



REMOTE WORKING OPPORTUNITIES

**REPORT DEDICATED TO REMOTE WORKING
OPPORTUNITIES FOR SCOTLAND**

**KEY FOCUS ON
FOOD TOURISM**

BY JEMMA REID & YVONNE WAGOUN





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**“EMBRACING THE
REMOTE WORK
REVOLUTION TO
REINVIGORATE
TOURISM”**

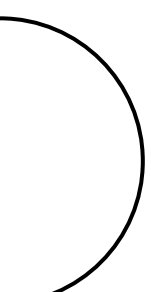
ALMOST HALF OF ALL GLOBAL DESTINATIONS NOW OFFER DIGITAL NOMAD VISAS

THE WORLD TRAVEL
ORGANIZATION

The number of destinations offering Digital Nomad Visas has risen significantly over recent years, with almost half now offering visas for at least one year.

According to a new analysis by the World Tourism Organization covering 54 destinations, the rise in Digital Nomad Visas (DNVs) has gone hand-in-hand with an increase in digital nomads, with destinations in all regions working to meet the market trend.

Source November 23: [World Travel Organization](#)



THE THINKING



Jemma Reid, JR Events, Sales & Consultancy, A tourism professional with over two decades of experience, she possesses a proven track record of success in project management, destination and product development, marketing, travel trade, events, and sales. Collaborating with local, regional, and national businesses and stakeholders, she is driven by a passion for growth, innovation, and excellence, making a tangible impact on businesses and destinations alike. Jemma was voted Top 100 Women in Tourism in Scotland for 2 years running and has been awarded several accolades for her contribution to tourism and industry initiatives.

With a deep-rooted passion for the food, drink, and tourism industries, she stands as one of Scotland's esteemed Food Tourism Ambassadors. Currently, she is spearheading this initiative to uncover promising remote working opportunities for Scotland. Driven by an insatiable curiosity and a thirst for new experiences, she continuously seeks out remote work opportunities that allow her to explore new destinations, connect with diverse individuals, learn from other businesses, and expand her professional network both within Scotland and across the globe.



Yvonne Wagoun launched White Stag Tourism Ltd, an Edinburgh-based tourism business development consultancy in 2016, working with national and international tourism businesses in the private and public sector.

Born in Munich, Germany, Yvonne has been working in the inbound travel market since 1994, gaining extensive experience with travel operators large and small, specialising in product and business development, contracting and travel trade distribution strategies. She has been voted one of the Top 100 Women in Tourism in Scotland in 2022.

An enthusiastic traveller, with favourite destinations including Munich, Birmingham, Lisbon, the Dolomites, and Croatia, she embraces a location-independent lifestyle. Yvonne values remote work, allowing her to blend her passion for travel with her professional commitments.



THE THINKING

This report explores the opportunities for Scotland to attract remote workers and how this can contribute to growing the international reputation of Scottish tourism and indeed food tourism in order to drive economic benefits.

Remote working is a relatively new trend in the UK, but it has exploded in popularity since the COVID-19 pandemic. As a result, more and more businesses are realising that having their staff on-site at all times is not necessary and can actually even be beneficial, including those who work for themselves.

Jemma Reid, a Food Tourism Ambassador for Scotland, was tasked with delivering a project to drive awareness and support the growth of food tourism in Scotland. In 2018, whilst working with Yvonne Wagoun in destination development, they connected with an international professional in the sector who sought to collaborate with Scotland. Together, Jemma and Yvonne identified opportunities for Scotland through the remote worker market. This report details those opportunities, focusing on what they could mean for Scotland and how the sector could grow.

Their project was inspired by their invitation to present at the Saltwater Nomad conference in Dubrovnik in May 2022, where Jemma presented Scotland as a destination for remote workers and nomads. Since then, both Jemma and Yvonne have been invited to deliver workshops with international remote workers, leaders, and storytellers at in-residence programmes. They believe that there is a huge opportunity for Scotland in this area.

The report includes case studies from around the world, key considerations, what we have learned, where we see the opportunities, and what the Scots say, having collaborated with 56-Degree Insight on opportunities for those who live and work here. It then presents the opportunities and outlines the next steps for Scotland.

THE THINKING

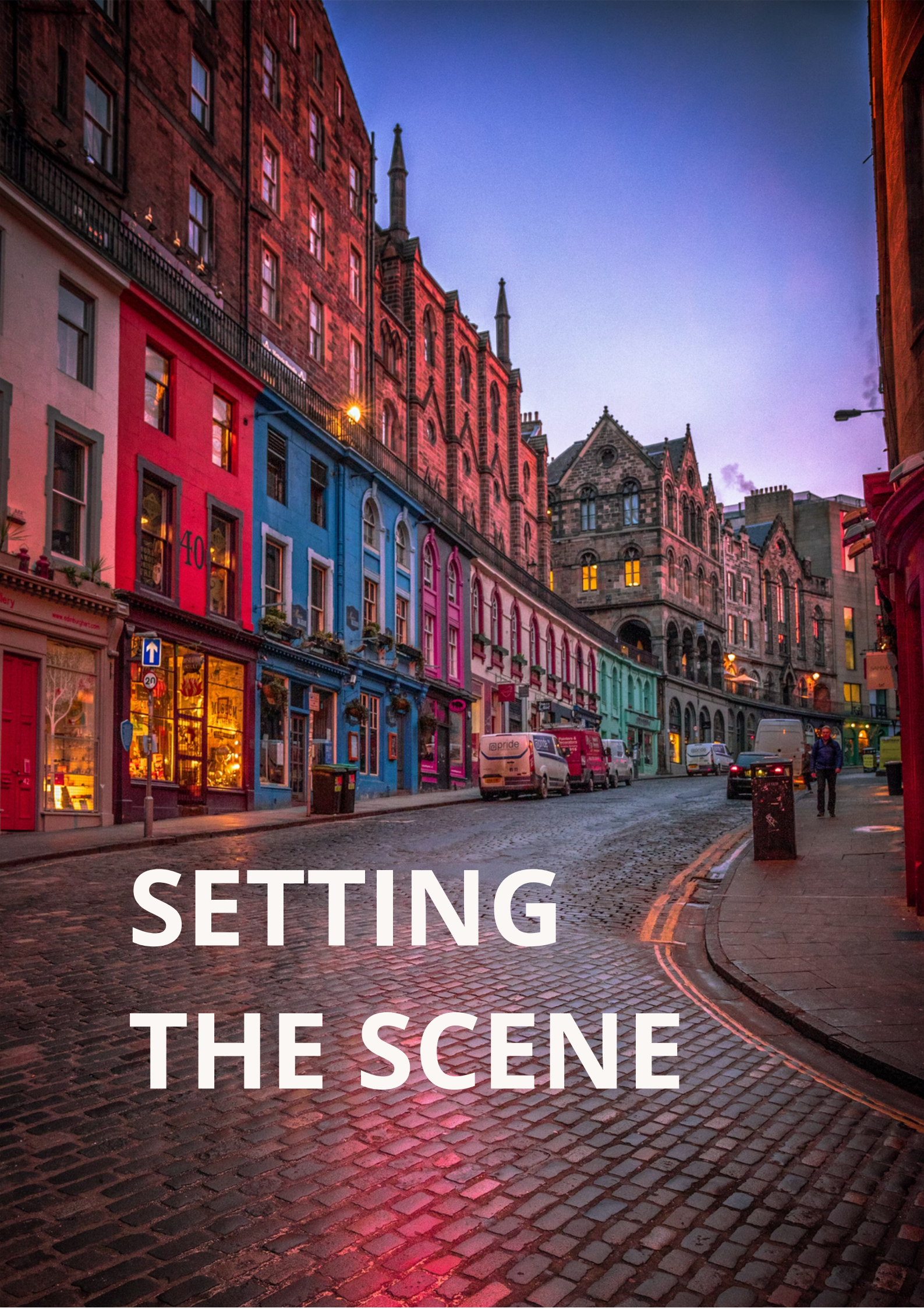


We believe that Scotland has a unique opportunity to position itself as a destination for remote workers, particularly those interested in food tourism, but the opportunities could be adapted across all sectors. Scotland has a rich culinary heritage, stunning scenery, and a welcoming culture. By attracting remote workers, Scotland can boost its economy, support its food tourism sector, and promote its international reputation. By leveraging its strengths in remote work and indeed food tourism, Scotland can attract visitors who will stay longer, spend more money, and help to promote the country's food and drink culture to the world.

The report focuses on the following key areas:

- ➔ The potential scale of the remote work market and how the tourism industry can benefit.
- ➔ Opportunities for Scotland to attract remote workers and digital nomads.
- ➔ The impact of remote work on food tourism in Scotland.
- ➔ How to develop Scotland as a destination for remote workers who want to experience and promote Scotland and Scottish food tourism.

Following this report, we encourage businesses and destinations to reach out for support, training, and advice on how to grow the remote work market in Scotland. We can support with consultancy, product development, marketing and indeed connect you to our built up network internationally.



SETTING THE SCENE



How attracting remote workers can contribute to growing the international reputation of Scottish Food Tourism

Workcations are a work and travel trend that combines working and taking a holiday. They are on the rise, largely thanks to the increased location flexibility and rising worker burnout. They have gained prominence due to the convergence of remote work, a desire for work-life balance, and the adaptability of the travel industry. This trend has reshaped how people think about work and leisure, allowing them to explore new places while staying productive in their careers.

We get different varieties of workcations – from the lowest impact which are part business, part leisure travel where a work trip is combined with an extended holiday before or after the work event, to more extreme combinations of work and leisure. Leisure as practised by Digital nomads - people who are location-independent and use technology to perform their jobs, living a nomadic lifestyle.

Digital nomads work remotely, telecommuting rather than being physically present at a company's headquarters or office.

But for many of us, where we have flexibility around our work arrangements, it is about the possibility of extending our ability to enjoy different destinations and activities by working while away – without eating into our annual leave entitlement and enjoying a better quality of life.





Remote working can benefit and grow tourism in a number of ways

Economic benefits

- Remote workers often stay longer in a destination than tourists, which means they spend more money on accommodation, food, and activities.
- Remote workers can contribute to the local economy by starting their own businesses, investing in local businesses, or volunteering their time to the community.
- Remote workers can help to attract new businesses to a destination, as businesses are increasingly looking to locate in places that offer a good quality of life and amenities for their employees.

Social benefits

- Remote workers can help to diversify a destination's economy and make it less reliant on traditional tourism industries.
- Remote workers can help to revitalise rural and underserved communities.
- Remote workers can bring new ideas and perspectives to a destination, which can help to boost creativity and innovation.

Environmental benefits

- It supports communities and rural businesses
- Remote work can help to reduce traffic congestion and air pollution.
- Remote workers can help to promote sustainable tourism practices.

Examples

- Barbados has launched a "Welcome Stamp" programme to attract remote workers to live and work on the island for up to 12 months.
- Estonia has a "Digital Nomad Visa" programme that allows remote workers from around the world to live and work in Estonia for up to one year.
- Madeira has launched a "Remote Workers Madeira" programme to attract remote workers to the island with a variety of benefits, including tax breaks and discounts on flights and accommodation.

These are just a few examples of how remote working can benefit and grow tourism. As remote work becomes more popular, we can expect to see even more destinations develop programmes and initiatives to attract remote workers.

This report shares evidence and outlines opportunities for Scotland.

SETTING THE
SCENE

WHAT IS A REMOTE WORKER



Introduction

Overview of the remote worker opportunity.

- The rise of the remote working culture
- Why does it matter
- An opportunity for food tourism in Scotland

Types of remote workers

Defining the difference between key remote worker types:

- Digital Nomads
- New Expats
- The Workcationer / remote worker
- Other nomad classifications

SCOTLAND HAS
AN OPPORTUNITY

Nomad Visa Destinations

Which countries are already grabbing this this tourism trend

- Countries
- Destination Case studies
- What makes a good remote work destination
- Digital Nomads in the UK





Introduction

As the world went into lockdown due to the COVID-19 pandemic outbreak, people worldwide started to experience a 'new normal.' This 'new normal' has normalised remote working and resulted in the mainstream adoption of technologies to support virtual collaboration, communication, and work from a distance.

While the COVID-19 pandemic resulted in the restriction of mobility as borders were closed, airlines grounded, and daily commutes limited, visions of a potential future of 'remote life' started to take shape. As professionals (and employers) around the world start to realise that they are no longer physically secured to their desks, offices, or workstations, they may now start to consider a future where they are remote-working across the globe. Companies around the world have extended their remote-working policies, implemented due to COVID-19, through 2021 and beyond, and are starting to consider a broader shift towards remote (or hybrid) workforce models as a means for reducing overhead costs while supporting employee productivity and wellbeing.

The impacts of the COVID pandemic have rippled throughout the tourism industry.

Even as the industry has a long road to recovery, there will likely be lasting impacts.

