

SUBJ: From Castles to Calmness: 10 Reasons Scotland Reigns as a Premier Wellness Destination

Hi xx,

This April, Edinburgh, [Scotland](#) hosted [My Peak Challenge](#) (MPC), a community-based lifestyle and wellness platform that was founded by Scottish actor and philanthropist Sam Heughan in 2015. With a mission to encourage others to “Help themselves while helping others,” the MPC Games and Gala will continue the event’s goal of raising money for charity for partners including the World Wildlife Fund and Blood Cancer UK.

Later this year in November, Scotland will host the [Global Wellness Summit](#) at the Old Course Hotel Golf Resort & Spa in St. Andrews. Bringing together leaders in the health, wellness and innovation spaces, the event offers a meeting place for discussion, research and connection into the growing industry that is bringing the world a healthier future.

The selection of Scotland as the host for these fitness and wellness-focused events is a reminder of how and why the country is the ideal setting for events focused on physical and mental wellbeing. Aside from its rich history steeped in tradition, vibrant culture and world-class cuisine, Scotland is the ideal selection for a planner looking to organize a group or event who want to connect with their colleagues, their surroundings and themselves thanks to a variety of factors:

- **Stunning Natural Landscapes:** Known for its stunning natural beauty, including majestic mountains, serene lochs, and picturesque coastlines, Scotland’s landscapes provide the ideal setting for wellness activities, allowing delegates and attendees to connect with nature and rejuvenate their spirits, both professionally and personally.
- **Outdoor Activities:** Whether exploring scenic routes, breathing in the fresh air, diving into a wide range of water sports for any skill level along the gorgeous coastlines and beaches or enjoying the tranquility of the countryside, Scotland offers a variety of outdoor activities promoting physical fitness and mental wellbeing.
- **Hitting the Greens:** As the birthplace of golf, Scotland is not only home to an impressive collection of over 700 courses and resorts but offers players and fanatics the chance to walk in the footsteps of the golf heroes. Many find the sport to be a mindful activity, allowing for the chance to be outside and stay active in a low-impact manner.
- **Spa Retreats:** Scotland boasts many luxurious spa retreats set against idyllic backdrops, where delegates can indulge in a variety of rejuvenating treatments and therapies before and after an event or meeting.

- **Wellness Workshops:** Many venues in Scotland offer wellness workshops and seminars tailored to the needs of MICE groups, which can cover topics including stress management, mindfulness, nutrition, and exercise, providing delegates with practical strategies for improving their overall wellbeing and promote group bonding.
- **Mindfulness Retreats:** Scotland's tranquil countryside provides an ideal setting for mindfulness retreats and silent retreats, where delegates can disconnect after networking. These retreats often include guided meditation sessions, nature walks, and reflective activities.
- **Wellbeing Incentives:** Incorporating wellness activities into MICE events can incentivize delegates and enhance their overall experience. From morning yoga sessions to team-building hikes, these activities encourage bonding, boost morale, and leave attendees feeling refreshed and energized.
- **Accessible Wellness:** Scotland's wellness offerings are accessible to delegates of all ages and fitness levels, with options ranging from gentle walks to challenging outdoor adventures. Whether delegates are seeking relaxation or adventure, Scotland has something to offer no matter what one defines as "wellness".
- **Integration with Meetings and Conferences:** Many venues in Scotland offer facilities and services that seamlessly integrate wellness activities into meetings and conferences. From incorporating mindfulness breaks into agendas to providing healthy catering options, these venues prioritize the wellbeing of delegates throughout their stay.
- **Unique Cultural Experiences:** Scotland's rich cultural heritage with thousands of years of history adds an extra dimension to wellness offerings, with opportunities to explore historic castles, estates and other sites, attend traditional music performances, and participate in cultural activities that promote a sense of connection and wellbeing. With a sizable amount of people claiming their ancestral roots in Scotland, there is no better place to explore one's family's history.

Looking to find out more? Get in touch for information and additional assets. Interviews are also available.

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For Skift's interest in business events (MICE) sector, please find below the new and expanded airline routes that significantly increase capacity from key markets for VisitScotland Business Events:

