



Photo credit: Stewart Attwood

## Scotland's Themed Years

The aim of the themed years is to showcase Scotland's people, products and places to both domestic and international markets. They also provide a shared marketing platform for Scottish businesses in the tourism industry and beyond to maximise their exposure - both at home and abroad.

2009 was the Year of Homecoming in Scotland, the first of the themed years it provided a platform to sell Scotland on a world stage. Over the course of the year it delivered a string of benefits to the country, boosting tourism in Scotland.

Since then there have been a number of themed years, each of them motivating all sectors within the tourism industry to get involved and promoting partnership working.

Following the Year of Young People 2018, themed years now take place every second year, with planning, promotion and delivery taking place over a three-year period.

### Previous Years:

- 2009** Homecoming Scotland
- 2010** Year of Food and Drink
- 2011** Year of Active Scotland
- 2012** Year of Creative Scotland
- 2013** Year of Natural Scotland
- 2014** Homecoming Scotland
- 2015** Year of Food and Drink
- 2016** Year of Innovation, Architecture & Design
- 2017** Year of History, Heritage and Archaeology
- 2018** Year of Young People
- 2020** Scotland's Year of Coasts and Waters
- 2022** Year of Scotland's Stories

## 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 to geared towards promoting Scotland's unrivalled shores.

The visitor opportunity, in terms of experiences and events, will be broadly presented across four cross cutting strands:



**Natural Environment  
& Wildlife**



**Cultural Heritage**



**Food & Drink**



**Activities &  
Adventure**

“**The Themed Years programme has succeeded in giving Scottish tourism an edge, galvanising partners to work together to promote Scotland and its people.**”

*Fiona Hyslop, Cabinet Secretary for Culture, Tourism and External Affairs*

## What is it all about?

The main objectives of the year are:



### Promotion

Raise the profile of Scotland nationally and internationally, using coordinated marketing and communications.



### Participation

Inspire the people of Scotland and its visitors to get involved in activity. Engage with new audiences both at home and abroad.



### Industry Engagement

Communicate with sectors to help them understand and capitalise on opportunities.



### Celebration

Encourage and develop opportunities for the celebration of our coasts and waters.



### Collaboration

Create an ethos of cross sector working, finding new opportunities for partnership.

## Why get involved?



### Capitalise on Opportunity

Make the most of the themed year by hosting similarly themed events and promotions - use the free marketing to drive customers to your business.



### Commit to Sustainability

YCW2020 shines a spotlight on Scotland's beautiful natural environment while promoting **responsible engagement and best practice.**



### Join in the Conversation

VisitScotland's previous themed year - Year of Young People - generated tens of thousands of tweets using its **#YOYP2018** hashtag. Get yourself spotted on social media to attract new customers.



# How to get involved



## Download the Toolkit

VisitScotland has created a [free online toolkit](#) of digital assets to download, including logos, flyers and email signatures to make sure your organisation is on brand for the Year of Coasts and Waters.



## Be Social

Use [#YCW2020](#) to promote your event or service to online audiences worldwide.



## Tailor Your Content

Think about how your organisation can adapt its activities to align with this year's theme. Could you produce new multimedia content that reflects what's happening in your area to attract visitors?



## Digital Libraries

Take advantage of VisitScotland's [free digital library](#) of stunning images of Scotland's coastlines. Use these to promote your own campaigns and activities across your social media channels.



## Partner Programme

Align your organisation's event with the Year of Coasts and Waters by signing up for the [2020 Partner Programme](#). Benefit from a listing on [visitscotland.com](#)'s events page, as well as potential inclusion in VisitScotland promotional activity.



## Get Involved Locally

Train your staff about experiences and events relevant to the themed year. Keep up to date with events and decide how your organisation can align itself to YCW2020.

## Key resources

### VisitScotland toolkits

[www.visitscotland.org/supporting-your-business/marketing-toolkits/year-of-coasts-and-waters-2020](http://www.visitscotland.org/supporting-your-business/marketing-toolkits/year-of-coasts-and-waters-2020)

### Top tips for getting involved

[www.visitscotland.org/binaries/content/assets/dot-org/pdf/marketing-materials/ycw2020-top-tips.pdf](http://www.visitscotland.org/binaries/content/assets/dot-org/pdf/marketing-materials/ycw2020-top-tips.pdf)

### Free event listing on VisitScotland website

[www.visitscotland.org/supporting-your-business/marketing-with-us/national-tourism-website](http://www.visitscotland.org/supporting-your-business/marketing-with-us/national-tourism-website)

### Themed Years case studies

[www.visitscotland.org/binaries/content/assets/dot-org/pdf/marketing-materials/themed-years-case-studies\\_final.pdf](http://www.visitscotland.org/binaries/content/assets/dot-org/pdf/marketing-materials/themed-years-case-studies_final.pdf)