Several countries, including Estonia, Georgia, Bermuda, Barbados, Italy and others, have recently introduced a new type of visa that allows longer-term visits for remote workers. In other words, they are establishing "digital nomad" visas that provide residency (up to 1 year) to location-independent workers that allow them to work or run their business from the country regardless of the location or time zone of that business.

The COVID-19 pandemic may have accelerated the digital nomad phenomenon's normalisation first predicted by Makimoto and Manners (1997) more than 20 years ago. When Tsugio Makimoto and David Manners published their future-looking manifesto Digital Nomads in 1997, they envisioned a globalised world in which new technologies, new kinds of work arrangements, and a growing emphasis on entrepreneurial practices would radically change our lives, blurring distinctions between work, leisure, home, and travel.



They argued that companies would continue to adapt to be competitive in the (virtual) global marketplace, and, as a result, people would be forced to choose whether to live the life of a settler or nomad (Makimoto and Manners, 1997). Today, more than 20 years later, their vision of a world in which people would be liberated from daily commuting to/from their office cubicles has indeed become a reality for many, be it either by choice or involuntary (Thompson, 2019).

Normally linked to digital work and workers there are opportunities for other industries as companies recognise the benefit of cultural and experience expansion for their workforce.

Experiencing international cultures, work practices, and a deep dive into regional and local supply chains will benefit a deeper experience-based learning and in turn benefit businesses large and small.

There are clear benefits and opportunities how the hospitality and related services industry are able to benefit from the trend which is sure to stay. Startups are expanding programs that cater to remote workers with office for a day, extended stay and work, learn and play options.

Researchers estimate that there will be 1 billion digital nomads in the world by 2035; the number is estimated to have been around 4 million before the COVID-19 pandemic.

Why does it matter?

- Nine out of 10 businesses plan to combine remote and on-site work in a new hybrid model designed for a pandemic-changed world.
- To that end, the hospitality industry is now courting the millions of “digital nomads” in the U.S. who compose the hybrid workforce.
- Hotels and startups are offering features such as “office for a day” workspaces and packages that combine remote work with travel, fitness and a range of activities, from archery to philosophy classes in Greece for remote workers living abroad.



Remote working presents an opportunity to grow tourism in Scotland, particularly food tourism and communities..

UK residents can remote work from different parts of Scotland, immersing themselves in new communities and exploring the country's food and drink offerings.

Remote workers from across the globe can visit Scotland for extended periods of time, working part-time while experiencing the country's cuisine and food tourism experiences.

Remote workers from the food, drink, and food tourism industries can collaborate with Scottish businesses and individuals, expanding their networks, learning best practices, and immersing themselves in the Scottish food and drink scene.

For example, a marketing manager from a German brewery could remote work in Scotland, meet and mingle with local brewers, and soak up the Scottish brewing scene. This would expand their horizons and spark international learning and collaboration.

Another example could be an American who wants to come to Scotland to be a distiller for the day or work on a farm. He could remote work from Scotland while experiencing these incredible and memorable experiences.

Or a food travel writer and blogger, could remote work in Scotland, experience the country's food and drink delights, and write about them, promoting them to the world. This would be free marketing for Scotland.

By creating programmes and marketing food tourism and Scottish food and drink to remote workers, we can attract more people to the country, boost the economy, and promote Scotland as a food tourism destination.

Whilst we know that not all professionals will have the opportunity to remote work due to the nature of their work being more operational and hands-on, there are many roles in the industry that could adapt their work to remote work now and then.

Types of remote workers

The term 'digital nomad' refers more to a lifestyle than a niche.



There are more and more emerging borderless models and employers are able to create differentiated value through radical flexibility. There are different types of remote workers, in fact, there are over 20 sub-niches of digital nomads as highlighted by Mark Phillips of Nomad Stays outlined [here](#).

The article created in 2022, explores 'New Nomads' who are not the quintessential 20-year-old tech-savvy traveller working from the beach in a hammock as we would see on social media.

The 'New Nomads' come in all shapes and sizes and they are typically 35-55 years of age professionals who have done exceptionally well in their careers and looking for a deeper meaning in life. The experience of exploring the world while working from anywhere has a gravitational pull. Or they are planning their great escape from the corporate world because it makes no sense to them anymore to spend so much time in a sterile office environment.

Below we highlight some of the most prominent types of nomads and those most suited to considering Scotland as a remote work destination.

The personas presented in this report have been fabricated for illustrative purposes and do not correspond to real individuals.

Digital Nomads

This is the term and type of remote worker most people will be familiar with. It encompasses employees or self-employed who work from a digital nomad destination for extended periods, generally from 6 to 24 months. Digital nomads stay longer, explore deeper, and spend more than traditional tourists, sitting perfectly at the intersection between visitor and resident. Their focus is immersion in the location's culture and they seek to experience living and working in exotic locations, often within a co-working and living environment. This type of working generally appeals to independent, individual contributors, tech workers and professionals.

Visas, taxation, right to work and insurance implications are usually assisted by the chosen country, generally one which offers a digital nomad visa.

They typically spend around €650-1000pcm per room for accommodation, €25 per day on eating out and €60 per week on 2 experiences.



IT'S ALL ABOUT THINKING OUTSIDE THE BOX

One Global Fast Food Company's Vision



Work from any outlet in the world

Sponsored travel fund

Sponsored language lessons

Sponsored accommodation support

Digital Nomad Persona

Name: Alex Thompson

Age: 30

Occupation: Digital Nomad



Bio Alex Thompson is a 30-year-old adventurous and tech-savvy individual who has embraced the digital nomad lifestyle. With a passion for travel and a keen interest in exploring new cultures, Alex has made the world their office, using technology to work remotely and maintain a flexible lifestyle.

Background: Alex comes from a diverse background, having studied computer science at university and working as a software developer for a few years. Feeling the need for more freedom and excitement, Alex decided to embark on a digital nomad journey, combining technical skills with a love for travel and discovery.

Lifestyle: As a digital nomad, Alex has created a lifestyle that allows him to work from anywhere in the world. Armed with a laptop, smartphone, and reliable internet connection, Alex can connect with clients, collaborate with colleagues, and complete projects from exotic locations or cosy cafes. This freedom allows Alex to set his own schedule, work during his most productive hours, and take breaks to explore the local attractions, go hiking, meet the locals or simply relax on the beach.

Passions and Hobbies: Alex is passionate about exploring new destinations and immersing himself in different cultures. He enjoys learning about local customs, trying traditional cuisines, and engaging with fellow travellers and locals.



Alex is an avid photographer, capturing breathtaking landscapes and vibrant street scenes during his travels. He also enjoys documenting his experiences through blogging and sharing insights and tips with other aspiring digital nomads.

Challenges and Adaptability: While the digital nomad lifestyle offers incredible opportunities, Alex faces unique challenges as well. Adapting to different time zones, managing work-life balance, and maintaining a stable income can be demanding. However, Alex has learned to be adaptable, resourceful, and resilient. He actively seeks co-working spaces or communities where he can connect with like-minded individuals and build a support network. Alex embraces the challenges as opportunities for personal growth and continuously evolves his skills to stay relevant in the ever-changing digital landscape.

Values: Alex values freedom, independence, and personal growth. He believes in the power of technology to connect people, bridge cultures, and create positive change in the world. Alex is passionate about sustainability and seeks eco-friendly practices wherever he goes, supporting local businesses and minimising his environmental footprint.

Future Aspirations: Looking ahead, Alex plans to continue exploring new destinations, expanding his network, and working on meaningful projects. He envisions collaborating with other digital nomads on exciting ventures and contributing to the global digital nomad community through mentorship and knowledge sharing.

In summary, Alex Thompson embodies the essence of a digital nomad, combining his technical expertise with a love for travel, adventure, and cultural immersion. His passion for personal growth, adaptability, and desire for freedom define his unique persona in the digital nomad world.

The New Expat

The New Expats work mostly from home or satellite office and tend to visit international offices for 6 to 10 weeks. Expats work for companies like Airlines, construction companies, the finance industry, and other global sectors. Their focus is on immersion in company or sectoral culture. Often the family can join for luxurious holiday at some point during the stay. This type of working appeals to established managers and executives.

It is less expensive and disruptive to family and there are limited visa and tax issues. Destination requires short-term accommodation and transport options.



Companies reported the highest expected increase in assignments to be deployed to US, China, UK, Singapore and Brazil.



Source: [expat network](#)

Since 2016 short-term expat assignments have been on the rise. The top five drivers behind international assignments are:

- *To 'provide specific technical skills not available locally',*
- *To ensure 'know-how transfer',*
- *To provide 'specific managerial skills',*
- *To facilitate 'career management and leadership development' and fulfil 'specific project needs'.*

In the future, 57% of companies expect the number of key or strategic assignments to increase, 51% expect to deploy a higher number of younger assignees and 41% anticipate more assignments to remote locations.

New Expat Persona

Name: Sarah Hernandez

Age: 35

Occupation: New Expat / Remote worker



Bio: Sarah Hernandez is a 35-year-old professional who recently transitioned into the world of remote work as a new expat. Originally from the United States, Sarah decided to embark on a new chapter in her life, embracing the opportunity to work from home or satellite offices while occasionally visiting international offices for extended periods. This lifestyle allows her to combine her passion for work with her desire to explore new cultures and experience life in different countries.

Background: Sarah has a diverse professional background, having worked in project management for a multinational corporation for several years. With a strong track record and valuable expertise, she was given the opportunity to work remotely and manage projects across various time zones. Embracing the chance to immerse herself in different cultures and expand her professional horizons, Sarah eagerly accepted the role of a new expat.

Lifestyle: As a new expat, Sarah has built a lifestyle that balances the comforts of home with the excitement of international experiences. She typically works from a dedicated home office or a satellite office near her current location, allowing her to maintain a routine and collaborate with colleagues online. However, every few months, Sarah packs her bags and embarks on a 6 to 10-week stay at international offices, where she interacts with local teams, fosters relationships, and gains a deeper understanding of the company's global operations.

Passions and Hobbies: Sarah is passionate about exploring new cultures, trying local cuisines, and learning about different traditions.



She enjoys the opportunity to engage with people from various backgrounds, fostering connections and friendships along the way. Sarah is an avid traveller and loves to document her experiences through photography and travel writing. She also enjoys seeking out local art scenes, eating local food, attending cultural events, and participating in community activities.

Challenges and Adaptability: Being a new expat comes with unique challenges. Sarah faces the task of adapting to different work environments, time zones, and cultural norms. She must strike a balance between maintaining a productive work routine and embracing the cultural immersion opportunities at her international offices. Sarah has developed strong communication and organisational skills to navigate these challenges successfully. She actively seeks local connections and immerses herself in the community to build a support network and make the most of her experiences.

Values: Sarah values cultural diversity, personal growth, and professional development. She believes that embracing different perspectives and immersing oneself in new environments leads to enriched experiences and broadened horizons.

Sarah is also committed to work-life balance and actively seeks opportunities to explore her surroundings and take care of her well-being. She is mindful of sustainability and seeks eco-friendly practices wherever she goes, promoting responsible travel and minimising her environmental impact.

Future Aspirations: Looking ahead, Sarah aims to continue her journey as a new expat, visiting more international offices, and further expanding her professional network. She seeks opportunities to take on challenging projects that allow her to make a meaningful impact while immersing herself in diverse cultures. Sarah envisions leveraging her experiences to become a mentor for aspiring new expats, helping them navigate the challenges and embrace the rewards of this unique lifestyle.

In summary, Sarah Hernandez embodies the spirit of a new expat who thrives in a remote work environment. Her curiosity, adaptability, and passion for cultural immersion define her persona as she navigates the world of international offices and remote collaboration. Sarah's dedication to personal growth, fostering connections, and embracing diversity shapes her journey as she works and explores from different corners of the globe.

The Workationer

A workation is taking a break from the usual place of work, not from the work itself. It is suitable for working for short periods (2 weeks - 3 months) from a remote location, it combines work and travel and can be remote or office-based. It allows disconnection from the office or WFH (working from home) and appeals to ALL employees, particularly those with distant family. There are no visa or tax issues (unless international) to be expected and there will be limited disruption to teams. Limited infrastructure considerations are of benefit.

A "workationer" is someone who combines work and a holiday by working remotely while travelling or staying in a holiday destination. This term emerged as a result of the growing trend of individuals seeking more flexibility in their work arrangements and a desire to enjoy the benefits of travel and relaxation without taking traditional holidays.

Here are some characteristics that typically characterise a workationer:

Remote Work: Workationers have jobs or businesses that allow them to work from anywhere with an internet connection. They leverage this flexibility to work while travelling.

Flexible Schedule: Workationers often have control over their work schedules, allowing them to allocate time for both work and leisure activities. This flexibility is essential for balancing work and holidays.

Travel Enthusiasts: Workationers are passionate about travel and exploration. They take advantage of remote work opportunities to visit new places, whether it's a different area, city, country, or continent.

Extended Stays: Unlike traditional holidaymakers who may take a week or two off, workationers tend to have longer stays at their chosen destinations. They may stay for weeks or even months, immersing themselves in the local culture.



