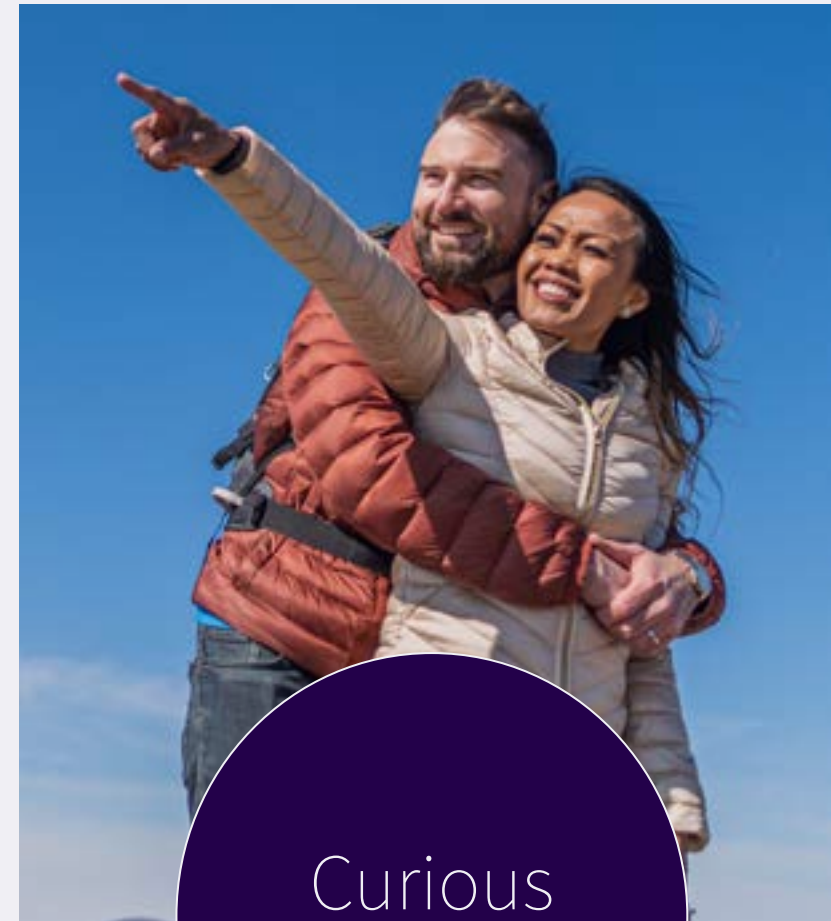
# BESPOKE ACTIVITY

All marketing activities are created to deliver the exact messaging at the right time for all markets. Using trends data, insights and research, we utilise our wide-ranging channels including web, media, social, travel trade and PR to showcase Scotland though out the year. Our main audiences are:



