

Wild Scotland Media Coverage

27 January 2022



**Nurture your need for freedom and
adventure**

44
Pieces of
Coverage

Total PR Value
£414,036

Total Reach
168,031,024

ROI
104:1

Coverage

Date	Publication	Media	Headline	Reach	PR Value
17.12.21	Scottish Tourism Alliance	Body	<u>Press release: Scotland's Wildest Tourism Winter Yet</u>	-	-
17.12.21	Fife Tourism Partnership	Body	<u>The Scottish Tourism Alliance says it's Scotland's Wildest Tourism Winter Yet!</u>	-	-
18.12.21	The National Scot	National	<u>Campaign aims to gets Scots out enjoying the natural world in winter</u>	27,000	£11,500
20.12.21	VisitScotland	Body	<u>Scotland's Wildest Tourism Winter Yet</u>	-	-
20.12.21	STV News	Broadcast	<u>Scot's urged to take a trip into wild during christmas break</u>	32,000,000	£12,500
20.12.21	STV News – Facebook	Social Media	Scots urged to take a trip into wild during Christmas break	-	-
20.12.21	Journalist Twitter	Social Media	-	-	-
20.12.21	STV News – Twitter	Social Media	-	-	-

Coverage

Date	Publication	Media	Headline	Reach	PR Value
21.12.21	Tourism & Industry News	Social Media	Nurture your need for adventure and freedom	-	-
22.12.21	Metro	Online	You can now go night snorkelling and hot tent glamping in Scotland	12,284,000	£11,500
22.12.21	Metro - Facebook	Social Media	You can now go night snorkelling and hot tent glamping in Scotland		-
22.12.21	Metro – Twitter	Social Media	You can now go night snorkelling and hot tent glamping in Scotland		-
24.12.21	Bristol Post	Online	Wild Scotland campaign aims to banish winter gloom and celebrate season	9,295	£11,500
24.12.21	Belfast Live	Online	Wild Scotland campaign aims to banish winter gloom and celebrate season	37,000,000	£11,500
24.12.22	Coventry Live	Online	Wild Scotland campaign aims to banish winter gloom and celebrate season	8,434	£11,500

Coverage

Date	Publication	Media	Headline	Reach	PR Value
24.12.21	Cheshire Live	Online	Wild Scotland campaign aims to banish winter gloom and celebrate season	1,679,015	£11,500
24.12.21	Daily Advent	Online	Wild Scotland celebrates stunning location despite winter gloom	-	£11,500
24.12.21	Daily Cheshire	Online	Wild Scotland campaign aims to banish winter gloom and celebrate season	1,679,015	£11,500
24.12.21	Devon Live	Online	Wild Scotland campaign aims to banish winter gloom and celebrate season	3,230,409	£11,500
24.12.21	Daily Post	Online	Wild Scotland campaign aims to banish winter gloom and celebrate season	16,327	£11,500
24.12.21	Edinburgh Live	Online	Wild Scotland campaign aims to banish winter gloom and celebrate season	3,160,349	£11,500
24.12.21	Essex live	Online	Wild Scotland campaign aims to banish winter gloom and celebrate season	4,469,204	£11,500
24.12.21	Gazette Live	Online	Wild Scotland campaign aims to banish winter gloom and celebrate season	2,169,572	£11,500

Coverage

Date	Publication	Media	Headline	Reach	PR Value
24.12.21	Glasgow Live	Online	Wild Scotland campaign aims to banish winter gloom and celebrate season	79,436	£11,500
24.12.21	Gloucester Live	Online	Wild Scotland campaign aims to banish winter gloom and celebrate season	37,000,000	£11,500
24.12.21	Grimsby Telegraph	Online	Wild Scotland campaign aims to banish winter gloom and celebrate season	653,427	£11,500
24.12.21	Herts Live	Online	Wild Scotland campaign aims to banish winter gloom and celebrate season	10,945	£11,500
24.12.21	Hull Daily Mail	Online	Wild Scotland campaign aims to banish winter gloom and celebrate season	15,856	£11,500
24.12.21	Kent Live	Online	Wild Scotland campaign aims to banish winter gloom and celebrate season	4,000,000	£11,500
24.12.21	Leicester Mercury	Online	Wild Scotland campaign aims to banish winter gloom and celebrate season	56,383	£11,500
24.12.21	Nottingham Post	Online	Wild Scotland campaign aims to banish winter gloom and celebrate season	9,719	£11,500