- **[JetBlue Launches Daily Seasonal Service from New York to Edinburgh](#)**: Starting from May 22, 2024, JetBlue will operate its first-ever Scottish route to New York. Daily seasonal service from JFK to Edinburgh Airport (EDI) routes, scheduled through September 30, 2024. Flights to Edinburgh will operate daily on JetBlue's Airbus A321neo with Mint aircraft, featuring 16 redesigned Mint Suite seats and 144 core seats (the premium Mint experience offers fully lie-flat private suites with innovative design elements, curated restaurant-style meals, and entertainment options and core customers enjoy a boutique-style experience with ample legroom and fresh meals).
- **[WestJet Expands Service from Eastern & Western Canada to Edinburgh](#)**: WestJet has announced new routes connecting major Canadian cities to Edinburgh, Scotland, starting this summer. Travelers from Toronto can now fly to Edinburgh daily, with flights commencing on May 14 through to October 13. Additionally, Halifax will be connected to Edinburgh with flights operating three times a week between June 20 and September 4. WestJet is also enhancing its service offerings from Western Canadian communities to Edinburgh. The Calgary-Edinburgh route, starting May 12 through to October 26, will now operate four times a week, up from three times a week. These new and expanded routes offer increased accessibility and convenience for business travelers from Eastern Canada seeking to attend events, meetings or conferences in Scotland.
- **[Air Canada Extends Seasonal Service to Edinburgh](#)**: Air Canada has expanded its airlift from Toronto to Edinburgh, Scotland, offering an earlier seasonal start from March 1st, 2024. Operating from March to January, the extended seasonal service provides a more robust option for travelers seeking direct flights between Toronto and Edinburgh throughout a larger portion of the year.
- **[Delta Expands Trans-Atlantic Service to Edinburgh](#)**: Beginning May 2024, new daily direct service connects Atlanta and Edinburgh, which builds on existing service from New York-JFK and Boston.
- **[Hainan Airlines Connects China and Scotland](#)**: Hainan Airlines restored the city's, and Scotland's, only direct connection to China in 2023. From May 17 to October 26, 2024 – an increase of nine weeks on 2023 – there will be four flights per week in the peak summer months (June 1 to September 30) on Mondays, Wednesdays, Fridays and Sundays. Services will operate on Mondays and Fridays with these dates.

- **Eurowings Stuttgart Adds Scotland to the Repertoire:** A new route from Edinburgh to Stuttgart is being introduced (three weekly flights).

Below, please find Scotland's major venue/ hotel openings and new activities/attractions that significantly increase destination capacity and provide a unique incentive experience for VisitScotland Business Events programs:

Hotels:

- **The Hoxton Edinburgh:** Set to open in 2024, The Hoxton Edinburgh brings the renowned Hoxton hotel group's first establishment in the city. Situated in the historic Georgian townhouses of Grosvenor Street, this hotel offers 212 rooms, three 3-bedroom apartments, and an innovative meeting concept called The Apartment. With event space for up to 200 guests, The Hoxton Edinburgh promises a unique blend of design, community connection, and versatile spaces ideal for hosting business events and meetings.
- **Holyrood Hotel (Rebranding to The Edinburgh Marriott Holyrood Hotel):** Undergoing a rebrand over the next 12 months, this hotel will offer 160 bedrooms and two meeting rooms, catering to business events with a total capacity of 100 attendees.
- **100 Princes Street (a Red Carnation Hotel):** Red Carnation's first hotel in Scotland will be unveiled in the spring of 2024. This luxury hotel offers 30 rooms with bespoke design elements, including a hand-painted mural and panoramic views of Edinburgh Castle, promising a high staff-to-guest ratio for personalized service.
- **Virgin Hotel Edinburgh:** Opened in summer 2022, this pet-friendly hotel with 222 rooms adds to the Old Town's vibrant hospitality scene, providing a convenient and stylish accommodation option for business travelers.
- **W Edinburgh:** Recently opened in November 2023, and located in the St James Quarter, this hotel brings 244 rooms, including 43 suites and a rooftop bar, to significantly boost Edinburgh's hosting capacity. Its opening marks a noteworthy addition to the city's hospitality scene, offering luxurious accommodation and upscale amenities for business travelers and new dining and venue options.
- **Gleneagles Townhouse:** Opened in summer 2022, Gleneagles Townhouse offers a boutique accommodation option in Edinburgh's Old Town. With 33 rooms and a range of facilities including a spa, gym, members club, meeting rooms, and a rooftop bar with stunning views, this hotel enhances destination capacity while providing a distinctive incentive experience for business travelers seeking luxury and relaxation.

Activities/Attractions:

- **Ian MacLeod Distillers, Rosebank Distillery – Opening 2024 (After 30 Years):**
Rosebank Distillery has completed initial distillation runs after 30 years silence and cask no. 001 is now maturing. The new spirit is maturing in a refill bourbon barrel which will create a rich, fruity, and floral whisky, reminiscent of the original Rosebank's signature flavour profile. This is a major milestone on the distillery's restoration journey since the reconstruction began in 2019. Ian Macleod Distillers has lovingly restored the Falkirk-based distillery from the ground up at its original location. With close attention to detail, blueprints of the original stills were found and used to recreate the shape and characteristics of those from the original distillery. The landmark chimney has been repaired and continues to dominate the skyline and centres the distillery site.

