



The Social Travel Summit Inverness



111 Delegates
from 25
different
countries



3 key events
showcasing Inverness,
supported by strategic
partners



48 top travel
influencers from
17 different
countries

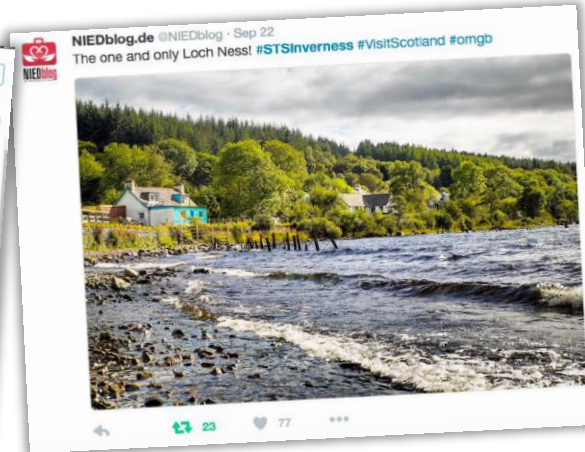


3 key events
showcasing
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Showcasing Inverness – Pre-fams

- Historical Tour - Cawdor Castle and Culloden Battlefield
- Loch Ness Tour - Jacobite Cruise from Dochgarroch to Urquhart Castle with a visit Urquhart Castle
- Scenic Tour - Dores Beach, Suidhe Point and Falls of Foyers



Showcasing Inverness - events

- Conference at The Kingsmills
- Opening reception at Hootenanny – Sponsored by Visit Inverness Loch Ness
- Gala dinner at Achnagairn Castle – Co-hosted with VisitScotland
- Closing reception – Jacobite Cruise on Loch Ness.



#STSinverness social stats – quick view



54 million OTS across
Twitter, Facebook and Instagram



304 photos and videos tagged with
#STSinverness on **Instagram**



3,025 tweets reached
4.5million unique accounts.



172 photos and videos tagged with
#STSinverness on **Facebook**



#STSinverness **trended** on
Twitter **both** conference days



“ We understand that travel bloggers are influential because they speak to their audience, and the audience trusts them. It is essential to trust travel bloggers that have a high number of followers and produce good work, by giving them the freedom to be creative. They know what they are doing. That is why we hire them in the first place”

Emma Mead, Interim head of International media and PR, VisitBritain

- *Consider influencers as a key element of their marketing strategy for promoting visitor dispersal and tackling seasonality*
- *Plan for long term relationships with travel influencers and work on offseason product development*
- *Give influencers the time and space to roam and find alternative visitor attractions in the main destination*
- *Base itineraries on themes or particular products to promote exploration*
- *Encourage influencers to give practical advice*

- *Travel influencers can offer authentic personal testimony of the real situation in the destination*
- *They can offer a new angle or even counter narrative to mainstream media coverage*
- *They can be very helpful in ‘giving a voice’ to smaller destinations*
- *They are highly experienced in using social media*