Coverage

Date	Publication	Media	Headline	Reach	PR Value
24.12.21	Somerset Live	Online	Wild Scotland campaign aims to banish winter gloom and celebrate season	3,000,000	£11,500
24.12.21	Stoke on Trent Live	Online	Wild Scotland campaign aims to banish winter gloom and celebrate season	1,405,604	£11,500
24.12.21	Wales Online	Online	Wild Scotland campaign aims to banish winter gloom and celebrate season	9,951	£11,500
24.12.21	Derby Telegraph	Online	Wild Scotland campaign aims to banish winter gloom and celebrate season	15,029	£11,500
24.12.22	Get Reading	Online	Wild Scotland campaign aims to banish winter gloom and celebrate season	2,384,621	£11,500
24.12.21	Get Surrey	Online	Wild Scotland campaign aims to banish winter gloom and celebrate season	2,767,138	£11,500
24.12.21	Lincolnshire Live	Online	Wild Scotland campaign aims to banish winter gloom and celebrate season	1,621,669	£11,500
24.12.21	Plymouth Herald	Online	Wild Scotland campaign aims to banish winter gloom and celebrate season	8,406	£11,500

Coverage

Date	Publication	Media	Headline	Reach	PR Value
26.12.21	Daily Cheshire News Post	Online	Wild Scotland campaign aims to banish winter gloom and celebrate season	14,250	£11,500
24.12.21	Staffordshire Live	Online	Wild Scotland campaign aims to banish winter gloom and celebrate season	630,729	£11,500
28.12.21	Scotsman.com	Online	Staycation: Scotland is open for outdoor adventures and nature getaways this winter	2,349,637	£11,500
28.12.21	The Scotsman	Print	Staycation: Scotland is open for outdoor adventures and nature getaways this winter	14,417	£10,500

Broadcast (TV & Online)



Scots urged to take a trip into the wild during Christmas break

Wild Scotland has launched a new timetable of Covid-safe activities to keep Scots entertained during the holidays.



Trips abroad may be on the rocks again, but that doesn't mean we can't holiday at home.

Scotland is a natural playground and Wild Scotland, the national body for outdoor tourism, has launched a new timetable of Covid-safe activities to keep Scots entertained during the Christmas break.

From stargazing to night snorkelling, the initiative is showcasing locations such as Loch Assynt and Mull of Kintyre.

It aims to promote undiscovered regions and support local businesses to stay open during the winter months – businesses like watersport centre Beyond Adventure, which is based near Aberfeldy on the River Tay.

"We're really hoping that people make the most of their time in Scotland," said managing director Ross Dempster.

"If they can't go travelling to see relatives or leave the country like they might have planned to do already, they can come out and enjoy some of the hidden gems that Scotland has to offer and hopefully make the most of their time here."

A wide range of activities will make up the timetable, including winter wildlife watching, guided winter mountaineering and hot tent wild camping – all designed to nurture the need for freedom and adventure and raise spirits as Covid continues to influence our lives.

"Getting outside, we know it makes all of us feel so good," said Wild Scotland's Victoria Brooks.

Regional

EssexLive

CoventryLive

GlasgowLive

StokeonTrentLive

HullLive

NottinghamshireLive



Wild Scotland campaign aims to banish winter gloom and celebrate season

It is designed to showcase most scenic undiscovered regions and support local businesses to stay open during the winter months

A wide range of activities will make up the timetable, from stargazing at dark sky discovery spots, winter wildlife watching with expert guides, night snorkelling, guided winter mountaineering and hot tent wild camping.