In-Office
+ Remote

HYBRID

The Workationer continued

Productivity Focus: Workationers prioritise productivity and maintain their work responsibilities while on the road. They create a conducive work environment to ensure they meet their job requirements.

Technologically Savvy: To be effective workationers, individuals often rely on technology, such as laptops, smartphones, and virtual collaboration tools, to stay connected and productive while travelling.

Balance Work and Play: While workationers do work during their travels, they also make time for leisure activities, sightseeing, and relaxation. Balancing work and play is a crucial aspect of the workation lifestyle.

Self-Motivated: Workationers need to be self-motivated and disciplined to manage their work responsibilities while being in a holiday-like setting. They must resist distractions and maintain their work ethic.

Seek Unique Experiences: Workationers often look for unique and immersive experiences in their chosen destinations. They want to make the most of their travel opportunities and explore the local culture and cuisine.

Mix of Business and Pleasure: Workationers may combine business meetings or conferences with leisure trips, making the most of their travel expenses and time spent away from home.

Diverse Backgrounds: Workationers come from various professional backgrounds, including freelancers, remote employees, entrepreneurs, and digital nomads.

It's important to note that the term "workationer" has become more prevalent with the rise of remote work and the recognition that many people can maintain their job responsibilities while enjoying the benefits of travel. The workation lifestyle offers a unique blend of work and leisure, allowing individuals to explore new places and cultures while staying connected to their careers or businesses.



The Workationer Persona

Name: Michael Johnson

Age: 50

Occupation:

Workcationer in the food tourism industry

Bio: Michael Johnson is a 50-year-old seasoned professional in the food industry who has embraced the concept of taking a workation. With extensive experience and expertise in culinary arts and hospitality, Michael has found a way to combine his passion for food with a flexible work lifestyle that allows him to explore new destinations while continuing his work remotely.

Background: Michael has spent the majority of his career working in various roles within the food industry. From managing restaurants to working as a chef, he has developed a deep understanding of flavours, cuisines, and customer satisfaction. After years of dedicating himself to the industry, Michael decided to seek a change of pace and explore a more adventurous lifestyle that combines work and travel.

Lifestyle: As a workationer, Michael has crafted a unique lifestyle that blends work responsibilities with exploration. He typically spends a few months in a particular destination, renting a temporary residence equipped with a functional kitchen. He leverages technology to remotely manage his food-related business ventures, such as consulting or running an online cooking course. This allows him the flexibility to adapt his work schedule while immersing himself in the local food scene, discovering new ingredients, and experimenting with diverse culinary traditions.



Passions and Hobbies: Michael's passion lies in the art of food and culinary exploration. He enjoys discovering local markets, sampling traditional dishes, and engaging with local chefs and food enthusiasts. Michael takes pleasure in experimenting with different ingredients and techniques, often incorporating local flavours and techniques into his own creations. He also enjoys sharing his culinary expertise through cooking demonstrations, food blogging, and teaching workshops during his workation adventures.

Challenges and Adaptability: Being a workationer in the food industry presents unique challenges. Michael faces the task of sourcing ingredients in unfamiliar environments, adapting to different kitchen setups, and managing his business remotely. He embraces these challenges as opportunities for growth and innovation. Michael has honed his problem-solving skills, developing resourcefulness and adaptability to overcome any obstacles that may arise during his workation journeys.

Values: Michael values authenticity, craftsmanship, and cultural exchange. He believes that food is a universal language that brings people together, fosters connections, and provides insight into a culture's heritage and traditions. Michael is passionate about supporting local food producers, advocating for sustainable practices, and promoting healthy and delicious food experiences. He also values work-life balance and ensures he takes time to enjoy the local attractions, scenery, and recreational activities during his workation stays.



Future Aspirations: Looking ahead, Michael plans to continue exploring new destinations, uncovering culinary treasures, and expanding his network in the food industry. He aspires to collaborate with local chefs, build partnerships with food-focused organisations, and contribute to the development of sustainable and innovative food practices. Michael envisions combining his workation experiences into a memoir or cookbook, sharing his unique blend of travel and culinary wisdom with fellow food enthusiasts.

Michael Johnson embodies the spirit of a seasoned workationer in the food industry, blending his expertise in culinary arts with a thirst for exploration and cultural immersion. His passion for food, adaptability, and commitment to authenticity shape his persona as he navigates the world, working remotely and indulging in local culinary delights. Michael's journey as a workationer reflects his dedication to his craft, his desire for new experiences, and his belief in the power of food to unite people from all walks of life.

OTHER NOMAD CLASSIFICATIONS

THERE ARE A RANGE OF DIFFERENT DIGITAL NOMAD CLASSIFICATIONS, MANY WITH THEIR OWN SPECIFIC NEEDS AND EXPECTATIONS. THESE MIGHT BE:

1

Location Independent Workers

- They don't identify as being a digital nomad and identify more with just Location-independent travellers.

3

Work for Accommodation Nomad

- People who travel for free accommodation offer skills as a trade-off, carpenters, digital marketing, cleaning and reception work in hostels, BnB's using Stay for Free apps like World Packers. House sitting, pet sitting. But generally have a way of earning money online too.

2

Nomad Entrepreneurs

- A startup or online business, e-commerce, coach and more. Often these entrepreneurs live and work remotely full time.

4

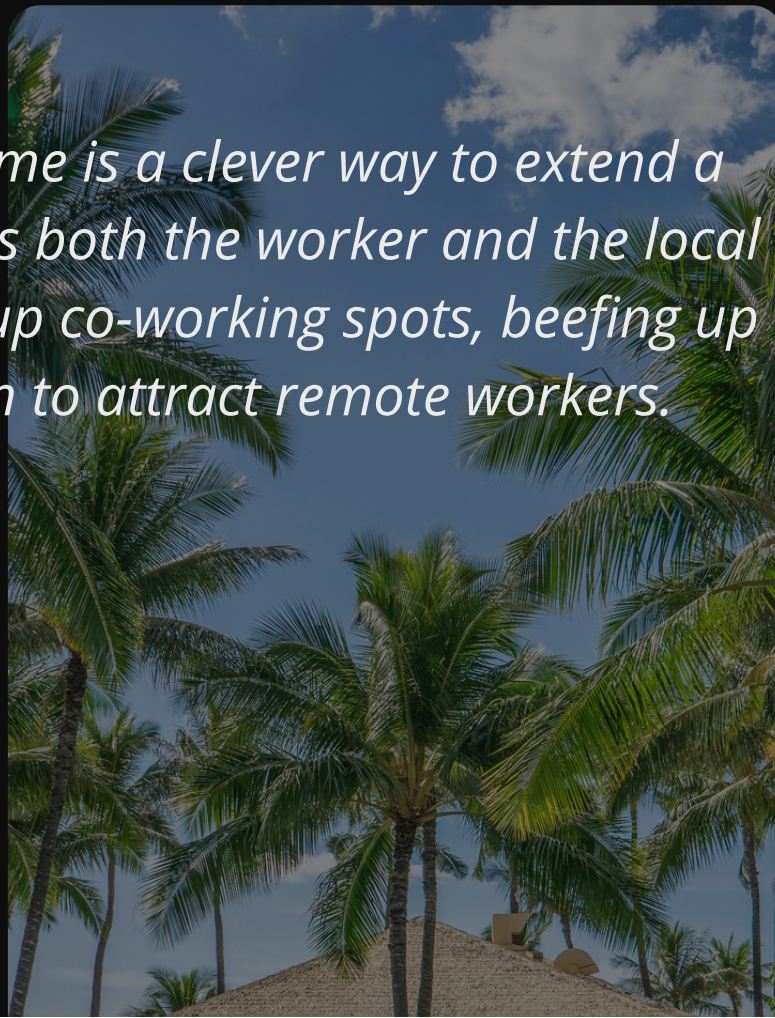
The Startup Nomad

- Someone who moves to a country for the Talent Visa to grow their business where the market is the biggest. This is what Nomad Stays Founders did to come to Europe and grow the business because the tourism in France at the time of accepting the visa was and still is the biggest in the world.

Source: [Nomadstays Blog](#)

"While various terms are used to describe this audience, their self-identification can vary depending on the location. For instance, in Croatia, all such individuals are categorised as digital nomads."

IT IS ALL ABOUT THINKING OUTSIDE THE BOX





Where else in the world are countries accommodating this new tourism trend

Visas for digital nomads fill a legal vacuum for remote workers who wish to spend short or extended periods of time abroad working independently. The main difference between a tourist visa and a digital nomad visa is how long the holder can stay in the country.

Tourist visas are for short stays, typically up to 3 months, whilst digital nomad visas allow for longer stays, often 1 year or more. Neither visa allows the holders to be employed by a local company. Digital nomad visa applicants usually have to prove that they are remote workers. They may need to show they can support themselves financially for the entire stay.

It's growing every year!!

CHECK OUT THE LIST BELOW...

THERE IS STILL SPACE FOR SCOTLAND!!!



Cyprus
Colombia
Iceland
Latvia
Montenegro
Hungary
Georgia
Bahamas
Antigua & Barbuda
Barbados
Bermuda
Cayman Islands
Argentina
Romania

Croatia
Czech Republic
Curacao
Costa Rica
Dominica
Dubai
Estonia
Germany
Mexico
Australia
Portugal
Spain
Montserrat
Mauritius
Greece



Italy - Coming soon
Thailand - Coming soon
Indonesia - Coming soon
South Africa - Coming soon
Sri Lanka - Coming soon

CROATIA'S NEW DIGITAL NOMAD VISA PROGRAMME



Croatia launched a new visa programme for digital nomads in 2021, as part of its 'Croatia your new office' campaign. Requirements include proof of remote work, sufficient yearly income, health insurance, security background checks, and a rent contract.

A new way to drive economic benefit..



The digital nomad work visa comes with tax exemptions (foreign digital nomads are not subject to pay income tax in Croatia) and a validity of up to 1 year.

Applicants can request their digital nomad visa for Croatia online. The standard processing time is approximately 20 days from the date of submitting the application.

Upon arrival in Croatia, holders of a Digital Nomad Residence Permit are required to register with the local authorities. They must provide their Croatian address and update this information during their stay if needed. Close family members of the visa holder can also join them in Croatia.



In Croatia they saw a 138% increase in permit applications from 2021-2022 for nomads. Biggest interest from: USA, UK, Russia (MUP Statistics, 31.01.22.)

Average visits monthly - www.Nomadlist.com

- Zagreb - 550
- Split - 934
- Dubrovnik - 317
- Zadar - 150



TULSA, OK

- Attracted more than 1,600 remote workers
- Contributed \$19.1 million to the local gross domestic product of Tulsa County in 2021
- Generated approximately \$1.6 million in state and local tax revenue in 2021
- Created one new job in Tulsa for every two remote workers who relocated
- Increased local earnings by \$62 million in 2021, including \$51.3 million directly attributed to relocated remote workers and \$10.7 million from the employment boost generated in the local economy (the multiplier effect of remote workers spending locally)
- On track to drive \$500 million in new local earnings and support up to 5,000 high-impact jobs by 2025, including thousands of relocated remote workers and at least 1,500 newly created full-time equivalent local jobs
- Generated \$2.38 in new induced labor income locally for every dollar spent on the incentive programme.

The Tulsa Remote Worker Incentive Programme has had a number of positive impacts on the local economy...

Source: [AirBnB News](#)



BARCELONA: MOVE YOUR DESK. CHANGE YOUR LIFE.



As part of their ambition to become a more sustainable destination, **Barcelona** is focussing on increasing length of stay, reducing seasonality, and connecting tourists and locals.

A new programme, called Barcelona Workcation, challenged digital workers to relocate for a period to the city using the slogan 'Move your desk, Change your life.'

Two different options – a rural / seaside relocation and a more urban experience – were offered to highlight the breadth and variety that Barcelona had to offer.



Where this campaign really shone was with the support offered to digital nomads: from accommodation to temporary medical insurance to six months of access to 25 of Barcelona's museums, remote workers were provided with everything they could need to ease their transition into the city.

While the campaign marketing was slower off the mark than anticipated due to unexpected COVID waves, the serious consideration and policy work that the team at Barcelona has put in place will create a solid foundation for future promotion.

