SUBMISSION FROM VISITSCOTLAND

Purpose
This paper is intended to provide the Committee with an overview of The Winning Years, and the eight events and milestones that make up the opportunities, ahead of the evidence session with VisitScotland on 12 September.

Background
The Winning Years present an opportunity to secure a step change for Scottish tourism and to help boost the industry in the face of challenging economic times. The Winning Years is the collective term for the eight major events and milestones taking place from 2012-2014. It is a call to action to get the tourism industry, and a range of other partner organisations, working together to deliver for the visitor economy over the coming years.

The events are the Year of Creative Scotland, the Queen’s Diamond Jubilee, The London Olympic and Paralympic Games, Disney Pixar’s Brave, the Year of Natural Scotland, Homecoming Scotland 2014, The Glasgow Commonwealth Games and The 2014 Ryder Cup.

2012:
The Year of Creative Scotland (Jan 1-Dec 31, 2012)
- One of Scotland’s Years of Focus.
- Uniting Scotland’s tourism and creative industries to promote Scotland’s cultural and creative strengths.
- A year-long programme of activity and promotion taking place across the country.
- VisitScotland is promoting the Year of Creative Scotland to key markets, developing a new TV advert and launching a major marketing campaign across all key tourism markets.
- Engaging with the industry to developing new and enhanced products.

The Queen’s Diamond Jubilee (June 2-5)
- Celebrating 60 years of Queen Elizabeth II’s reign.
- Using the opportunity to reinforce Scotland’s connections with the Queen and the Royal Family to bring renewed interest in the country’s royal related assets.

The London 2012 Olympic (Jul 27 - Aug 12) and Paralympic Games (Aug 29-Sept 9)
- A unique global media opportunity for Scotland to promote its cultural, sporting and tourism strengths across the world.
- VisitScotland worked with top media from across the globe to promote tourism during the Games.
- There were three pillars of marketing activity: working with partners, including VisitBritain, to harness joint marketing opportunities and spread the benefits of the Games beyond London; tactical Scotland promotions targeting the “getaways” and other markets; maintaining investment in our core campaign activity.

Disney-Pixar’s Brave (opens in UK August 3, 2012)
• Created by the team behind *Toy Story, Cars, Up* and *Finding Nemo*.
• The biggest film and tourism opportunity to hit Scotland since *Braveheart* in 1995.
• VisitScotland continues to work with the Walt Disney Company to promote Scotland through a dedicated international and UK campaign around the film.
• Huge potential for Scotland’s tourism industry to tap into the family market - number of families holidaying in Scotland rose from 21% to 24% between 2008 and 2010.
• Brave will be shown in 72 countries, with recent major box office success reported in North America and the UK.
• Working with the industry to ensure businesses engage with the opportunities.

2013:
The Year of Natural Scotland (Jan 2013-December 2013)
• One of Scotland’s Years of Focus promoted through VisitScotland’s marketing campaigns.
• A time for visitors and the people of Scotland to enjoy the country’s outstanding natural beauty and built heritage.
• An extensive group of industry and public sector partners engaged in creating opportunities around the year.

2014:
Homecoming Scotland 2014 (Jan 2014 - December 2014)
• Homecoming Scotland 2009 was a great success, bringing £53.7 million additional tourism spend into the Scottish economy.
• Recognising the success of Homecoming 2009 in rallying Scotland’s tourism industry around a common theme, the years of focus running through to 2014 are ensuring co-ordinated national activity, spotlighting the country’s greatest assets.
• These themes will be revisited and promoted in 2014 through a year-long programme of inspirational events, along with Scotland place as the ancestral home of millions of people around the world.

The Glasgow 2014 Commonwealth Games (July 23-Aug 3 2014)
• According to organisers, one million visitors came to Manchester over the course of the city’s Commonwealth Games.
• Media coverage reached more than one billion people.

The 2014 Ryder Cup, Gleneagles (Sept 26-28 2014)
• Biennial contest between golfers from Europe and the United States.
• To be held from Friday, September 26 to Sunday, September 28.
• Through the directorate EventScotland, VisitScotland invests around £1 million a year in golf events in Scotland as part of the preparations.
• These in turn are marketed to boost Scotland’s credentials as The Home of Golf.

VisitScotland
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