



**MAXIMISING YOUR
2020 OPPORTUNITY**

#YCW2020

AN INTRODUCTION TO SCOTLAND'S YEAR OF COASTS AND WATERS 2020

In 2020, Scotland celebrates its coasts and waters with a year-long programme of events and activities. Including its many islands, Scotland boasts a hugely varied coastline and a rich offering of inland waters in both rural and urban settings for both visitors and locals to enjoy. Our coasts and waters are host to an amazing array of riches, come in all shapes and sizes, and are greatly valued and cherished by communities and visitors alike.

Scotland's lochs, rivers and canals also play an important part in the visitor experience, offering boat trips, fishing opportunities and activity holidays, while the many nature reserves across the country are home to a tremendous variety of flora, fauna and wildlife. From fishing and textiles to whisky and wave power, Scotland's waters have shaped our history and influenced our culture, our stories, and our way of life.

But what does the Year of Coasts and Waters 2020 (YCW2020) mean for your business or organisation? That's where this guide comes in handy - it includes helpful hints, tips and inspiration to help you get on board and take advantage of the 2020 opportunity.

So whether you're an accommodation provider, visitor attraction, a tour guide or an organisation - get ready to inspire and attract visitors and locals to experience the best of what Scotland has on offer.

Scotland's distinctive scenery, landscape and our unique history and culture remain the key motivations that drive visits (Scotland Visitor Survey 2015-2016).

YEAR OF COASTS AND WATERS 2020 – IN A NUTSHELL

Aim

Year of Coasts and Waters 2020 will sustain and build upon the momentum of past Themed Years to spotlight, celebrate and promote opportunities to experience and enjoy Scotland's unrivalled coasts and waters, encouraging responsible engagement and participation from the people of Scotland and our visitors.

Five Objectives

PROMOTION



Raise the profile of Scotland nationally and internationally, showcasing the diverse visitor offering provided by our unrivalled coasts and waters with a co-ordinated marketing and communications programme promoting responsible engagement and participation.

CELEBRATION



Encourage and develop opportunities for the responsible celebration of our coasts and waters with a focus on tourism and events.

PARTICIPATION



Inspire the people of Scotland and our visitors to participate in activity aligned to and developed in response to YCW2020, with emphasis on attracting new audiences and spreading engagement across the country.

COLLABORATION



Encourage collaborative working between the sectors represented by YCW2020 themes and wider tourism sector.

INDUSTRY ENGAGEMENT



Communicate with a wide range of businesses in tourism and other relevant sectors to help them recognise the opportunities presented by YCW2020 and to capitalise on those opportunities.

TIME TO PLAN

Themed Years now take place every second year with the planning, promotion and delivery taking place over a three-year period (i.e. planning 2018, pre-promotion 2019, and delivery and full-promotion in 2020). Promotion of YCW2020 will begin from April 2019 across VisitScotland channels and run throughout 2020.



🔍 The Peat Inn, near St Andrews, Fife

MAKE A SPLASH

Year of Coasts and Waters 2020 will be inclusive, embracing a wide range of events, activity and content aligned to the themes of the year with a focus on widening awareness, engagement and participation. The year will showcase both on and off water activity, with a focus on unique, authentic experiences as well as responsible and safe engagement with our waters.

The visitor opportunity in terms of experiences and events is broadly presented across four strands. Can you identify opportunities for your business or organisation to celebrate the year aligned to one or more of these areas?

NATURAL ENVIRONMENT & WILDLIFE



🔍 Otter/RSPB

HISTORIC ENVIRONMENT & CULTURAL HERITAGE



🔍 Urquhart Castle

ACTIVITIES & ADVENTURE



🔍 Loch Insh Outdoor Centre

FOOD & DRINK



🔍 The Shore, Kirkwall Harbour



A TASTE OF WHAT'S ON OFFER

Alongside our wealth of wonderful attractions, scenery and wildlife, Scotland hosts an exciting array of events that put our coasts and waters in the spotlight.