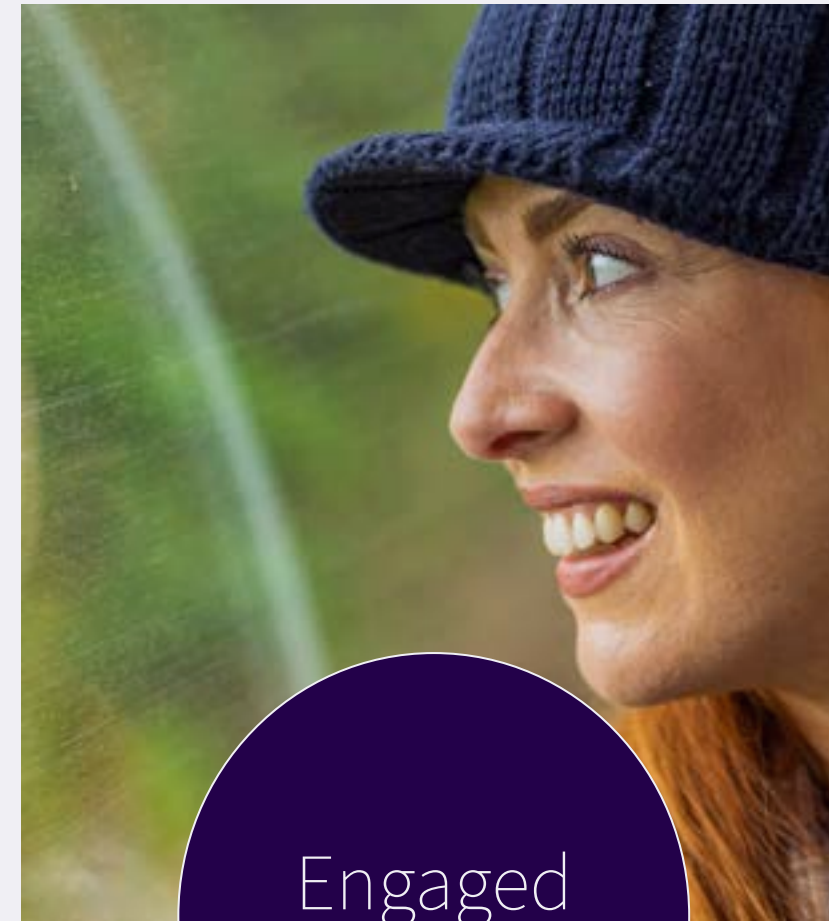
Adventure seekers

Look for an active holiday where they will be energised by trying new things and pushing their limits. They'll enjoy holidays both off-the-beaten-track and in urban settings and are typically energetic, sociable, career-minded individuals.



Curious travellers

Like to live life to the full and enjoy traveling as a hobby. They have an overwhelming desire to explore new destinations and discover new things. A holiday will often broaden their minds, educate and revitalise them. They are typically free spirits who enjoy living life to the full.



