

Twinned with Tourism

A Community Promise for the South of Scotland

Getting the South ready for business

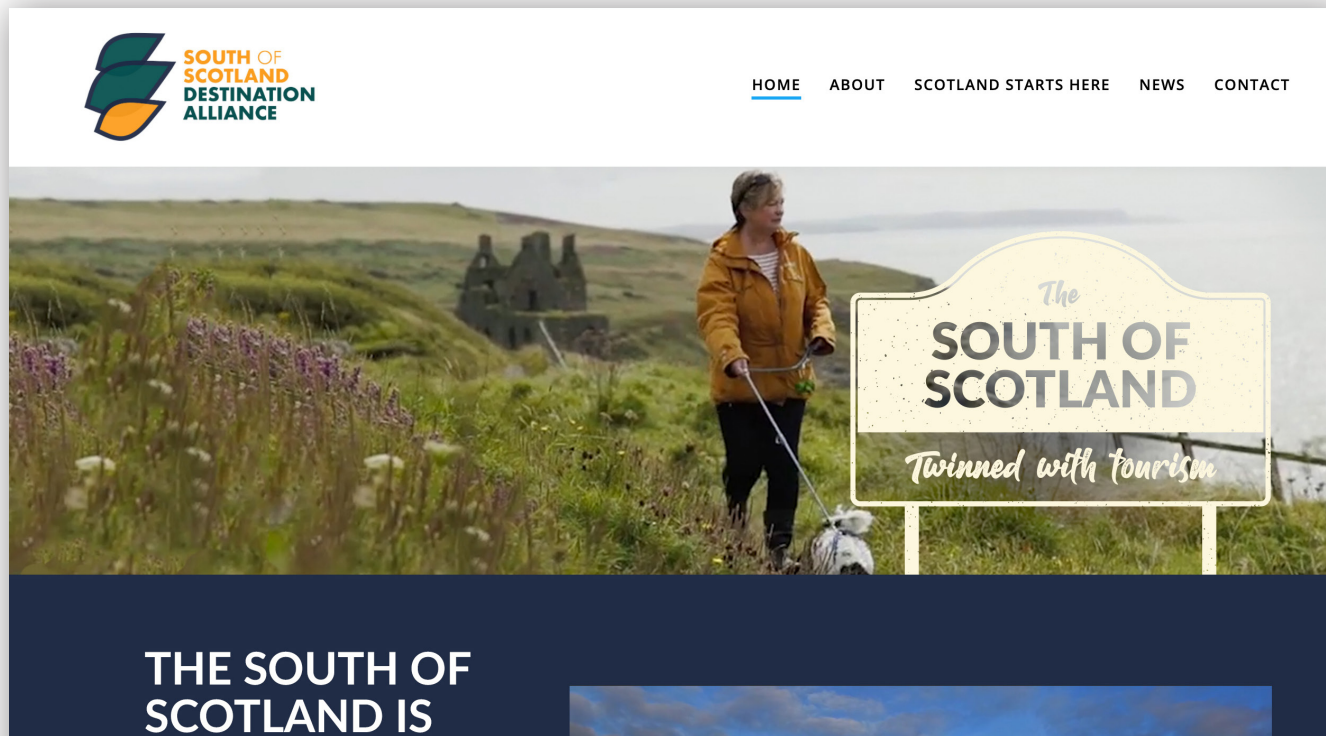
As tourism and hospitality businesses across the South of Scotland start to reopen their doors and welcome back visitors, the South of Scotland Destination Alliance (SSDA) is launching a new campaign aimed at promoting best practice in safe travel across the region.

Twinned with Tourism is about getting ourselves and our economy back on track. It's about pulling together so that we all benefit. Our visitors need a break and the local economy needs them to come and spend.

By keeping hold of the spirit of goodwill we all showed each other during lockdown, we can navigate the next phase. There are simple but important things everyone can do to get involved to make sure this campaign is a success for everyone.

How to get involved.

We're looking for local businesses based in Dumfries and Galloway and the Scottish Borders to help us reassure local communities that tourism businesses are reopening safely and respectfully and that communities in turn, can help businesses welcome visitors back. It also encourages visitors to come to the area and know they will be safe and very welcome. On the following pages, you'll discover how you can get involved and help us make the campaign a great success.



Support our launch.

1. Share our content and invite people to like and share it too.

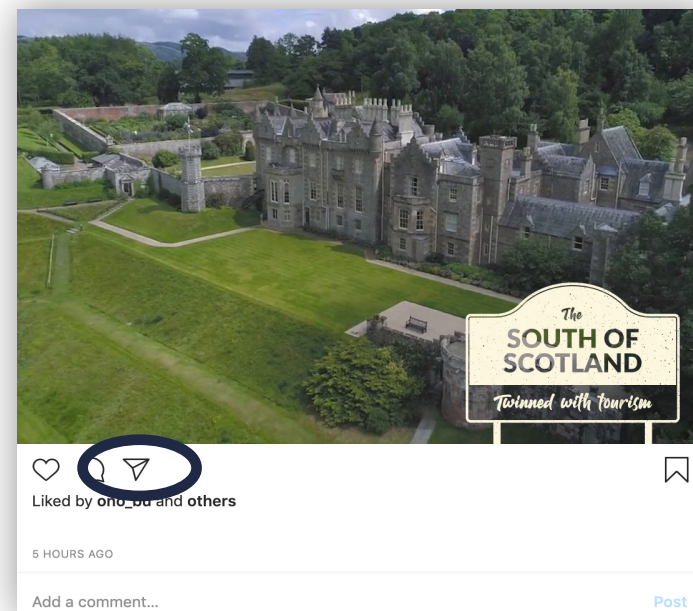
Facebook / Twitter

Hit share / retweet hashtag #TwinnedwithTourism



Instagram

Hit the arrow icon to share a post to your story.



Support our launch.

2. Share our content on your own website or social channels.

Choose from a range of downloadable assets at
<https://www.ssdalliance.com/twinnedwithtourism/>

Our campaign launch film



Our social images



Don't forget to tag us **@SSDAIalliance** on Facebook and LinkedIn
and **@SScotDAIalliance** on Twitter, and use **#TwinnedwithTourism**

Support our launch.

3. Share our website content.

There is some great content on our website. Feel free to share it. The more people that see it, the more people are likely to visit the glorious South.



Do's and don't's

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Please don't follow the campaign by trying to recreate your own posts. Sharing and liking is all we need you to do. A few of our recommended posts are below but we'll be posting new ones all the time. So keep an eye out and hit share when you see them.



The South of Scotland is ready to give our visitors the warmest and safest of welcomes.

#twinnedwithtourism

ssdalliance.com



Our new Twinned With Tourism campaign lets our visitors know we're ready to welcome them back.

#twinnedwithtourism

ssdalliance.com



We're making sure the best part of Scotland is also the safest to visit. Discover why we're Twinned With Tourism.

#twinnedwithtourism

ssdalliance.com

Please do use the hashtag **#TwinnedwithTourism** and tag us **@SSDAIalliance** and **@SScotDAIalliance** in all your activity.

Contact us

If you have any questions about the toolkit that haven't been answered here, please drop us a line at

info@ssdalliance.com



Thank you