Official Opening of the QUEENSFERRY CROSSING

From:
Sent: None
Subject: FW: Test - Celebrate the Queensferry Crossing

From: Seasonal Marketing
Sent: 18 August 2017 15:37
To: REDACTED
Subject: Test - Celebrate the Queensferry Crossing

You are receiving this email as a test mailing. Some contents of this email may not display and/or behave properly.

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August 2017

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CELEBRATE THE QUEENSFERRY CROSSING

Scotland's newest bridge - the Queensferry Crossing will be the world's longest three-tower, cable-stayed bridge, and represents an exciting new tourism opportunity for Scotland.

This exciting addition across the Firth of Forth means Scotland will become the world's first destination to have three bridges spanning three centuries in one stunning location and what better time to shout about the bridge, than as part of the 2017 Year of History, Heritage and Archaeology.

With the opening of the bridge approaching we have pulled together a communications toolkit of information **which has content for social media, e-newsletters and a selection of stunning images and footage** – so all you have to do is simply copy and paste to help spread the word.

TAKE A LOOK AT THE TOOLKIT

Scotland's reputation as a quality destination relies on continued investment and innovation to ensure that current provision meets future demand. Investment such as this is key to growing Scotland's tourism industry and this new bridge will transform the tourism economy and support the ambitions for growth in connecting regions.

We appreciate your support and would be grateful if you could send any examples of where you've shared content to business.communications@visitscotland.com

Should you have any comments or queries, please get in touch, otherwise let's celebrate the Queensferry Crossing together.

Kind regards,

REDACTED
REDACTED

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VisitScotland, 94 Ocean Drive, Edinburgh EH6 6JH
VisitScotland Communications VAT No. 945 652106

From: REDACTED
Sent: 18 August 2017 16:47
To: REDACTED
Subject: FW: Queensferry toolkit & communication

Hi **REDACTED**,

Please see below and attached for your information – may be of use in any future discussions with **REDACTED**.

Thanks
REDACTED

REDACTED
Forth Replacement Crossing

Mob: **REDACTED**
Tel: 01383 **REDACTED**

From: REDACTED
Sent: 18 August 2017 15:46
To: REDACTED
Cc: REDACTED
Subject: Queensferry toolkit & communication

Afternoon all,

Please see attached the dedicated email to industry encouraging businesses to use the toolkit. If you have any changes or tweaks to be made then please let me know asap. No amends to be made from the toolkit so presume this is good to go!

We have scheduled this communication to be issued on Wednesday and will be sent to tourism businesses in Fife, Edinburgh & the Lothians. We will hopefully have our footage of the bridges ready by then to include.

Our press team will also be sending out a release about the toolkit and our latest blog about the best view spots to coincide with the toolkit email.

Regards

REDACTED

REDACTED
VisitScotland
Lower City Mills
West Mill Street
Perth
PH1 5QP

Telephone: 01738 **REDACTED**
Mobile: **REDACTED**
Twitter **REDACTED**

From: **REDACTED**
Sent: 16 August 2017 15:21
To: **REDACTED**
Cc: **REDACTED**
Subject: RE: Queensferry toolkit

Hello everyone,

Please see the amended toolkit.

REDACTED – can you have a look at the wording around the logo. I have also added the link below to the section around viewing.

We have also launched a new blog (yesterday) with the top 10 viewpoints of the Forth bridges – a great piece of information that businesses can share with their visitors.

I will work up a dedicated email that I can issue to Fife / Lothians businesses about the toolkit which I will send round for sign off (by Friday) that we can issue on Tuesday next week if that suits.

Here you are – http://www.visitscotland.org/business_support/advice_materials/toolkits/queensferry-crossing.aspx

If you haven't already had a look at some of the images that we have on our digital media library – have a look, they are stunning!

Kind regards
REDACTED

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West Mill Street
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For Visitor Information
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From World Heritage Sites to ancient monuments, cultural traditions to our myths, stories and legends, the 2017 Year of History, Heritage and Archaeology, running from 1 January to 31 December shines a spotlight on Scotland's greatest assets, icons and hidden gems. 2017 is the year to delve into the past – come and make history with us! #HHA2017 #facethepast

Show your #ScotSpirit....Join the conversation