

# Meet the Scots - Latest European Touring Campaign by VisitScotland



Friendly, genuine and honest, just some of the words used to describe the some of the people that you can expect to meet on a trip to Scotland and who are highlighted in VisitScotland's latest European Touring Campaign, 'Meet the Scots'.

From a kilt maker to a whisky expert and a Clan Chief to a wildlife ranger, visitors to Scotland can find out more about the personalities behind the "Meet the Scots" campaign and who are offering their insider tips and expertise to those visiting Scotland in 2010 and 2011.

Based on extensive research, the campaign, launched in February 2010 in The Netherlands as well as Germany, France, Spain, Italy, Sweden and Belgium, promotes Scotland through the lives of people living in Scotland, whose values, charm, friendliness and welcoming nature will make a trip to Scotland all the more memorable.

In fact, 72% of European visitors cite interaction with welcoming, local people as a reason they chose Scotland as a holiday destination. This campaign will highlight the actual people that visitors can expect to meet in Scotland and the insights that these locals have on all that their particular area of the country offers.

The campaign focuses around a series of photographs and video content taken by photographer Robert Pogson, combining elements of both traditional and modern ways of life and showcased on VisitScotland's international websites and throughout marketing and PR activity. This will give people a real flavour of what they can expect when they make a visit to Scotland for themselves.

VisitScotland's Marketing Manager for Europe, Aoife Desmond, said: "We wanted to use all of Scotland's assets in this campaign - not just the fantastic scenery and attractions, but our people too. They're an incredibly important aspect of anyone's holiday experience, so this year we are setting out to exploit that power, using 'Meet the Scots' as the filter to tell the story of a whole raft of Scotland experiences - from wildlife watching to fashion and music"

Each personality has been photographed to convey their day-to-day life. The images reflect the people against the stunning landscapes and scenery in which they really live. Anecdotes and personal insights to their region are used alongside each subject's image in promotional material, video content and new media executions.

"This more personal approach will engage potential visitors and encourage them to visit Scotland by suggesting how their engagement with local people, and following their insider tips will help them really get more from their Scotland adventure." says Aoife.

The 'Meet the Scots' campaign is part of VisitScotland's biggest annual European marketing push with a £900,000 budget, showcasing the great experiences that are to be had right across Scotland whether in rural or city settings. It will reach out to millions of potential and repeat visitors from Europe.

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Date: 2010-11-15

Article link:

<https://www.tourism-review.com/meet-the-scots-latest-european-touring-campaign-by-visitscotland-news2497>