From 2024, the distillery will offer a world-class visitor experience for Rosebank fans around the world, with the finishing touches being applied to a series of amazing spaces across the historic site. The final key element of the final part of the build is a two-storey car park ensuring the local community are shielded from visitor parking needs. The car park could allow more than 50,000 whisky visitors to visit the highly anticipated attraction each year.

- **Ian MacLeod Distillers, Edinburgh Gin – Opening Summer 2024:** Unique to Scotland, Edinburgh Gin's Rutland Street and Leith distillery is relocating to The Arches on East Market Street. The highly anticipated Edinburgh Gin state-of-the-art Distillery and Visitor Experience opens in early summer 2024 and will bring with it an array of meeting spaces and only-in-Scotland gin immersive experiences.

Below, please find the new sustainability/CSR/ESG or diversity (DEIB) initiatives from VisitScotland Business Events:

- As VisitScotland's [Journey to Change](#) program continues to garner pace and speed, the campaign has become a signpost for CSR programs, and it also plays an imperative role to ensure that business events leaves an economic benefit on the communities they effect.
 - Your Journey to Change starts in Scotland. Bring your business event to a destination that fights against climate change, values thriving communities, embraces innovation and has sustainable development as a priority. Enable global solutions with your business event in Scotland. Join us on the journey, read our [blog](#) and watch our [film](#).
- VisitScotland's Journey to Change campaign offers opportunity to incorporate community-based activities and meaningful ways to give back to the local community through volunteering, charity partnerships, and sustainable initiatives, fostering positive

social impact while creating a memorable event experience. Some of the key community-based and CSR activities include [Green Team](#), [Invisible Cities](#), [Cyrenians](#), [RSPB](#), [Scotland: The Big Picture](#), [Trees for Life](#) and [The Larder](#).

Pitch 3 Driving Deals on the Green

Fore! An exciting summer of golf on the Scottish greens is coming

As the birthplace of golf, [Scotland](#) may affectionately be known as “The OG”... The Original Greens. And as the first home one of the world’s most popular sports, the country offers an unparalleled experience for golfers and non-golfers alike who are visiting the country for a meeting or conference. Since the establishment of the Royal and Ancient Golf Club of [St. Andrews](#) in the 16th century, Scotland has become renowned as the home of the globally played game, and today, novices, professionals and general enthusiasts dream of playing at one of nearly 700 courses, including St. Andrews, [Gleneagles](#), and [Royal Dornoch](#). In fact, at any given time, Scotland’s courses make up a handful of the top 10 courses in the world. Many of these conveniently near the business hubs of Edinburgh and Glasgow, making a day on the greens, networking and decompressing after an event easier than elsewhere in the world.

Aside from its commitment to maintaining its famed golf courses, Scotland leads in sustainable practices, preserving natural landscapes and wildlife where they are found. For over 600 years, dedicated teams of greenkeepers, caddies, and coaches have ensured the excellence, environmental well-being, and heritage of Scotland’s greatest grounds. For example, the Old Course at St. Andrews is actively restoring its dunes and beaches, managing the coastline, and protecting endangered species like the kestrel. Royal Dornoch reseeds Fescue annually to maintain the natural landscape and supports youth development through free golf lessons in schools. Initiatives like the "[Green Shores](#)" project at the Struie Course in partnership with St. Andrews University highlight Scotland's dedication to environmental sustainability.

Summer Golf Season 2024

As with golfers around the world, Scotland is in “full swing” for an unforgettable summer 2024 season of golf as it proudly hosts five major men’s and women’s tournaments. The [Genesis Scottish Open](#) will kick off the season from July 11 to 14 at the Renaissance Club, East Lothian. This event promises world-class action from the stars of the DP World Tour and PGA TOUR, with Rory McIlroy defending his title alongside many other great champions and rising stars.

The pinnacle of the season is golf’s original major, The [152nd Open](#) from July 14 to 21, which will be hosted at Royal Troon’s Old Course for the tenth time. At this tournament, the world's greatest male golfers will compete for the iconic Claret Jug and the esteemed title of The Champion Golfer of the Year. Among those likely in attendance is Tiger Woods, who, alongside other great champions and rising stars, has expressed his intention to play the greens, promising an exciting week of competition.

The [Senior Open Presented by Rolex](#) returns to Carnoustie from July 25 to 28. Alex Cejka will be back to defend his title at Europe’s only senior major championship, held at one of the world’s finest, award-winning links courses.

For the third consecutive year, The [Women's Scottish Open](#) will be hosted at Dundonald Links from August 15 to 18. This event not only boasts a strong field but also inspires new generations to celebrate women's sport. It is the first GEO Certified® Tournament on the Ladies European Tour, recognizing the tournament's leadership in sustainable golf.