The timetable will be available to view via [Wild Scotland](#), which represents wildlife, adventure and activity tourism operators across Scotland, who will also be highlighting how to respect the wild and holiday both responsibly and sustainably.

Doug McAdam, of Wild Scotland, said: "Scotland in the winter can be simply breath-taking, but many are put off by the wild weather that we typically get each year. With international travel uncertain and local lockdowns across Europe, we have developed a diverse range of activities to provide unforgettable, safe adventures and allow both visitors and locals alike to experience Scotland as they've never experienced it before - no matter the weather.

"We know winter can be a tough time of year for many mentally, particularly right now with Covid continually dominating the headlines.

"But the short, sparkling days and long, cold nights are perfect for these activities - perfect to explore open spaces, meet new people, connect with nature and escape the everyday stress.

"It's a scientific fact that exposure to daylight is essential to wellbeing and mental health; something that is well understood in countries in northern latitudes with very limited daylight in winter where people know the importance of being outdoors and maximising daylight exposure.

clarion
CLEVER WORKS

BerkshireLive

DerbyshireLive

edinburghlive

Opera News

BelfastLive

TeessideLive

Industry



SCOTTISH
TOURISM
ALLIANCE
Your voice in tourism matters



Press release: Scotland's Wildest Tourism Winter Yet

- Wild Scotland unveils winter timetable with a twist
- Night snorkelling, winter wildlife watching, and hot tent glamping top the line-up
- Activities developed to support sustainable tourism and showcase Scotland during the winter months

Scotland in winter is synonymous with rain and snow – but a new campaign offering magical hikes, snowy trails and breath-taking views is set to launch in time for Christmas.

A new winter timetable has been developed by membership organisation Wild Scotland inspiring travellers to explore stunning locations from the Lochs of Assynt to Mull of Kintyre, to learn something new, showcase Scotland's most scenic undiscovered regions and support local businesses to stay open during the winter months.

A wide range of activities will make up the timetable, from stargazing at dark sky discovery spots, winter wildlife watching with expert guides, night snorkelling, guided winter mountaineering and hot tent wild camping – all designed to nurture the need for freedom and adventure as COVID continues to influence our lives.

The timetable will be available to view via Wild Scotland, which represents wildlife, adventure and activity tourism operators across Scotland, who will also be highlighting how to respect the wild and holiday both responsibly and sustainably this winter.

Doug McAdam, Wild Scotland Chairman, said "Scotland in the winter can be simply breath-taking, but many are put off by the wild weather that we typically get each year. With international travel uncertain and local lockdowns across Europe, we have developed a diverse range of activities to provide unforgettable, safe adventures and allow both visitors and locals alike to experience Scotland as they've never experienced it before – no matter the weather.

"We know winter can be a tough time of year for many mentally, particularly right now with COVID continually dominating the headlines. But the short, sparkling days and long, cold nights are perfect for these activities – perfect to connect with nature and escape the everyday stress. It's a scientific fact that exposure to daylight is essential to wellbeing and mental health; something that is well understood in countries in northern latitudes with very limited daylight exposure. Scotland is a destination that can be enjoyed all-year round, particularly with the wealth of warm and quirky places to stay. We're certain this year will be our wildest winter yet.

The campaign is being spearheaded by Wild Scotland, which champions the sustainable wildlife, adventure and activity tourism sector in Scotland to create meaningful and lasting environmental and social change.



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Doug McAdam, Wild Scotland Chairman



The Scottish Tourism Alliance says it's Scotland's Wildest Tourism Winter Yet!

16/11/2021

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Forthcoming Events



Fife Events Group

A wide range of activities will make up the timetable, from stargazing at dark sky discovery spots, winter wildlife watching with expert guides, night snorkelling, guided winter mountaineering and hot tent wild camping – all designed to nurture the need for freedom and adventure as Covid continues to influence our lives.