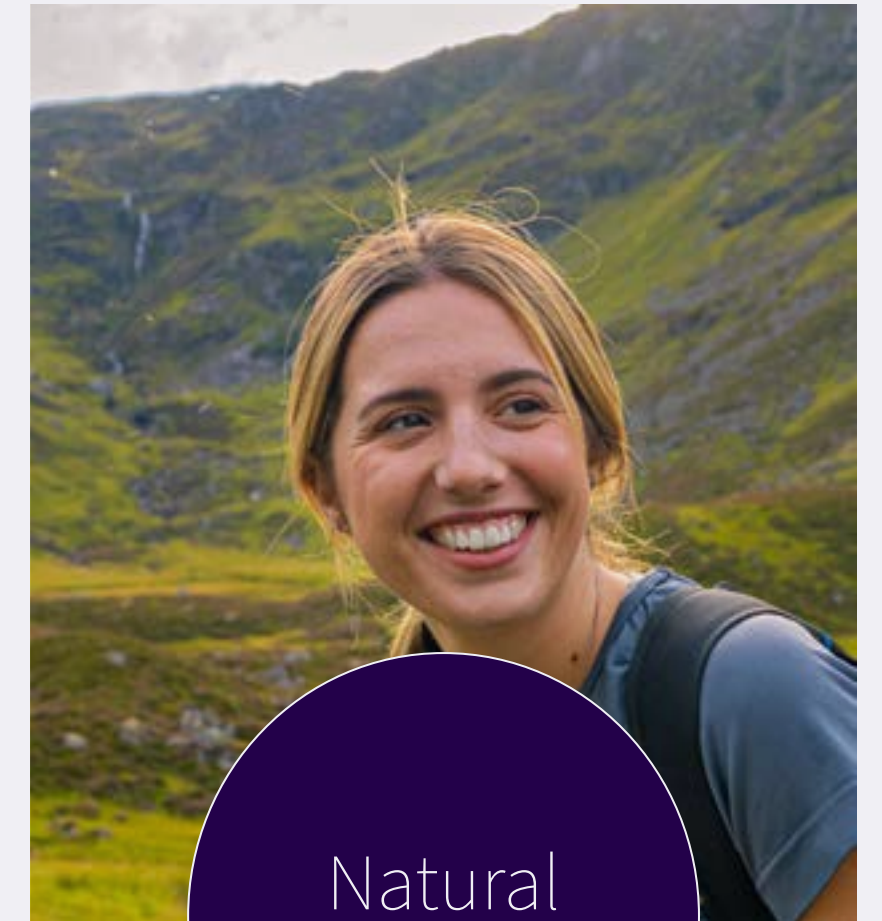
Engaged sightseers

Enjoy general sightseeing and touring, taking in historical places as well as scenery and nature. They relish engaging with friendly locals and seeking out authentic experiences. They are typically down to earth individuals who may be quite "traditional" in their outlook and fairly settled in their lifestyles.



Food-loving culturalists

Will seek out a relaxing holiday experience where they can enjoy engaging in cultural experiences accompanied by great food and drink. They enjoy short breaks in the UK and will recommend quality experiences when their host has gone the "extra mile". They like to be seen to be influential amongst their friends and are typically professional, career-minded, and discerning individuals.



Natural advocates

Passionate about Scotland as it offers everything they want – scenery, connecting with nature and the chance to get away from it all. A holiday in Scotland will help them to unwind, recharge and enjoy quiet time. Natural advocates are typically more introverted individuals who value peace and quiet.

# DELIVERING STRATEGICALLY

Our core activities deliver to our strategic 4S' to benefit industry across all of Scotland.



# REFRESHING SPRING BREAKS

## The great outdoors

Showcasing Scotland in a fresh perspective, visitors will be encouraged to step into the stunning, panoramic landscapes and wild natural beauty.

Promoting experiences that are unique in spring, the focus will highlight the benefits of recharging and seeing nature come alive, from rolling fields with newborn lambs to adventuring along rugged coastlines. **Where does your business fit?**

## Foodie delights

Scotland's spring larder is bursting with delicious surprises, including leafy greens and succulent seafood.

With products that stimulate the taste buds, focus will turn to working with local cafés, restaurants and farm shops to help visitors sample the best of Scotland's quality local produce, fresh from the land and sea. **Let us know how your business showcases these, and we will make sure we shout about them!**

## Island escapes

Island escapes will capture the feeling of adventure Scotland has to offer, with a ferry trip to one of Scotland's many special islands.

Embrace what makes islands unique by promoting these welcoming communities and the feel of island life. Each has its own character and charm, brimming with culture and tradition. **What island experiences do you offer?**

## Great days out

Spring is a great time to make the most of the better weather, especially during the Easter holidays.

Help visitors discover what our attractions have to offer, from the extensive grounds of a historic palace to cutting-edge art exhibitions and unforgettable events and festivals nearby. **Tell us what's new in spring 2025.**



# ESCAPE THE EVERYDAY THIS SUMMER

## Cultural journeys

Help visitors head deep into *Outlander* country to discover the magic of our ancient castles, lochs, standing stones and forests.

Make sure they experience a true Scottish welcome, enriched by the vibrant tapestry of our history and heritage, from clans and tartan to literature and Gaelic language. **What cultural offerings are we missing out?**

## Off-the-beaten-path

Encourage visitors to avoid the crowds, uncover hidden gems and make their own memories in Scotland by taking the road less travelled. That is what encompasses getting off-the-beaten-path.

Epic landscapes, rich culture and fresh produce can be found all over the country. Visitors can slow down and delve into the real Scotland and be richly rewarded. **Tell us what hidden gems you offer!**

## Coastal retreats

Scotland is crafted by rugged coastlines, with views across the shifting waves of the Atlantic and North Sea.

