

**Visit
Angus**

MARKETING CALENDAR

Themes for 2026

#VisitAngus #NaturallyAngus



Brand Proposition

Consumer trends for Scotland tell us that visitors are placing growing importance on their physical and mental wellbeing, and they want their travel to be a meaningful experience that creates lasting memories.

Our brand must convey that the variety of experiences available in Angus make it the natural choice for a holiday as visitors will find themselves amongst inspiring natural surroundings. Therefore, our brand proposition is...

Angus. Your natural escape.

A brand proposition creates a connection with the audience, communicates why visitors would want to visit, and what sets the destination apart from the rest.



Key Messages

On Scotland's east coast set between the sea and mountainous glens, Angus is a tranquil region offering a gentle escape, set between two cities. Angus lets you slow down and immerse yourself in beautiful scenery, world class produce grown in the area, and a rich history of Scotland.

Our Product & Messaging Pillars:

Outdoor Adventure – Active experiences, nature, wildlife, wellness and escapism, coast to glens.

Innovative Tastes – Local and seasonal produce, experiences and trails, local producers.

History & Culture – Built heritage, ancestors, famous people, places and stories, local communities.



Target Audiences

Visit Angus aims to raise awareness of Angus and its offering to prospective visitors, driving both day trips and overnight stays to the region.

Our key audiences seek out relaxation, quality and personalised experiences, with nature and culture being dominant themes.

Food-loving culturalists

Will seek out a relaxing holiday experience where they can enjoy cultural experiences accompanied by great food and drink. They enjoy short breaks in the UK and will recommend quality experiences when their host has gone the “extra mile”. They like to be seen to be influential and are typically professional and discerning individuals.

Natural advocates

Passionate about Scotland as it offers everything they want – scenery, connecting with nature and the chance to get away from it all. A holiday in Scotland will help them to unwind, recharge and enjoy quiet time. Natural advocates are typically more introverted individuals who value peace and quiet.

Experience seekers

Look for an active holiday where they will be energised by trying new things and pushing their limits. They’ll enjoy holidays both off-the-beaten-track and in urban settings and are typically energetic, sociable, career-minded individuals.

Wellness & Warming Winter Experiences

January to March

January – Winter wellness including relaxing outdoor activities like golf, walking, forest bathing and winter wildlife spotting, accommodation and pubs with cosy fireplaces, and indoor attractions like museums and galleries.

February – Romantic walks, escapes and getaways, wedding venues, accommodation with hot tubs, and couples' experiences including fine dining and distillery tours.

March – Spring blooms and the start of the outdoor season, spring walks, gardens, return of nature and farm visits.

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Celebrations of Heritage & the Great Outdoors

April to June

April – Arbroath Abbey and the Declaration of Arbroath, heritage attractions reopening for the season, Easter events, places to visit, and the outdoors.

May – Heritage trails, museums and attractions including castles, houses, sites and Pictish stones.

June – Active outdoor activities and experiences, wildlife spotting, nature, early summer events, festivals and days out.

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Food, Festivals & Family Fun

July to September

July – Family friendly activities, days out, events and places to visit, children's trails.

August – Summer activities, days out and places to visit, events and festivals.

September – Local food and drink produce and producers, places to eat, food and drink experiences, Arbroath Smokie.

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Autumn Adventure & Winter Spirit

October to December

October – Events taking place locally for Halloween, last chance to visit seasonal attractions, autumn colours and scenes.

November – Shop local at markets and farm shops, festive events, winter walks, stargazing.

December – A magical winter break, Christmas shopping, festive events, meeting Santa and Hogmanay celebrations.

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Get in touch

If you have products and experiences that fit with our themes, please get in touch!

We are always looking for exciting content to share on our website and social media channels. Email us at **info@visitangus.com**

Please note: content should be tourism related, aimed at visitors to Angus. It is within our discretion to publish any ideas and content, and we cannot guarantee the publication of any material we receive.



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