Source: [City/Nation/Place](#)



THE ISLAND OF ARRANMORE

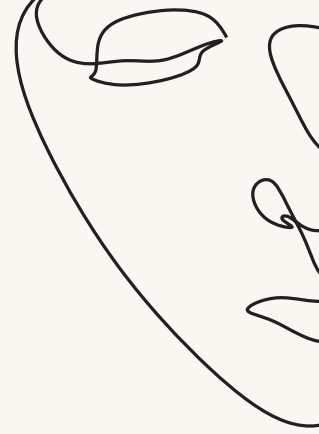


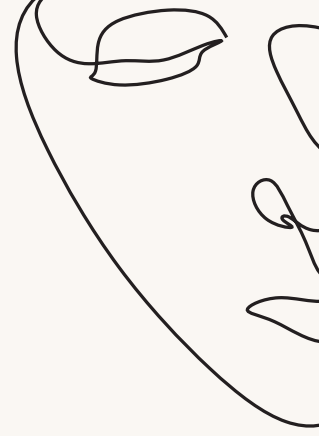
Home to 469 people, the Irish island of Arranmore (Árainn Mhór) sits off the north-western coast of Ireland. The island has long suffered from a gradual population decline as the fishing and farming industries integral to the local economy are unable to compete with the allure of the mainland and well-paying jobs offered in the cities. As growing numbers of the island's youth had to move to urban areas to find work and be connected to better services, the islanders of Arranmore recognised the need to innovate to retain a viable population.

As such, any area that has a strong internet connection can become a work hub for a digital nomad, leading to the popularisation of shared workspaces in big cities. However, more and more remote workers are looking to relocate away from major hubs to enjoy a healthier work-life balance.

Arranmore lies in an idyllic location in the North Atlantic, and islanders realised they could capitalise on the growing number of people seeking to work remotely by investing in IT infrastructure.

After installing high-speed internet the island now boasts one of the fastest connections in Ireland, and in conjunction with communications company Three, Arranmore has unveiled a new state-of-the-art hub. The MODAM digital workspace is the crown jewel of Arranmore's pitch to draw in digital nomads, it delivers high-quality upload and download speed as well as video conferencing, smart technology, and telecommunication abilities. Additionally, spots are available from €20 a day - a bargain compared to most co-working spaces.





Message In A Bottle

With its natural beauty, remote location and ultra-modern infrastructure, the islanders hope that Arranmore will become an attractive option for remote workers. To encourage migration to Arranmore, residents penned an open letter to the citizens of the United States and Australia describing the best parts of the island and how they could play a part in reviving an island community that has a lot to give. “We’re working to become the most connected island in the world,” explains Arranmore Island Community Councillor Adrian Begley.

Arranmore boasts not only its facilities but its community and environment, and its inhabitants believe that it is set to become an up and coming hub for graphic designers, photographers, and other digital workers. Begley explains that moving to Arranmore will let new arrivals “enjoy life and have a good job. You get the best of both worlds. You’re making time for living.” A hard sell intent on melding the best of its natural beauty and the latest innovation of the digital workplace, the Irish island has made a new, modern twist on an otherwise common trend.

Arranmore Island Community Council are also working with other groups and organisations, such as Grow Remote, which endeavour to promote remote working and support those who do, and engage with companies who are making the move towards having a more remote-based workforce.

Source: Island Innovation



A 2018 study showed that over 4.8 million Americans described themselves as digital nomads, with global trends suggesting that this number is set to increase worldwide.

WHAT MAKES A GOOD REMOTE WORK DESTINATION

Remote workers have the luxury of choice when it comes to what destination to settle on. They need to be inspired, as they can choose ANYWHERE in the world. There are however some key requirements they will take into account:



Internet Connectivity And General Communication Infrastructure

One of the most important things to take into consideration when remote workers consider a destination is the reliability and strength of the internet connection. This connection must be complimented by the appropriate accompanying technological infrastructure to maintain it and carry out any necessary upgrades.



Cost Of Living

The cost of living is another vital consideration when choosing the ideal remote work destination as it has a direct impact on the remote workers quality of life. They will take into account the cost of accommodation, groceries, utilities, goods, services, healthcare, and entertainment.



Climate

Choosing the right climate for a remote work destination can definitely have positive health benefits. Research conducted by Yale University illustrates that nature people who spent two hours a week in green spaces – local parks or other natural environments, either all at once or spaced over several visits – were substantially more likely to report good health and psychological well-being than those who don't. Therefore, choosing a remote work destination that has a climate conducive to communing with nature can have an undeniably positive effect on work-life balance.



Leisure Activities

Generally, the choice of climate and range of leisure activities go hand in hand. Leisure activities play a crucial role in promoting work-life balance, reducing stress, fostering social connections, enhancing physical and mental health, boosting creativity, and providing a sense of personal fulfilment.



Safety

Being a victim of crime can have a devastating impact on emotional, psychological, and physical health. Therefore it is always important to consider crime rates when choosing a remote work destination.



Raising A Family On A Remote Work Destination

Choosing a place to work remotely affects not only the individual, but also their family. Remote workers who also want their family to remain together during the experience of being in a different destination have to consider additional aspects, such as quality of education, and activities that are suited to children.

WHERE DOES THE UK CURRENTLY STAND?

Websites like **Nomad List** assist remote workers to find the best places in the world to live, work and travel as a remote worker. Every second, it collects millions of data points on thousands of cities around the world, from cost of living, and temperature to safety. With that data, Nomad List gives remote workers an idea of where it's best to go.

The **UK** currently ranks at place 74 of 111 countries on the list of best countries for remote working. The system uses 22 different factors divided into six different categories like health and safety conditions, travel prices and social opportunities, the index gives clear insights into the countries that would be easiest to work from remotely.



Source: [Kayak](#)



DIGITAL NOMADS IN THE UK

Europe is at the forefront of the digital nomad trend, with an ever-expanding list of nations announcing DNVs, but while this is great news for remote workers looking to relocate, wider availability of visas does not necessarily mean they are easy to apply for.

With higher financial thresholds to be met, their DNVs are some of the hardest to obtain, but not all European nations are establishing strict eligibility requirements. In fact, 3 of them allow nomads to remain as tourists for extensive periods of time – including the UK - without having to worry about visa rules at all.

The United Kingdom has a surprisingly relaxed border policy, taking into account the country's reputation for taking control of its own borders very seriously.

Unlike the confusing 90/180-day rule which applies for example to Americans entering the Schengen Area, the U.K. allows visitors to stay for up to six months following each new entry. This means a U.S. citizen will not be expected to leave after only three months in the country.

Once the 6-month period is up, a U.S. passport holder can, in theory, exit the country, spend a day in a neighbouring country such as France, and return to Britain immediately after that. As long as they never stay for longer than 180 days following each entry, they will continue on the right side of the law.

Digital nomads are not allowed to do work for a UK Company while in the country. Eligibility needs to be checked on a case by case basis.

Source: [Traveloffpath.com](https://www.traveloffpath.com)



Feedback on Scotland for Digital Nomads

Mark Phillips, founder of Business in Bare Feet and NomadStays. Mark is a digital nomad himself and is one of the authorities in this area of work and travel.

Key Challenges:

- The local hoteliers are not yet familiar with the digital nomad market and are not always willing to accommodate longer-staying guests.
- Some areas of Scotland have a big weekend leisure business, which means that there are no rooms available on weekends for longer-staying digital nomads.
- Scotland is seen as quite expensive by European standards, which can be a major barrier for digital nomads on a budget.
- The country does not yet have a strong reputation as a digital nomad destination, so there are not as many events, coworking spaces, and other resources available as in other countries.

Opportunities:

- There is a growing number of digital nomads who are looking for unique and off-the-beaten-path destinations. Scotland could appeal to these nomads with its stunning scenery, rich history, and friendly people.
- The Scottish government could take steps to promote Scotland as a digital nomad destination, such as providing tax breaks or visa incentives for digital nomads.
- Local businesses could also get involved by offering discounts or special packages for digital nomads.

Summary: Scotland is a beautiful country with a lot to offer digital nomads, but there are some challenges that need to be addressed to make it a more attractive destination.



Feedback on Scotland for Digital Nomads

Recommendations:

- The Scottish government should work with local hoteliers to educate them about the digital nomad market and encourage them to accommodate longer-staying guests.
- The government could also provide funding for the development of more co-working spaces and other resources for digital nomads.
- Local businesses could offer discounts or special packages for digital nomads, such as free Wi-Fi or discounts on local attractions.
- Digital nomads themselves can help to promote Scotland as a digital nomad destination by sharing their experiences on social media and other platforms in turn being ambassadors for our country, food & drink and tourism offerings.

Overall, Scotland has the potential to be a great destination for digital nomads, but there are some challenges that need to be addressed in order to make it more attractive. By working together, the Scottish government, local businesses, and digital nomads themselves can create a more welcoming environment for digital nomads in Scotland.

Jemma Reid and Yvonne Wagoun are able to provide assistance to destinations and businesses, understanding the very specific needs of digital nomads and remote workers and apply this insight to develop a programme and product that will be suitable to this lucrative segment of the tourism economy. We believe both self catering and hotels pose an opportunity in terms of accommodation.

A CHANGING WORKFORCE

WORKPLACE MOBILITY TRENDS



**What does it mean for the
Hospitality Sector**



Workplace mobility trends: from office, to home, to hotels?

The co-working and flexible workspace trend was booming before the pandemic. Since 2010, demand for flexible office space has risen manually by 21% and shows no sign of slowing down.

Designed to be a low-cost alternative to working from isolated kitchen tables or renting expensive offices, co-working spaces solve the downside of working from home and bring professionals together. As a result, the number of co-working spaces worldwide is projected to reach 40,000 in 2024, double what it was in 2020.

Remote work has for many been a blessing, if not a revelation. Away from the hustle and bustle of animated open spaces, traffic jams and rush-hour commutes has meant less distractions, increased productivity, greater autonomy, more time for leisure and family and improved work-life balance. Many people are enjoying having greater control of their workstyle and are not ready to go back to the office anytime soon.

According to [Microsoft's Work Trend Index](#) surveying 30,000 people from 31 countries, 73% of workers wanted their employers to continue providing flexible remote work options after the world returned to some semblance of normality.

This shift from traditional ways and places of working is resulting in an exponential growth of remote working professionals and the remote working economy. In turn, it's driving a growing demand for alternative, flexible workspaces – and hotels are proving they can be the answer to cater to the needs of this mobile workforce.

Source: remoters.net



Hybrid hospitality: an all-in-one offering

The value of co-working spaces in hotels

The value of integrating coworking spaces into hotels as part of a hybrid model – meaning a mix of hotel rooms by night and inspiring workspaces by day – is countless. After all, there are many core qualities to hotels that give them an edge over offices and traditional coworking spaces. As global real estate advisor Colliers International shares in a report published August 2020 on ‘Hybrid Hospitality’ as the future, these qualities include:

- **Plenty of adaptable space:** From private rooms to meeting and event rooms or shared spaces and communal areas, hotels provide a variety of suitable workspaces be it for private calls, coworking or socialising. If adjustments are needed, underused areas, business centres and hotel lobbies can be transformed relatively easily into modern, vibrant working spaces.
- **Excellent on-site amenities:** In addition to proposing work areas, hotels boast of a whole range of additional facilities from gyms and pools to restaurants, bars, clubs, and even rooftops, adding to the workers’ experience and loyalty, especially if discounts or freebies are part of the package.
- **Round-the-clock services and access:** Unlike offices or co-working spaces that are closed evenings and weekends, hotels are open 24/7 accommodating various workstyles and needs.
- **Maximum flexibility:** An unquestionable appeal for businesses and employees is that hotels do not require long-term obligations, leases or expensive guarantees and instead offer day-to-day flexibility for renting workspaces.
- **A ‘hospitality-first’ experience:** Personalised high-quality services and creating pleasant environments and experiences for guests are in the hospitality industry’s DNA.
- **Connectivity in every sense of the term:** aside from fast reliable internet, hotels have the ability to connect travelling professionals, entrepreneurs and local communities.

Source: [colliers.com](https://www.colliers.com)

Another appeal of coworking spaces in hotels, even more critical today than ever, is that these establishments adhere to [strict hygiene and cleanliness protocols](#) to ensure their guests can enjoy safe and clean environments.

ZOKU

Hans Meyer is co-founder and managing director of Zoku, an award-winning, re-invented apartment hotel concept, facilitating global living and working for the independent travelling professional.

Experiencing life first-hand as a digital nomad, Hans lived and worked remotely throughout Europe, Africa, The Middle-East and Central America. This allowed him to discover a gap in worldwide hotel accommodation and inspired him to create a hybrid living and working solution that was yet to exist in the hospitality industry.

Launched in 2016, Zoku created a new category in the hotel industry – a home-office hybrid, with the services of a hotel and the social buzz of a thriving neighbourhood. Zoku can now be found in Copenhagen, Amsterdam and Vienna.

A firm believer in value creation and innovation for the international hospitality industry, Hans founded HotelsAhead in 2003, an Amsterdam-based consultancy that develops new hotel concepts and business models.

Read more [here](#)





A recipe for success

Workplace mobility trends: A boon for hospitality and tourism

The pandemic hit the hospitality and tourism industry hard, but now is the time to rethink the business model and capitalise on tourism and hospitality's dual purpose as places for leisure and business, mobility and connectivity, work, sleep, and life.

Accommodation providers can attract more guests and extend their stays by:

- Providing workspaces for co-working and interaction.
- Offering discounts for extended stays.
- Partnering with local businesses to offer incentives and experiences to guests.
- Hosting digital nomad and remote worker-in-residence programmes, which bring people from all over the world with a shared interest to stay in self-catering accommodation for around a month.