The [AIG Women's Open](#) will close off the season in style, hosted for the third time in St. Andrews from August 21 to 25. This reimagined event places fans at the heart of the action and aims to inspire new generations to celebrate women's sport.

Enjoying the Greens as a Non-Golfer

If getting into golf has always been on one's radar, what better place to start playing the game than the very place where the game, itself, started?

For those who may not play, Scotland's courses offer a variety of amenities that allow visitors make the most of the landscapes, coastlines and local scenery. The Fairmont St. Andrews, situated on the picturesque Scottish shores in Fife, boasts one of Scotland's largest conference facilities within a hotel. It will host the [Responsible Seafood Summit](#) from October 21 to 24, 2024 and the [Global Wellness Summit](#) from November 4 to 7, 2024. The Gleneagles Resort, home to three championship golf courses and home to the 2014 Ryder Cup, is also renowned for its spa, archery, falconry, and cycling. The resort's grand meeting spaces, impeccable event management, and variety of outings make it an ideal destination for any event.

[The Rufflets Hotel](#) in St. Andrews, an elegant venue perfect for intimate meetings or incentive travel, accommodates up to 150 participants. [The Hill of Tarvit Mansion and Garden](#), an Edwardian hotel with its own golf course, offers lawn tennis, putting, croquet, and a beautiful collection of paintings, ceramics, and tapestries, adding to its unique charm. Overlooking the picturesque town of St. Andrews, the iconic Rusacks St. Andrews is a luxurious base for exploring the area, set in a monument to golf and its founders. Additionally, during the summer months, St. Andrews University transforms its halls of residence into great value summer accommodations, offering both self-catered and bed and breakfast options in various settings.

Interested in helping your readers plan a hole-in-one event? Reach out for more information or photos of any of the above courses or any courses that may be of interest. Interviews are available upon request.

FOR IMMEDIATE RELEASE

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VisitScotland Business Events Set to Shine at IMEX America 2024

XXXX XX, 2024 – VisitScotland Business Events (VSBE) will be participating in IMEX America 2024, one of the leading global trade shows for meetings, incentives, conferences, and exhibitions (MICE). Taking place from October 8-10 at the Mandalay Bay Convention Center in Las Vegas, Nevada, IMEX America, attendees will have the chance to connect with the VSBE team to learn more about Scotland, new properties and renovated spaces for events and incentives and meet key DMC partners. This year, VSBE will be joined by a distinguished lineup of partners, showcasing the diverse and dynamic offerings of Scotland as a premier destination for MICE travel. The VisitScotland Business Event team will be located at Booth E1704, where conference attendees are encouraged to schedule meetings and visit the stand to learn about the diverse venues, innovative services, and rich cultural experiences available in Scotland to elevate their next event. The partners in attendance include:

- [2B UK DMC Scotland](#)
- [Edinburgh International Conference Centre](#)
- [HORIZONS by Tour Operator Group](#)
- [Limitless DMC](#)
- [Macdonald Hotels & Resorts](#)
- [Mar Hall](#)
- [Marine & Lawn, North Berwick](#)
- [Mount Royal Hotel Edinburgh](#)

- [Scottish Event Campus \(SEC\)](#)
- [Sheraton Hotel & Spa, Edinburgh](#)
- [The Gleneagles Hotel](#)
- [W Edinburgh](#)

VSBE will be hosting a reception on Wednesday, October 9, demonstrating Scottish heritage, tradition and hospitality with refreshments inspired by the country's cuisine and a curated selection of whisky for tasting. Guests can also enjoy entertainment by traditional Scottish bagpipers.

Richard Knight, Director of Marketing – The Americas, Business Events, expressed enthusiasm about the event: "IMEX America is an important event for us to connect with global planners and industry professionals. Scotland offers a unique blend of rich heritage, cutting-edge facilities, and stunning landscapes, making it an ideal destination for business events. Our continued presence at IMEX America, alongside our esteemed partners, underscores our commitment to the industry and to showcasing Scotland's world-class offerings and welcoming international events to our shores."

Scotland provides an unparalleled combination of world-class conference centers, hotels for larger events and historic estates and homes for more intimate and exclusive groups, plus international travel infrastructure, all set against a backdrop of rich history, culture, and legacy. This makes Scotland a legendary and innovative destination for international conferences, meetings, incentives, and exhibitions. VSBE is dedicated to fostering creative collaborations with local communities, inspiring positive change, and advancing corporate social responsibility goals.

For more information on how Scotland is shaping the future of MICE tourism and business events, get in touch with Gabi Sandler, gabi.sandler@aboutdci.com. Interview opportunities are available.

For more information on how to plan an event or conference in Scotland, contact +1 647-261-9989 or email businesstourism@visitscotland.com.