The timetable will be available to view via Wild Scotland, which represents wildlife, adventure and activity tourism operators across Scotland, who will also be highlighting how to respect the wild and holiday both responsibly and sustainably this winter.

National (online)

clarion
CLEVER WORKS

THE NATIONAL
THE NEWSPAPER THAT SUPPORTS AN INDEPENDENT SCOTLAND



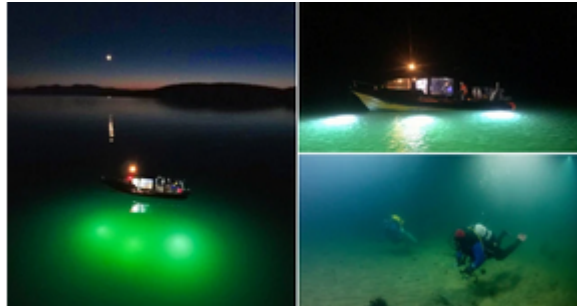
Campaign aims to get Scots out enjoying the natural world in winter

A NEW winter timetable has been developed by tourism bosses in Scotland to help with people's mental health as Omicron spreads across the UK.

The initiative by Wild Scotland – which represents wildlife, adventure and activity tourism operators across Scotland – encourages people to get outdoors and enjoy safe activities, while also supporting the tourism economy during the winter months.

A wide range of activities will make up the timetable, from stargazing at dark sky discovery spots, winter wildlife watching with expert guides, night snorkelling, guided winter mountaineering and hot tent wild camping.

You can now go night snorkelling, diving and hot tent glamping in Scotland



Time to do some local winter travel (Picture: Wild Scotland)

Scotland, known for its rainy cooler weather, comes into its own when winter travel is concerned.

Wild Scotland has just revealed its winter timetable, giving serious travel inspiration and winter getaway ideas.

One of the most exciting offerings is night snorkelling and diving, in which divers use thick wetsuits, hoods and boots to keep warm while exploring freezing waters.

The experience allows you to see underwater creatures and life, all in the night's gloomy beauty.

METRO

THE SCOTSMAN



Watersports such as kayaking and stand-up paddle-boarding are available at various locations across Scotland. Picture: Beyond Adventure

Staycation: Scotland is open for outdoor adventures and nature getaways this winter

All this and much more is on offer across Scotland, gathered together in a new winter timetable prepared by tourism organisation Wild Scotland.

A wide range of opportunities make up the list – from stargazing at dark sky discovery spots and winter wildlife watching with expert guides to winter mountaineering expeditions, hot tent wild camping and conservation or action holidays that exercise the mind as well as the body.

THE SCOTSMAN

SCOTLAND'S NATIONAL NEWSPAPER

Staycation: Scotland is open for outdoor adventures and getaways this winter

By ELONA AMOS

It's true. Winter in Scotland can be cold, dark and dreich – and long. But that's no reason to lock the doors, hunker down and go into hibernation until spring.

If Covid-19 has taught us anything, it's the health benefits of getting outside in nature – for both physical and mental well-being.

And there's no need to wait for sunny weather before planning your next foray into the great outdoors.

There are countless inspiring adventures out there waiting for Scots right now.

How about night snorkelling around the islands off Scotland's west coast? Perhaps you fancy having a go at stand up paddle-boarding or mountain biking, surrounded by some of the country's most spectacular scenery.

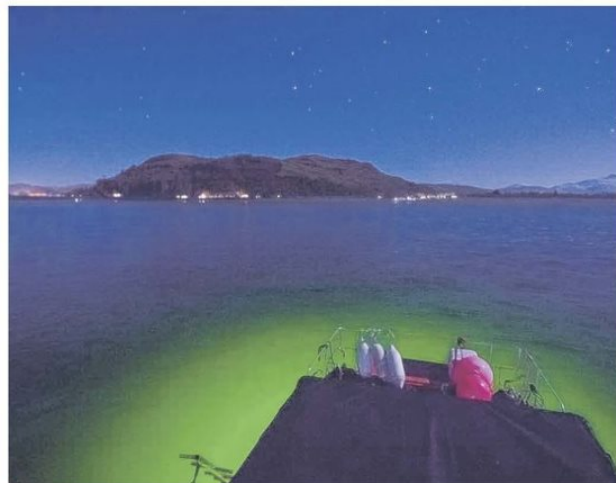
Or maybe you've always wanted to see otters, beavers, pine martens, dolphins or eagles in the wild, dive on a shipwreck or learn bushcraft skills.