Benefits for the local economy:

- Guests spend time at local attractions, eat, drink and shop locally. They support rural communities and businesses and increase economic value.

Benefits for guests:

- Guests immerse themselves in the local culture, they network with other professionals in their field.
- Guests have the opportunity to learn from experts and participate in unique experiences.

Examples of digital nomad and remote worker in residence programmes:

1. **Gastronomy programme:** Bring together professionals in storytelling, destination development, artisan food, community building, photography, academia, and entrepreneurship to work together, learn from each other, and share their knowledge.
2. **Arts and culture programme:** Bring together artists, writers, musicians, and other creatives to work on their projects, collaborate with each other, and experience the local arts and culture scene.
3. **Tech and innovation programme:** Bring together entrepreneurs, investors, and other tech professionals to brainstorm new ideas, develop products and services, and connect with potential partners.

There are even opportunities to create themed in-residence programmes for a targeted audience or demographic including retirees or those wishing to meet others through similar interests to combat loneliness.



Scotland has 18,850 food and drink businesses, which employ around 115,400 people. It is identified as a growth sector in our Economic Strategy.

There is the need to increase participation in apprenticeships and T Levels which are the new 2 year courses taken after GCSE's within the food and drink sector; improve food and drink-specific training provision; and develop skills for the future, particularly around management and leadership.

Major disruptors, such as the UK leaving the European Union and digitalisation, present both threats and opportunities for the sector. Embracing transformational technologies will improve productivity and deliver higher-skilled and better jobs. However, the lack of management and leadership skills within the sector remains a barrier to the adoption of technology and best practice.

“Therefore is there not an opportunity to encourage digital nomads or remote workers from elsewhere to work in these roles remotely to fill the gap in Scotland and gain international expertise? ”

In terms of training and recruitment, our research found that there were different gaps across the supply chain with sector specific, technical skills required.

However, management and leadership skills were commonly identified as both a training and recruitment gap across the sector. This evidence suggests collaborative action to improve management and leadership skills could benefit the whole sector.

A lack of skills was identified as one of the top three barriers to growing productivity. Difficulty in measuring productivity was also highlighted in service-based parts of the sector.

Food and drink businesses are generally finding vacancies more difficult to fill compared to three years ago. Recruitment is expected to become even more difficult in future, as the proportion of those of workingage reduces and net migration falls. In addition to specific technical skills, manager and director positions were commonly identified as 'difficult to recruit for' across the sector.



Preparing for a changing workforce continued:

The common perception that the workforce in the sector is low-skilled is false. Food and drink businesses are looking to fill roles across all skill levels, according to our research. The types of skills required vary across the sector from more specialised skills in agriculture, horticulture and manufacturing to more generic skills in retail and hospitality. Management and leadership skills gaps were common across the sector. Businesses tended to spend their training hours on in-house training rather than external training.

Source and further reading: fdfscotland.org.uk

Aspects of benefit to the remote workers and the F&D/ Hospitality Industry in Scotland

Innovation & Skill Exchange: Innovation in farming, fishing, food and drink is vital to empower Scotland's food and drink businesses to respond to today's consumer and market needs and to adapt to future challenges and opportunities.

Multiparty Collaboration: where a number of companies and stakeholders come together and collaborate for mutual benefit. Through sharing of best practice groups can overcome specific challenges for the sector or build knowledge on themes such as resource efficiency or reformulation for health.

Source and further reading: interface-online.org.uk

OPPORTUNITIES AND BENEFITS FOR SCOTLAND



**WHILST WE MIGHT NOT
BE ABLE TO OFFER THIS
ALL YEAR ROUND...**



WE CAN OFFER THIS!!!





and this...





AND THIS





AND THIS





SEASONALITY OPPORTUNITY

Scotland's allure extends far beyond the summer months, with each season unveiling its unique charm and inviting visitors to experience its diverse landscapes, vibrant culture, and rich history. While the perception of colder and wetter months has historically impacted tourism, there's a growing movement to extend the season and showcase Scotland's year-round appeal.

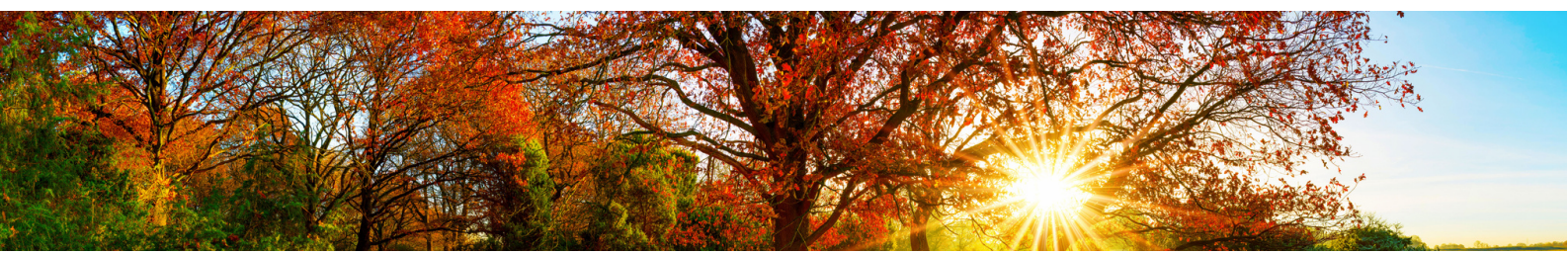
Remote workers and visitors seeking a different pace of travel can find plenty of reasons to explore Scotland throughout the year. Curated seasonal and off-season itineraries that offer a taste of Scotland's authentic charm should be created.

For those seeking indoor experiences, Scotland's castles, historic houses, and distilleries offer behind-the-scenes tours and immersive experiences that provide a deeper understanding of the country's heritage and traditions. Cookery classes, needlework workshops, and ceilidh dancing lessons invite visitors to connect with local traditions and learn new skills. Food tours provide a culinary adventure through towns and communities, showcasing the flavours that define Scotland's gastronomy.

And for those who love the outdoors, Scotland's stunning landscapes offer plenty of opportunities to embrace the elements. With proper attire and preparation, visitors can embark on invigorating hikes, explore hidden coves, and witness the dramatic beauty of snow-capped munroes or the vibrant colours of autumn leaves. With the growing trend in wild swimming, cold water therapy and health and well-being we are well positioned to attract new audiences.

Extending the tourism season in Scotland requires a concerted effort from businesses, organisations, and local communities. By showcasing the unique experiences available throughout the year, encouraging off-season travel, and providing visitor-friendly infrastructure, Scotland can extend its appeal and attract a wider range of travellers seeking authentic and unforgettable experiences.

Scotland's beauty knows no season, and with a bit of planning and an open mind, visitors can discover the country's charm and allure throughout the year.



Cool-cationing: The refreshing travel trend to know about for 2024.

Leading digital travel platform [Booking.com](https://www.booking.com) surveyed over 27,000 travellers across 33 countries to predict the top travel trends for 2024. And, according to the research, sun-seeking is off the agenda for Brits in 2024, with cool-cationing on the rise.

“More than 40% of UK travellers say they will be doing it”



**THIS POSES ANOTHER HUGE
OPPORTUNITY FOR SCOTLAND**



RESPONSIBLE AND SUSTAINABLE TOURISM

Remote workers and digital nomads can play a significant role in promoting responsible and sustainable tourism as they adopt mindful practices and supporting local communities and businesses. **Here are some specific ways they can make a positive impact:**

- **Accommodation and transportation:** Opt for sustainable accommodation options that prioritise energy efficiency, water conservation, and waste reduction. Utilise public transportation, cycling, or walking whenever possible to minimize your carbon footprint.
- **Support local businesses and products:** Prioritise using locally-owned shops, restaurants, and attractions. Purchase locally made souvenirs and crafts to support the local economy and traditional artisans. They love nothing more than living and eating like a local.
- **Engage with the local community:** Immerse themselves in the local culture by attending community events, participating in traditional activities, and interacting with residents, learning about the local history, traditions, and produce.
- **Explore responsibly:** Plan their trips during off-peak seasons to reduce the strain on local infrastructure and resources. Venture beyond popular tourist destinations to discover hidden gems and support less-visited communities.
- **Promote responsible tourism practices:** Share their experiences and insights with others through blog posts, social media, or online forums. Encourage fellow travellers to adopt responsible practices and make a positive impact on the destinations they visit.



Our passionate people, our thriving places, our diverse businesses, our memorable experiences.



COMMUNITIES
MEETING THE LOCAL
SENSE OF PLACE



COMMUNITY OPPORTUNITY

Community tourism is growing in Scotland, with initiatives like 'Live Like a Local' inviting visitors to fully immerse themselves in the local lifestyle. This resonates deeply with remote workers seeking authentic experiences, where they can connect with the community, savour local flavours, and even try their hand at traditional occupations. From being a farmer for a day to working in a whisky distillery or living in a castle overnight, these hands-on experiences provide a glimpse into the heart of Scottish life, creating lasting memories that extend beyond their stay. Communities can diversify their economies, create new jobs, and enhance their overall vitality. Here are some key opportunities for communities to grow tourism and attract remote workers year-round:

Promote the community's unique attractions and assets. Communities should identify and highlight their unique selling propositions, whether it's natural beauty, cultural heritage, local produce or a vibrant local arts scene.

Create a welcoming and inclusive environment. Communities should make it a priority to create a welcoming and inclusive environment for visitors and remote workers. This includes providing a safe and comfortable place to live, work, and play, as well as strengthening a sense of belonging and community.

Develop strong infrastructure and amenities. This includes reliable transportation, high-speed internet, and access to essential services. Communities should also invest in amenities that make the area attractive, such as parks, recreation facilities.

Foster a culture of innovation and entrepreneurship. Communities that encourage innovation and entrepreneurship are more likely to attract remote workers and businesses. This can be done by providing support for startups, creating co-working/co-living spaces (utilising buildings that are no longer used), and hosting events that bring together the locals and the visitors).

*"With Scotland aiming to rebuild from the effects of Covid-19, and with demand for staycations increasing, there is now – more than ever – an opportunity and a need to engage and empower local communities, and to ensure that the benefits that flow from tourism are enjoyed more widely." **Source:** [Scoto](#)*

B E N E F I T S



Benefits for Scotland

There are many benefits for Scotland as a destination and the food and drinks industry in general in welcoming industry-specific workationers.

Here are a few of them:



Increased tourism revenue: Workationers typically stay longer than traditional tourists, which can lead to increased tourism revenue for the destination.

Boosted economy: Workationers spend money on accommodation, food, transportation, and entertainment, which can boost the local economy.



Increased demand for local goods and services: Workationers often seek out local products and services, which can create new opportunities for businesses in the area.



Enhanced cultural exchange: Workationers bring their own cultures and perspectives to the destination, which can enrich the local culture.



Attraction of skilled workers: Workationers who are happy with their experience in a destination may be more likely to relocate there permanently, which can attract skilled workers to the area.



Promotes the destination as a creative hub: Workationers are often drawn to destinations that offer a vibrant creative scene. This can help to promote the destination as a creative hub and attract other businesses and talent to the area.




The food and drinks industry is particularly well-positioned to benefit from welcoming industry-specific workationers. Workationers are often looking for healthy, fresh, and locally-sourced food, which is what the food and drinks industry in Scotland can offer. Additionally, workationers are often looking for unique and authentic experiences, which the food and drinks industry in Scotland can also provide and an area that is being further developed through national organisations.

Here are some specific examples of how the food and drinks industry in Scotland can benefit from welcoming industry-specific workationers:

- **Restaurants:** Restaurants can attract more customers by offering special menus or discounts for workationers. They can also partner with co-working spaces or other businesses that cater to workationers to promote their businesses.
- **Food tours:** Food tours can provide workationers with a unique and authentic way to experience Scottish cuisine. They can also be a great way for workationers to meet other people and learn about the local culture and communities.
- **Food festivals:** Food festivals are a great way for workationers to sample a variety of Scottish food and drinks. They can also be a great way for workationers to meet other people and learn about the local culture.
- **Cooking classes:** Cooking classes can teach workationers how to make traditional Scottish dishes, hear about Scotland's incredible larder and taste Scotland at its best.
- **Reciprocal learning journeys** in food tourism between people and countries are exchanges of knowledge and experiences that benefit both the visitors and the hosts.

By welcoming industry-specific workationers, the food, drinks and tourism industry in Scotland can boost revenue, boost the local economy, and promote the destination as a creative hub. This can lead to new opportunities for businesses in the area and attract skilled workers to Scotland.

A photograph of a distillery interior, featuring several large, polished copper stills and pipes. The scene is illuminated by warm, yellow light, creating a rich, golden glow. The stills are arranged in a row, with various pipes and valves connecting them. The background shows a wooden ceiling and structural beams, suggesting a traditional or industrial setting. The overall atmosphere is one of craftsmanship and heritage.

"This is the only place in the world I would go on a whisky workcation".



