

RESTART

THE WAY TO RECOVERY

DOMESTIC RECOVERY

	STEP 1	STEP 2	STEP 3	STEP 4	
SCOTTISH GOVERNMENT PHASE	PHASE 1 29TH MAY	PHASE 2	PHASE 3 15TH JULY	PHASE 4	
WHAT'S DIFFERENT?	Open spaces within 5 miles Golf, fishing further away - with physical distancing Many communities shielding	Very local day trips Open spaces Outdoor attractions with physical distancing / pre booking Take away food and drink Some communities shielding	Day trips Some overnight stays (tbc) Open spaces Visitor attractions / larger retail with physical distancing / pre booking Take away / outdoor food and drink Some communities shielding	Overnight stays - predominantly Scots, N. Eng Visitor attractions with physical distancing / pre booking Restaurants and pubs opening / pre booking Some communities shielding	UK and Ireland wide short breaks / holidays Visitor attractions and activities Restaurants and pubs open Live events re-instated Pockets of communities shielding
VISITSCOTLAND MARKETING	STAY HOME DREAM NOW TRAVEL LATER	STAY LOCAL. SUPPORT YOUR LOCAL COMMUNITY	TRAVEL LOCAL TO MAKE A BIG DIFFERENCE		
		Highly targeted adverts as appropriate, increasing towards phase 4 matching supply to demand as communities open – see visitscotland.org			
ATTRACTION MESSAGING	DREAM NOW, TRAVEL LATER	We're partially open / operating under 'new normal' rules Know before you go		WELCOME BACK! WE'RE SO HAPPY TO SEE YOU	
ACCOMMODATION MESSAGING		Bear with us Looking forward to seeing you soon	We're partially open / operating under 'new normal' rules Know before you go		
Community & responsible travel critical. Communicate which areas ready to receive visitors and where facilities are open, eg. car parks, toilets, etc					
FIFE MARKETING ACTIVITY & MESSAGING	<ul style="list-style-type: none"> • #loveFifelater video (launched 10th Apr) • Series of 6 slideshow films • Inspirational social media posts <p>#loveFifelater #stayhome</p>	<ul style="list-style-type: none"> • Health & Safety messaging added to welcometofife.com • Plan Ahead pop-up message to welcometofife.com • Marketing Opportunities Guide circulated • Fife Brand toolkit refreshed • Update business listings on welcometofife.com • Refresh web content • Promote fishing/golf blogs • Listing of businesses with open dates added to welcometofife.com <p>#loveFifelater #staysafe</p>	<ul style="list-style-type: none"> • Listing of businesses open promoted on welcometofife.com • Content development – beer gardens, gardens & parks, outdoor blogs • Health & Safety message & Plan Ahead • #loveFifeagain inspirational video launched • Series of 6 slideshow films • Promote 'We're Good To Go' businesses <p>#loveFifeagain</p>	Revert to #loveFife	