All this and more is on offer across Scotland, gathered together in a winter timetable prepared by tourism organisation Wild Scotland.

A wide range of opportunities makes up the list – from stargazing at dark sky discovery spots and winter wildlife watching with expert guides to winter mountaineering expeditions, hot tent wild camping and conservation or action holidays that exercise the mind as well as the body.

The list of activities is designed to satisfy the need for freedom and adventure as Covid continues to influence lives, and to support Scottish businesses to stay open during the off-season months.

The timetable will be available to view online via Wild



◆ The more adventurous can try something really different – such as night snorkelling off the Argyll coast

Scotland, which represents wildlife, adventure and activity tourism operators, and carries information on how to respect nature and holiday responsibly and sustainably this winter.

Doug McAdam, Wild Scotland chairman, said: "Scotland in the winter can be simply breathtaking but many are

put off by the wild weather that we typically get each year.

"With international travel uncertain and local lockdowns across Europe, we have developed a diverse range of activities to provide unforgettable, safe adventures and allow both visitors and locals alike to experience Scotland as they've never experienced it

before – no matter the weather.

"The short, sparkling days and long, cold nights are perfect for these activities – perfect to explore open spaces, meet new people, connect with nature and escape the everyday stress.

"It's a scientific fact that exposure to daylight is essential to

wellbeing and mental health; something that is well understood in countries in northern latitudes with very limited daylight in winter, where people know the importance of being outdoors and maximising daylight exposure.

"Scotland is a destination that can be enjoyed all year round, particularly with the

wealth of warm and quirky places to stay.

"We're certain this year will be our wildest winter yet."

The campaign is being spearheaded by Wild Scotland, which has around 140 members, with almost 50 open this winter.

amos@scotswar.com

Social Media Coverage



Trips abroad may soon be off the cards again, but that doesn't mean we can't holiday at home! I've been out and about discovering what Covid-safe activities are on offer this winter in Scotland, just in time for the Christmas break. More on tonight's @STVNews 🇬🇧



Wild Scotland and Visit Aberfeldy



Scots urged to take a trip into the wild during Christmas break.



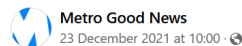
NEWS.STV.TV

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Wild Scotland has launched a new timetable of Covid-safe activities to keep Scots entertained ...



26 comments 3 shares



The experience allows you to see underwater creatures and life, all in the night's gloomy beauty.



METRO.CO.UK

You can now go night snorkelling and hot tent glamping in Scotland

Scotland, known for its rainy cooler weather, comes into its own when winter travel is concern...



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news.stv.tv

Scots urged to take a trip into the wild during Christmas break

Wild Scotland has launched a new timetable of Covid-safe activities to keep Scots entertained during the holidays.



Tourism and Industry News
by Visit Inverness Loch Ness

Dec 21 · 🌐

Follow

Great new campaign by Wild Scotland 🤗
Embrace all that Scotland has to offer in wildlife, adventure and activity experiences! With the Loch Ness 360 Trail, Glen Affric, the Moray Firth and much more on our doorstep, get out and enjoy the outdoors this winter 🚶🚴🏠 Our amazing activity providers will help you make the most of your adventure 🙌 Find out more about the "Nurture" campaign here ➡️ <https://www.wild-scotland.co.uk/nurture>



WILD-SCOTLAND.CO.UK

Nurture your need for adventure and freedom

Thank you.

If you require further information please contact;

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