Welcoming workationers who specialise in the field of hospitality, food, and drink to Scotland can offer unique advantages for both the destination and the industry.

Here are the benefits:

1. Industry Expertise and Innovation:

Workationers in the hospitality, tourism, food, and drink sectors bring specialised knowledge and skills to Scotland. This can lead to innovation and improvements in local businesses, such as restaurants, hotels, and breweries, enhancing their competitiveness and quality.

2. Training and Skill Transfer: Hosting professionals in these fields can provide opportunities for local staff to learn from experts. This skill transfer can help elevate the service standards in Scotland's hospitality, tourism and food and drinks industry.

3. Culinary Diversity: Workationers with expertise in food, drink and tourism can introduce diverse culinary influences and cuisines to the local scene, enriching the culinary landscape and offering residents and tourists a broader range of dining experiences.

4. Collaboration and Networking:

Professionals in the hospitality, tourism, food, and drink sectors often participate in industry events and conferences. Hosting such events in Scotland can facilitate networking opportunities and collaboration between local businesses and these experts.

5. Promoting Local Ingredients:

Workationers with a focus on tourism, food and drink may promote the use of local ingredients and products, which can support local farmers and producers, enhance the quality of dishes, and contribute to sustainable and authentic culinary experiences.

6. Tourism Appeal:

Scotland can position itself as a hub for culinary tourism by attracting experts in the field. Food and drink enthusiasts are more likely to visit a destination known for its expertise and culinary offerings, benefiting both the industry and the overall tourism sector.



7. Culinary Events and Festivals:

Hosting workationers in the hospitality, tourism, food, and drink sectors can lead to the creation of specialised culinary events and festivals. These events can draw tourists and locals alike, boosting revenue.

8. Elevated Dining Experiences: With specialised professionals on board, the industry can enhance their offerings, create unique dining and immersive experiences, and potentially earn recognition in prestigious culinary guides, attracting food-focused tourists.

9. Positive Image and Reputation:

Welcoming industry specialists can enhance Scotland's reputation as a food tourism destination, which can attract more tourists and investment in the long term.

10. Cultural Exchange: - Workationers with expertise in hospitality, tourism and food and drink can facilitate cultural exchange by sharing their own culinary traditions and practices, contributing to a more diverse and vibrant local culture.

11. Employment Opportunities:

Hosting industry specialists may create job opportunities for local residents in the hospitality, tourism and food and drinks sectors, especially as businesses expand or open new establishments to cater to the increased demand.

Welcoming workationers specialising in hospitality, tourism, food and drink to Scotland can bring numerous benefits, including knowledge transfer, culinary diversity, networking opportunities, and the enhancement of Scotland's leading food tourism destination. This can lead to increased tourism, economic growth, and a more vibrant and innovative local food and drinks industry.



Welcoming industry-specific workationers to Scotland can offer several benefits for both the destination and the local food and drinks industry.

1. Economic Boost: Increased tourism and business travel can provide a significant economic boost to Scotland. Industry-specific workationers often have higher spending capacity, as their travel expenses may be covered by their employers. This can lead to increased revenue for local businesses, including restaurants, cafes, and bars in the food and drinks industry.

2. Diversification of Tourist Base: Attracting workationers from specific industries can help diversify the tourist base in Scotland. This can reduce the region's reliance on seasonal tourism and make it a year-round destination, which is beneficial for the food, drinks and tourism industry that relies on a steady flow of customers.

3. Networking Opportunities: Workationers often engage in networking events and meetings related to their industries. Hosting such events in Scotland can create opportunities for local businesses in the food, drinks and tourism sector to cater to these gatherings, leading to increased business and exposure.

4. Showcase Local Cuisine: Scotland has a rich culinary tradition, and welcoming workationers gives the food, drinks and tourism industry a chance to showcase local cuisine and beverages. This exposure can lead to increased demand for traditional Scottish dishes and beverages and grow awareness internationally.

5. Collaboration Opportunities: Hosting industry-specific workationers can encourage collaboration between local businesses and these professionals. For example, local restaurants and breweries could partner with workationers to create unique dining experiences or craft special beverages, which can be mutually beneficial.

6. Cultural Exchange: Workationers often seek authentic cultural experiences. Scotland's food and drinks industry can provide opportunities for workationers to explore and engage with the local culture through food tastings, cooking classes, and visits to distilleries and breweries.



7. Sustainable Tourism: Industry-specific workationers may be more environmentally conscious, which aligns with the growing trend of sustainable tourism. The food, drinks and tourism industry can capitalise on this by emphasising locally sourced, organic, and sustainable products, attracting eco-conscious travellers.

8. Extended Stays: Workationers typically stay for longer durations than traditional tourists, which can lead to increased revenue for the industry. Longer stays allow visitors to become more deeply acquainted with the local culinary scene, experiences, and community and support the growth of off-season tourism.

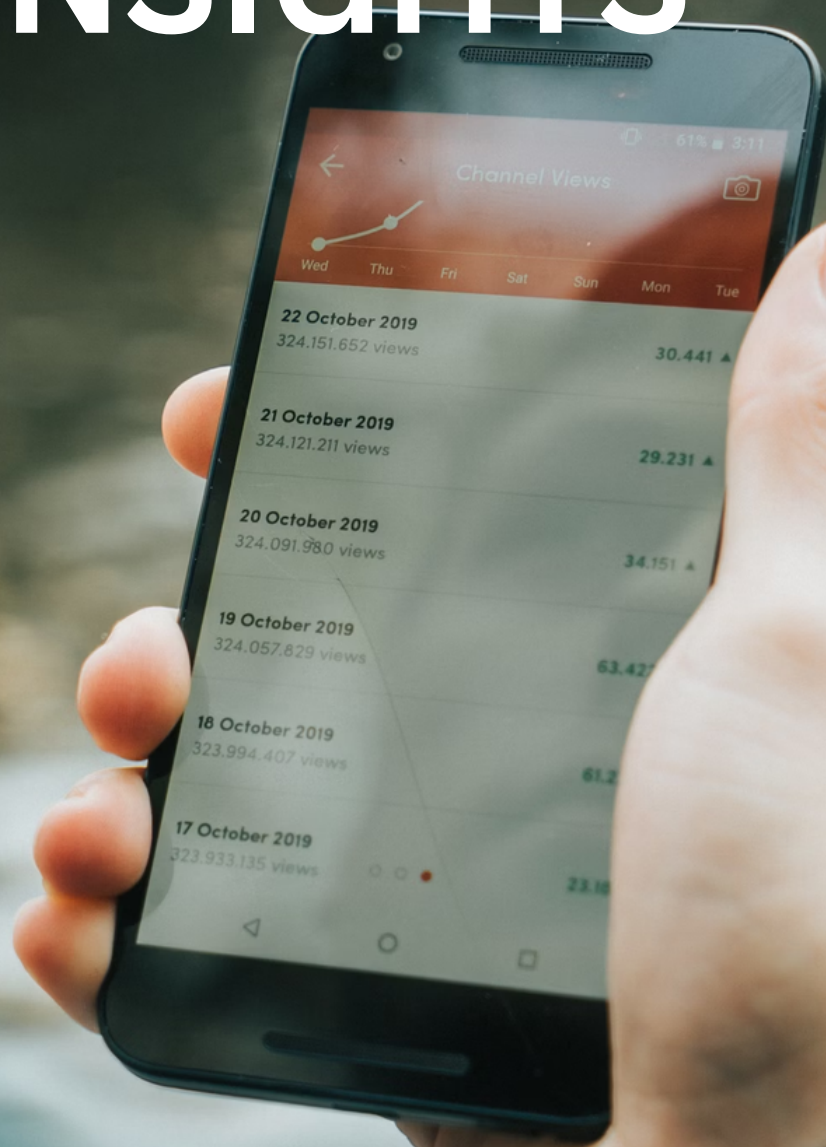
9. Boost to Local Agriculture: The increased demand for locally sourced ingredients by the food and drinks industry to cater to workationers can benefit local farmers and producers, creating a positive ripple effect throughout the region's economy. Even immersing them in circular experiences - field to fork and farm retail.

10. Positive Word of Mouth: - Satisfied workationers can become brand ambassadors for Scotland's food and drinks industry, promoting their experiences through social media and word of mouth, attracting more visitors in the future.

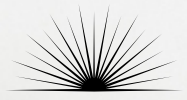
IN CONCLUSION:

Welcoming industry-specific workationers to Scotland can provide numerous advantages for both the destination and the food, drink and tourism industry, including economic growth, diversification of the tourist base, networking opportunities, and the promotion of local culture and cuisine. It's essential for Scotland to strategically market itself as a welcoming destination for workationers to harness these benefits effectively.

STATISTICS & INSIGHTS



Digital Nomad Statistics Summary



- In March 2022, over 50% of digital nomads worldwide are from the United States.
- In terms of travel jobs, most digital nomads work in information technology (19%), while the second most popular field is creative services (10%).
- 55% of digital nomads worldwide hold a bachelor's degree.
- In 2021, Lisbon was the most visited remote work hub by trip count.
- A study shows that remote workers tend to be 35-40% more productive than office workers.
- Calculated from the total spending of digital nomads per year, they have a global economic value of around \$787 million.
- Out of all self-employed digital nomads, 66% have their own business, while the other 34% are gig workers and freelancers.
- Bangkok, Thailand is the top remote working city destination in 2021.
- 46 countries around the world currently offer, or will soon offer, digital nomad visas.
- An overwhelming majority of digital nomads say they are highly satisfied (8%) or satisfied.

Source: www.dreambigtravelfarblog.com/blog/digital-nomad-statistics

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WHAT DOES SCOTLAND SAY?

As we know from this report, remote working is becoming increasingly popular, with more and more people choosing to work from home or from other locations outside of a traditional office setting.

To understand remote working's potential in Scotland, we felt it important to gauge the Scottish population's knowledge, experience, and interest in remote work. A survey was conducted in collaboration with [56 Degree Insight](#) in Summer 2023.

This information will inform policies and initiatives that support remote work growth and attract more remote workers to Scotland.

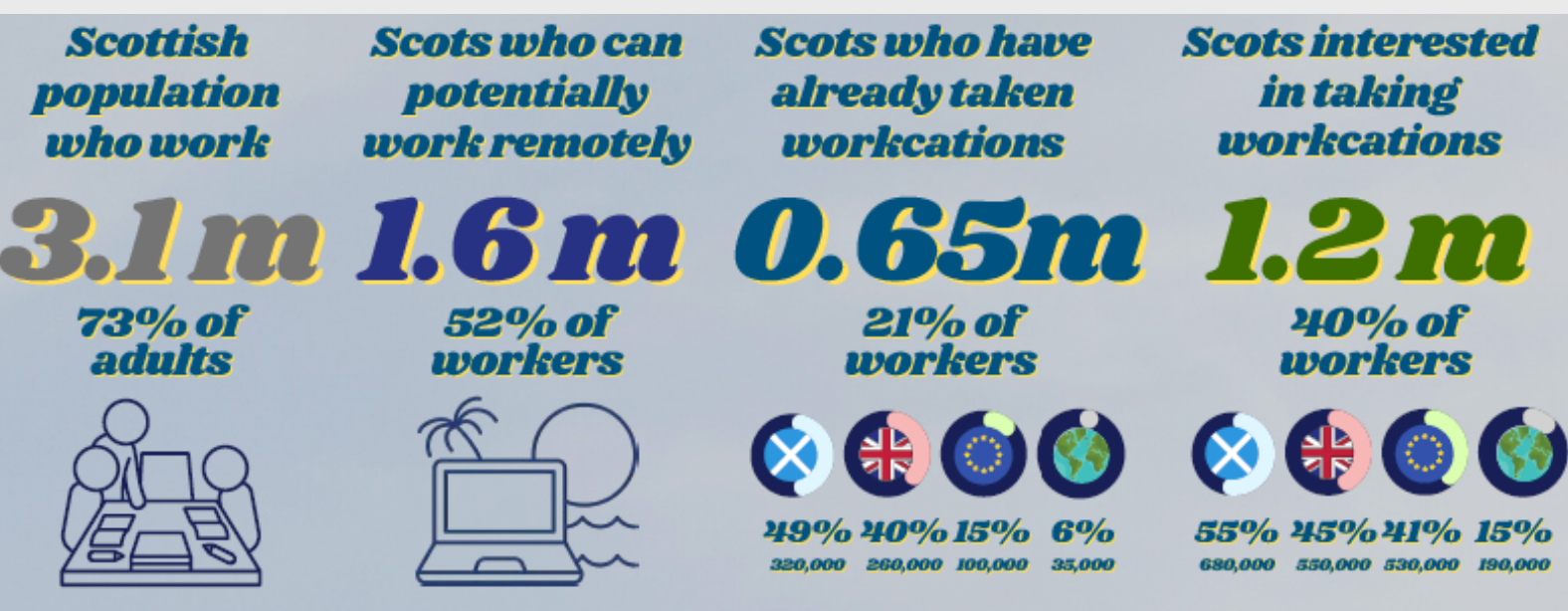
This section of the report will explore the following questions:

- What do Scots understand and know about remote working?
- Have Scots ever done remote work? If so, what was their experience like?
- Would Scots consider doing remote work in the future? If so, where would they go and what is important to them?