In 2020, annual gems such as the Scottish Traditional Boat Festival at Portsoy and Crail Food Festival will be joined by The Fife Regatta, an expanded Clydebuilt Festival, a special coastal event presented by Edinburgh International Film Festival, a spectacular on water event at Scotland's Boat Show and a celebration of our marine wildlife from RSPB. The National Theatre of Scotland will also deliver an exciting new production, celebrating Scotland's waters and the journeys taken across them. More on the developing programme at www.visitscotland.com/ycw2020 from April 2019.

Scotland also continues to strengthen its reputation as a world-class destination. Recent accolades include our Highlands and Islands earning their place as one of Lonely Planet's top must-see destinations in the world and Falls of Clyde Wildlife Reserve achieving Countryfile Magazine's Reserve of the Year. New experiences to discover include the Hebridean Whale Trail, the first of its kind in the UK.

One of Scotland's newer road trip routes, the South West Coastal 300 spanning Dumfries & Galloway and South Ayrshire showcases winding coastlines and characterful communities. The Clyde's shipbuilding expertise will be used to restore the TS Queen Mary into one of the UK's largest interactive maritime exhibits. Celebrating our world famous 'water of life', we will also see a range of new distillery openings. 2020 will also welcome the expansion of Aberdeen Harbour and the opening of Edinburgh's Wavegarden Scotland - our first inland surfing lagoon.





🔍 Whitewater kayaking on the River Etive, Glencoe

HOW YOU CAN MAKE THE MOST OF YCW2020 – TOP TIPS

1. LITTLE THINGS MATTER

Whether it's using the official logo on your website or making sure your VisitScotland web-listing reflects how your business will be celebrating the year – every little bit counts. Visit our dedicated YCW2020 toolkit at visitscotland.org/ycw2020 for free to use imagery, promotional copy, practical tips and advice.

2. BE INSPIRED

Check out how the Themed Years opportunity has been successfully used by a range of businesses and organisations on our toolkit at www.visitscotland.org/ycw2020

3. REACH OUT

Be part of the conversation and spark new interest. Use **#YCW2020** across your social channels to help make your content easily accessible and searchable.

4. WORD OF MOUTH

Visitors are always on the lookout for authentic experiences and hidden gems – can you share knowledge on local coastal walks, roads less travelled, food experiences, local maritime heritage and events to celebrate the year. Ensure you and any staff have at least a basic knowledge of the local product linked to the themed year and be sure to celebrate your local distinctiveness.

5. AN EVENT-FULL YEAR

Keep up to date with the range of events set to take place during 2020 at visitscotland.com/ycw2020. Why not consider developing a special offer for specific events and promote on your website and visitscotland.com web listing. Events that are part of the programme will be announced from April 2019 onwards.



6. PARTNER EVENTS PROGRAMME

Do you have a public-facing event taking place in 2020? By joining the YCW2020 Event Partner Programme you can secure a free listing on visitscotland.com and benefit from the promotional drive of the themed year. Sign-up today at eventsotland.org/funding/partner-programmes

7. THE POWER OF PARTNERSHIPS

Are there local businesses or organisations you could explore working with to create new experiences, itineraries or products in celebration of the year to inspire visitors and locals? How can you work together to target new markets and expand your reach? Our Growth Fund supports collaborative tourism marketing projects. Find out more visitscotland.org/growthfund

8. PROMOTING SAFE ADVENTURES

We all have a responsibility to be mindful of the safety and respect associated with our outdoor places and spaces, and the habitats living within our coasts and waters. Consider how you can highlight responsible engagement with your customers by sharing key messages as part of their visit to Scotland. Visit our toolkit at visitscotland.org/ycw2020 for ideas.

LAST BUT NOT LEAST...

Follow us on Twitter [@visitscotland](https://twitter.com/visitscotland), [@visitscotnews](https://twitter.com/visitscotnews), [@eventscotnews](https://twitter.com/eventscotnews) and across our Facebook and Instagram channels. Don't forget to use **#YCW2020** to share your own stories – that way we can look out for what's coming through on social and potentially share across our channels.



PORTSOY MARBLE

WILF MEN

KY-120

KY-120

LH-17

Scottish Traditional Boat Festival, Portsoy



EventScotland™



Consumer website: visitscotland.com/ycw2020

Industry toolkit: visitscotland.org/ycw2020

Join the conversation #YCW2020

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