Visitors can blow away the cobwebs and feel the warmth of the sun on a coastal trip. Whether you're close to a sandy beach or offer water sport experiences on the waves, **make sure we know about them, so you're included in our coastal retreats activity.**

## Tranquil landscapes

Summer offers the chance to get away from the daily grind, inspiring visitors everyday with new scenes.

From watching spellbinding sunsets to feeling an invigorating sea breeze, **promote your business offering that's Good for the Soul** this summer and immerse visitors in Scotland's peaceful surroundings.



# SOAK UP AUTUMN COLOURS

## Family getaways

Embrace the wonder of our changing seasons and showcase what's on offer for a family autumnal break.

We'll be promoting diverse offerings such as picking pumpkins, woodland wanders and hearty Scottish food and drink. The October holidays are also a great time to promote world-class attractions. **What do you offer that makes for the perfect autumnal family getaway?**

## Dramatic scenery

Immerse visitors in the beauty of nature this autumn. Our landscapes become even more dramatic as the leaves change colour, with deep russets, greens and golds.

Showcase Scotland's nature and wildlife up close as birds prepare for migration, stag rutting season begins, and red squirrels prepare for hibernation. **Do you have a wildlife experience we can include?**

## Cosy Scottish stay

Get visitors to coorie in with a cosy Scottish stay, surrounded by changing scenery and landscapes as the evenings draw in.

What constitutes the perfect product as a warming, welcoming experience? **Do you offer a spot to curl up with a wee dram and listen to the crackle of a log burning fire?** After soaking up the sights, it's a chance to rest and recharge!

## Sparkling dark skies

Longer nights and unpolluted inky black skies make stargazing a mesmerising experience for promotion in autumn.

**Encourage visitors to keep an eye out for stars and constellations** in Scotland's dark sky parks and sites, or to marvel at city lights. The Northern Lights are hugely popular if you can weave this into imagery or experiences.





# FESTIVE WINTER SPIRIT

## Warming experiences

Promote Scotland's winter celebrations, from Christmas markets and atmospheric city lights to experiencing New Year with spectacular Hogmanay festivities.

Families will love the magic of big city events, homely countryside crafts, makers markets and festivals full of Christmas spirit. **What's new for closing off 2025?**

## Scotland on screen

Many of Scotland's majestic landscapes have starred as dramatic backdrops in some world-renowned films and hit TV series.

From *Outlander* to *Harry Potter*, *James Bond* to *The Traitors*, Scotland has earned its spot on the big screen. **Put visitors right in the action by highlighting your film connections!**

## Magical attractions

There are many unique attractions all over Scotland, full of unusual artefacts, fascinating displays and engaging storytelling.

Help visitors learn about Scotland's turbulent history at castles and stately homes, wander our extensive parks and gardens, or embrace their artistic side at a museum or gallery. **What is it that makes your attraction so magical?**

## Unmissable events and traditions

Engage visitors with the age-old traditions and events that have been a staple in Scottish culture for centuries.

**Promote special experiences**, from ringing in Hogmanay to the heat of a Viking fire festival in the northern islands. In January, celebrate Scotland's National Bard or showcase traditional music at Celtic Connections. Let's end 2025 in Scotland on a high note!



# GET IN TOUCH WITH US

**If you've got experiences, products and events that fit with our marketing calendar themes, please get in touch!**

We're always on the lookout for exciting and inspiring experiences to feature in our seasonal activity. Content should be tourism experiences aimed at visitors, rather than special offers or promotion deals. If you have high quality images and videos with us, we can also include these in the short-listing for potential promotion for use across our channels, including:

- [visitscotland.com](https://visitscotland.com)
- our social media channels
- our influencer marketing programmes
- our email marketing programmes

Send us your contributions at [content@visitscotland.com](mailto:content@visitscotland.com) or [TravelPR@visitscotland.com](mailto:TravelPR@visitscotland.com)

*Please note that it's within our discretion to publish any ideas and contributions. As such we can't guarantee the publication of the material we receive.*