The findings of this section will be used to develop recommendations for how the Scottish government and industry can support the growth of remote working and attract more remote workers to the country.



Remote working, Workcations, Digital Nomads - what are they and what is the potential of the blurring of the lines between business and leisure travel for the Scottish tourism industry?



56 Degree Insight incorporated a range of questions in the Summer 23 wave of the Scottish Tourism Index to better understand the workcations trend as it applies to the Scottish adult population.

Key results are summarised in this report and illustrate the potential of workcations for Scottish tourism - 650,000 Scots have already taken this type of trip (21% of workers) and half of them have been in Scotland (320,000), but there is even more growth potential.

1.2 million Scots claim working remotely is an option for them and they would be interested in doing so (40% of the working population) – with Scotland itself of interest to almost 700,000 working Scots across the population. The characteristics of these trips - taken and anticipated - are described below, along with the motivations and barriers.



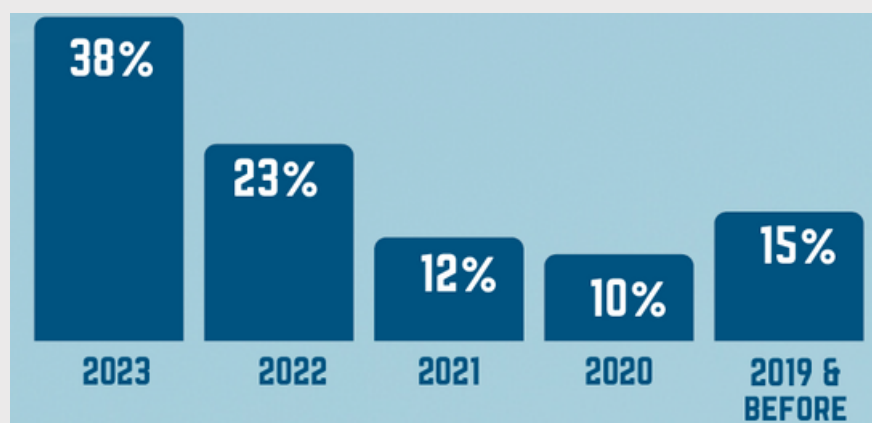
Workcations taken already

Across the working population in Scotland, 49% claim that working remotely - away from home and their normal place of work - is not feasible.

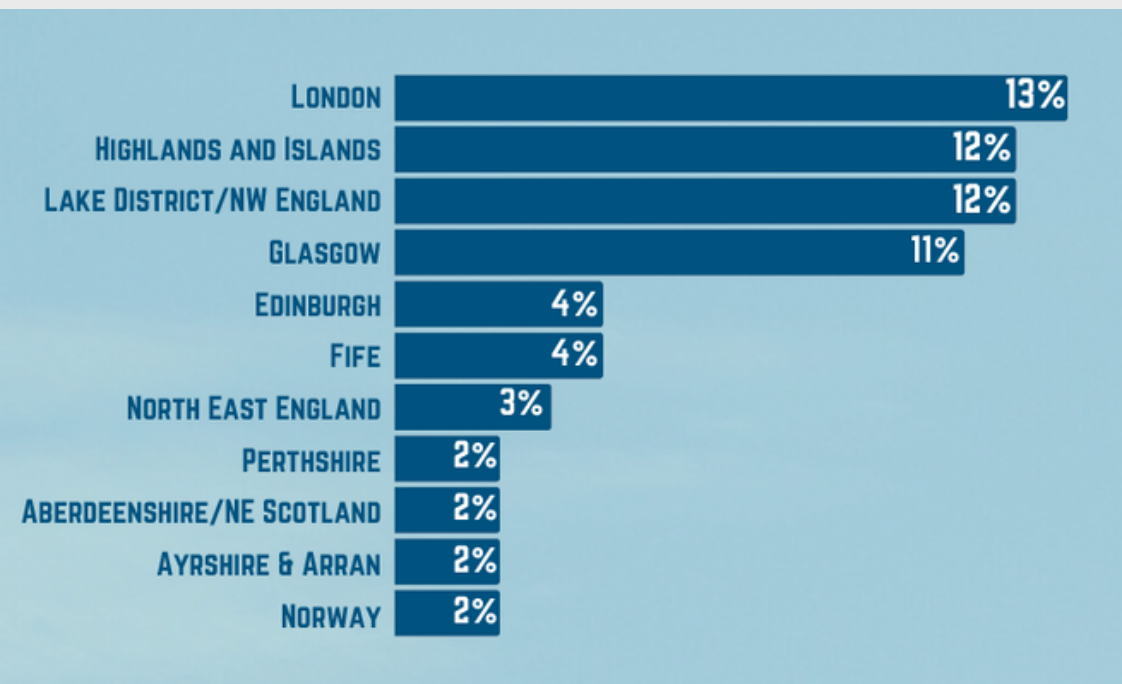
However, 31% have some limited flexibility in terms of where they work and a further 21% have a lot of flexibility.

And across the working population, some 21% have already worked remotely - amounting to 650,000 Scottish workers.

For the most part, these trips have been domestic in their nature - 49% of them within Scotland itself (320,000 workers, though 40% have been elsewhere in the UK (260,000). Only 15% have travelled into Europe for a workcation (100,000) and 6% have gone further afield (35,000).



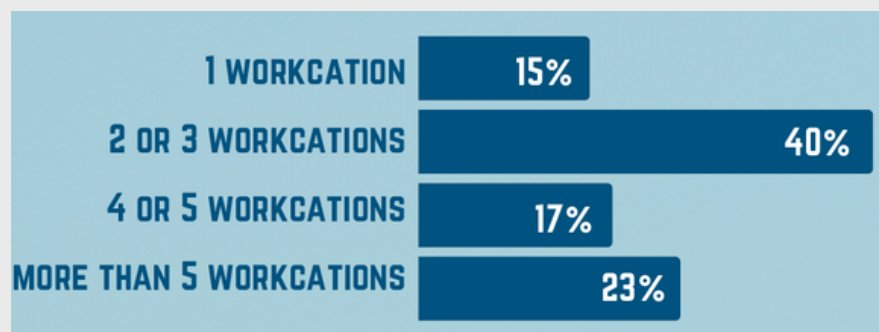
Amongst those 21% who have already taken workcations, the majority have been in the post-COVID era - 83% since 2020, with the largest proportion having taken place this year (38%). Only 15% had taken this type of trip prior to COVID - in 2019 or earlier.

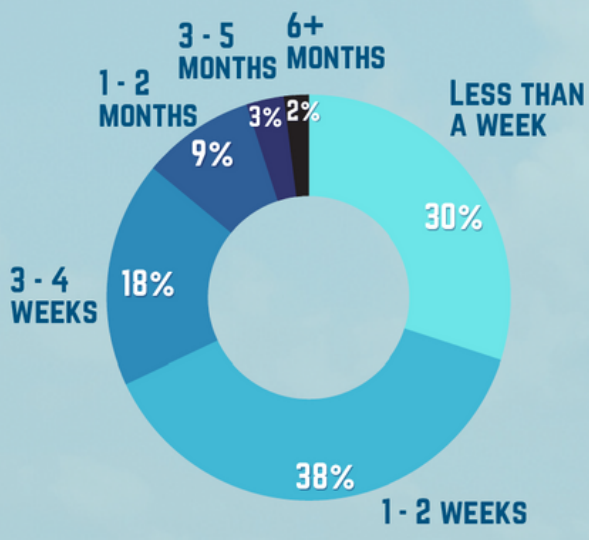


When we look below the national levels, four destinations have been particularly popular so far for this type of trip; London (13% of workcations), the Highlands & Islands (12%), the Lake District and other parts of North West England (12%) and Glasgow (11%).

As can be seen opposite, the suite of potential destinations for future workcations is much broader and more extensive.

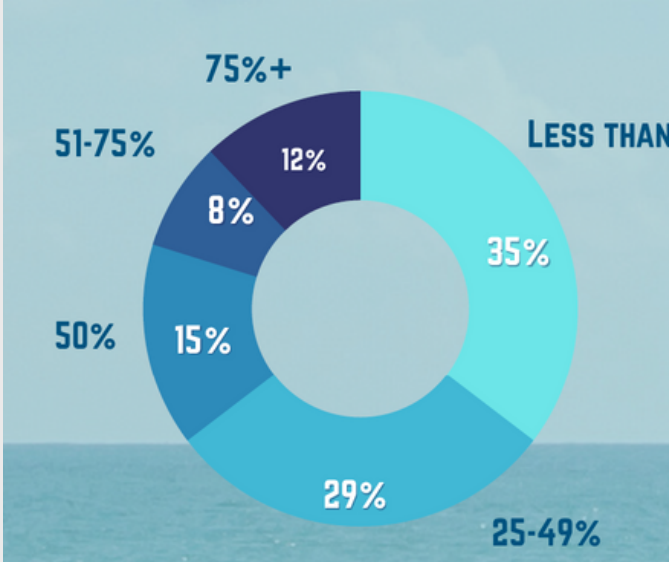
If you've taken any workcations, the chances are you have taken them on more than one occasion: 40% have taken them on 2 or 3 occasions, and a similar proportion have taken them 4 or more times previously (40%). Only 15% have only taken such a trip once before.





Whilst Digital Nomads often spend months at a time moving from one work location to another, for the vast majority of Scots, workcations are much shorter and 'lighter touch': for three in ten it was for less than a week (30%), and for 38% they were away for 1-2 weeks. Only 5% had experienced workcations of 3+ months' duration.

Not only have they been of a short duration, Scots workcations have so far also tended to be a mix of less work, and more play - on almost two thirds of such trips, less than half the time was spent working (64%) - only one trip in every five involved over half of the time working (20%).



In terms of the practicalities of working remotely away from home and the normal place of work, it is encouraging that four in five who had done so had not experienced any specific difficulties (79%). Getting a reliable connection is obviously key however - and 13% did mention issues around network connections, the speed and WiFi signals - the most commonly mentioned issues experienced, and ones where reassurances for future workcations would be sought.





THOSE INTERESTED IN THE POTENTIAL TO TAKE WORKCATIONS

We have seen already that across the working population, 49% say that working remotely is not a feasible option for them. However, 17% of working Scots are definitely interested in doing so, and a further 23% are probably interested - 40% of the working population which equates to 1.2 million Scots adults. We saw opposite that around half this number have already taken some form of workcation, but we have also seen that they have been largely quite 'light touch' - short durations, relatively close to home, and with only relatively small percentages of the time spent working. We will see here that many Scots have more ambitious aspirations in this regard.

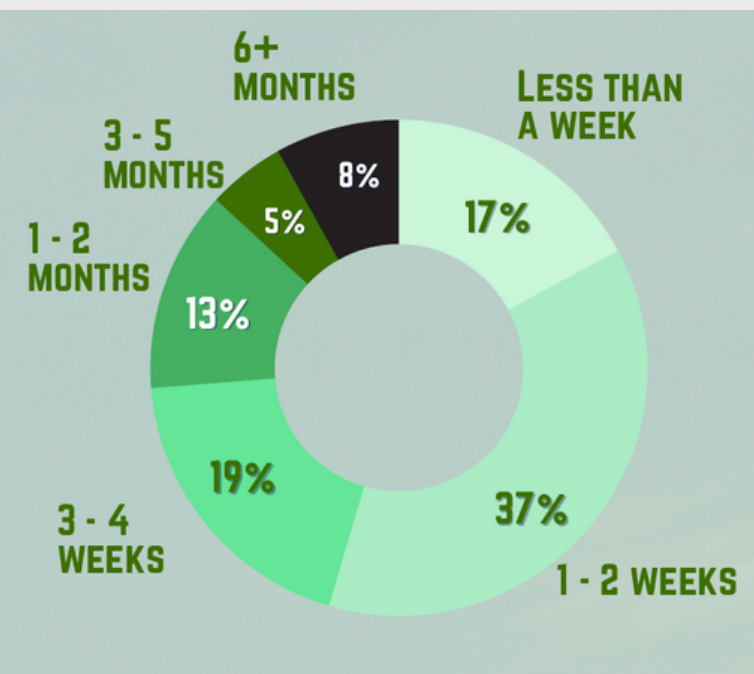
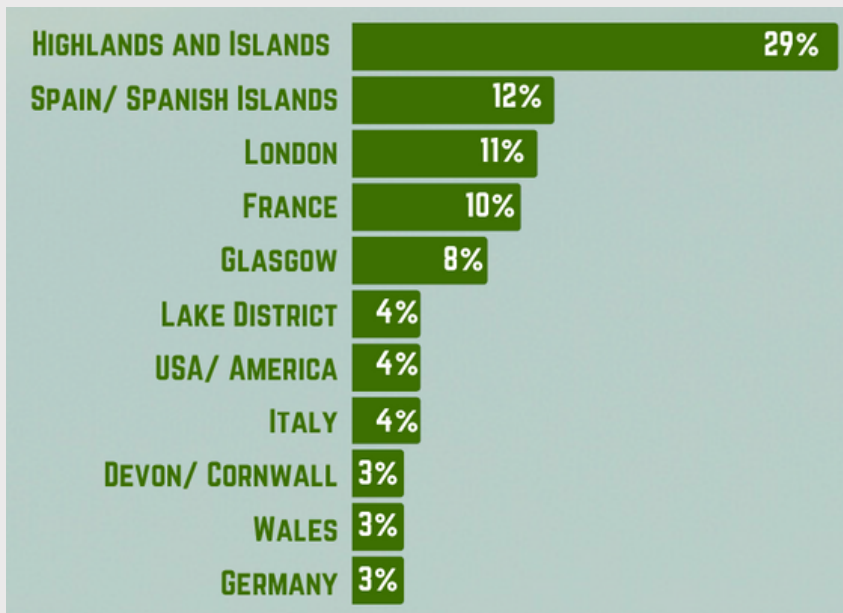


Firstly, in terms of where they would consider, although Scotland itself remains the most popular likely destination (55% would consider a Scottish location - with the potential to more than double the number of staycations), the biggest increase in appeal is to European destinations with 41% of Scots claiming they would go there - over half a million people.



THOSE INTERESTED IN THE POTENTIAL TO TAKE WORKCATIONS

Whilst the vast majority of workcations taken so far have been to domestic destinations, Scots who would consider a future workcation show slightly broader horizons. That said, the Highlands and Islands clearly has real potential in this regard as this is the most commonly mentioned potential destination - by almost three in ten considerers (29%). London accounts for 11%, Glasgow 8% and the Lake District 4%, but most other potential destinations are overseas with Spain and its islands (12%) and France (10%) showing greatest appeal.

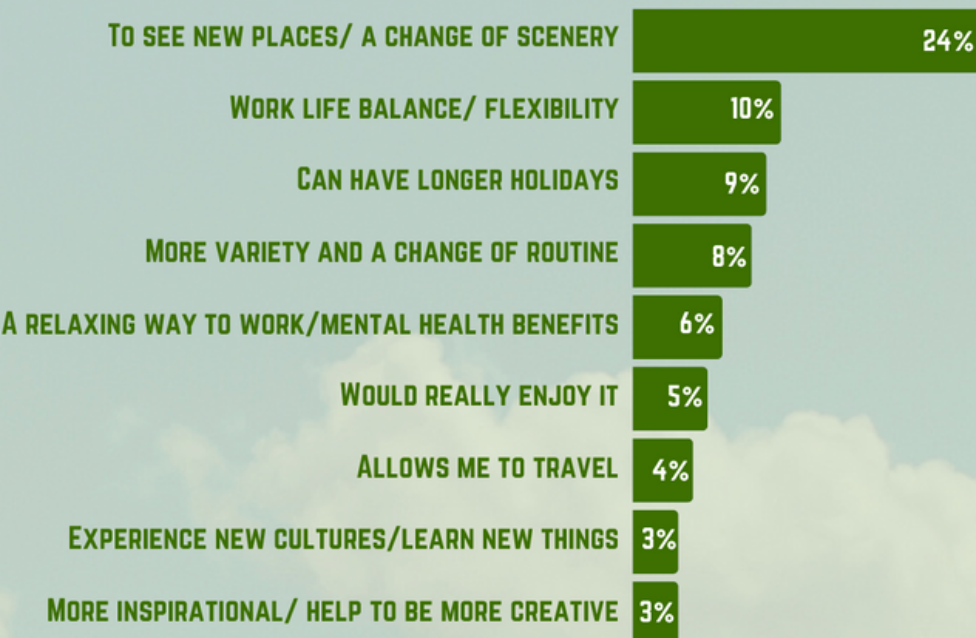


Whilst future workcations are likely to involve destinations slightly further afield, they are also likely to be longer in duration than those taken so far: although just over half are anticipated to be up to two weeks in duration (54%), over a quarter would prefer to be away for over a month (26%), and 8% for at least six months



THOSE INTERESTED IN THE POTENTIAL TO TAKE WORKCATIONS

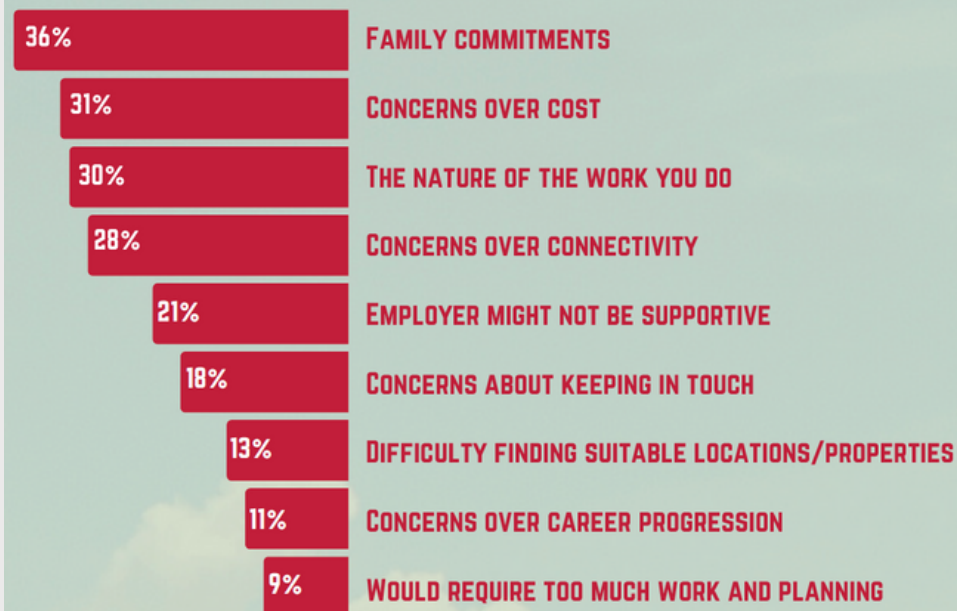
POTENTIAL BENEFITS OF A WORKCATION



Of course there are potential benefits but also some barriers to taking a workcation: a quarter of Scots see the benefits afforded by visiting new places and a change of scenery (24%), whilst for 10% it will help address work-life balance issues, and 9% see it as a way to extend the number and length of holidays.

On the other hand, family commitments would have to be overcome by 36% of those who would otherwise be interested, whilst 31% would have concerns about the cost, and 30% would have to be convinced that the type of work they do would make it possible. And of course connectivity concerns could act as a barrier for 28% of Scots

POTENTIAL BARRIERS OF TAKING A WORKCATION

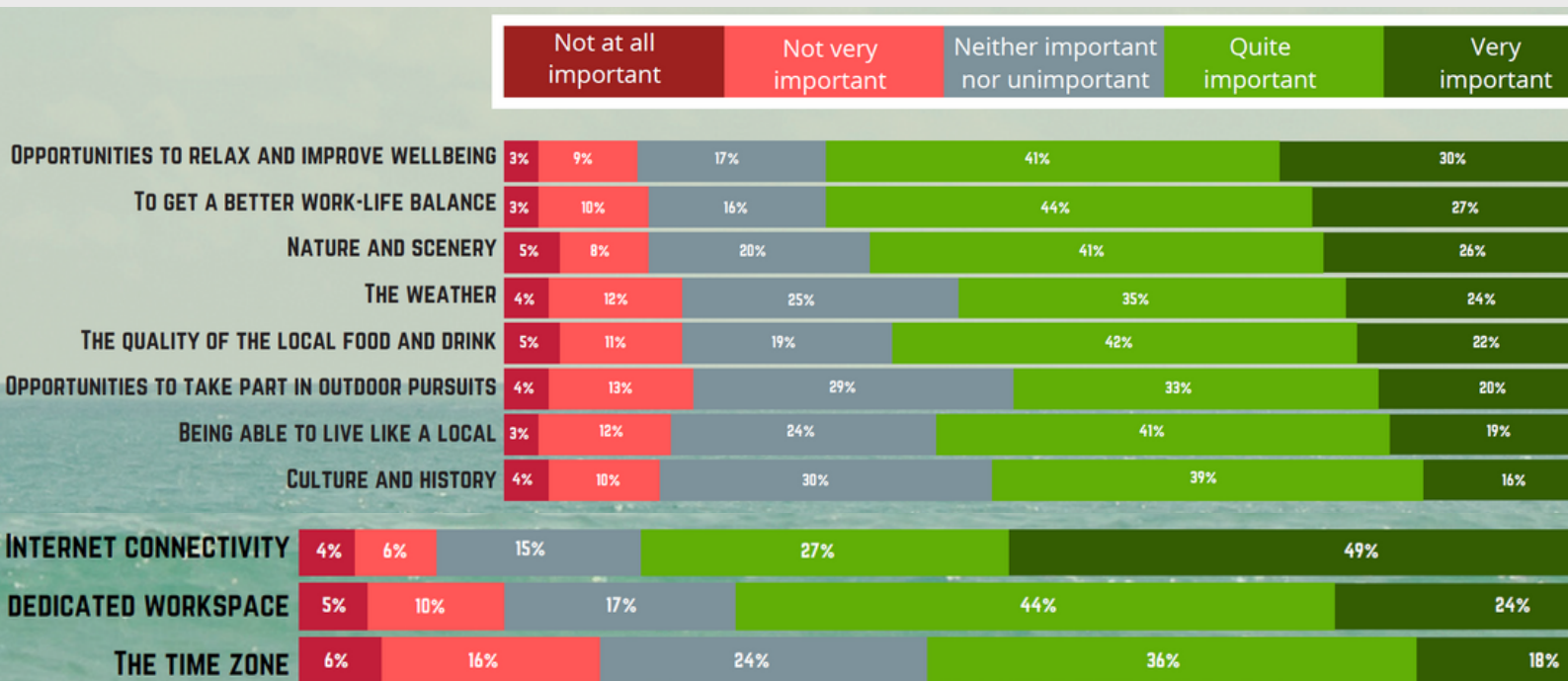




What are the primary motivations for taking a workcation?

As is evident below, a whole host of motivations and benefits have been cited. For the largest proportion of Scots, it's mainly about an opportunity to relax and improve their wellbeing - 30% said this was very important and a further 41% described it as quite important. Getting a better work-life balance was a very important consideration and motivation for 27%, whilst 26% felt it was a very important opportunity to get closer to nature and experience nice scenery whilst working.

For just under a quarter, working in nicer weather is a very important consideration (24%), whilst 22% see the potential to enjoy the local foods and drinks at the destination as being very important. Being able to take part in more outdoor pursuits, living 'like a local' and experiencing different cultures and the history of destinations are also motivating for many.





To achieve all of these benefits, there are key pragmatic considerations which must be in place.

Internet connectivity is hygienic - it simply must be there - for most who would consider this type of trip. Almost half describe it as 'very important' (49%) and a further 27% say it is 'quite important'. A dedicated workspace is also of great importance for many - 24% very important and 44% quite important, and the timezone is also an important consideration for some (18% very important). All of these factors need to be borne in mind by destinations and establishments considering how best to tap into this emerging opportunity.

I would require a quiet place with WiFi connection and a good laptop.

A nice place with no distractions.

That the weather was nice so I could enjoy the rest of the day after I finish work

Essential that we had Internet connection that was sufficient for our work needs and that we could get outdoors and enjoy the landscapes around us.

That the prices locally were affordable and that communication services were good enough to be able to continue to work effectively.

With thanks to 56 Degree Insight for partnering with us on these questions to understand the opportunities for Scotland



Scotland's Viewpoint is a regular survey of 1,000+ Scots - statistically representative of the Scottish population and undertaken by 56 Degree Insight. It is conducted online over a two-day period on a quarterly basis.

The results displayed here are taken from the 3rd wave of 2023, with fieldwork taking place on the 1st and 2nd August. Some 1,003 Scots were interviewed.

For further information visit:

www.56DegreeInsight.com



Scotland's Viewpoint

CONCLUSION

&

RECOMMENDATIONS





CONCLUSION

Scotland: Embrace the Remote Working Revolution

Scotland could stand at the forefront of a remarkable transformation in the realm of work, where remote working has emerged as a viable and attractive alternative to traditional office settings. This shift presents a golden opportunity for Scotland to cultivate a thriving remote working ecosystem, attracting individuals from across the UK and beyond to experience the nation's rich cultural tapestry and breathtaking natural landscapes as well as our incredible food and drink.

The recent boom in staycations has laid the groundwork for Scotland's foray into remote working. With an abundance of self-catering accommodations, exceptional culinary experiences, and a warm hospitality sector, Scotland is well-equipped to cater to the needs of remote workers.

By capitalising on this burgeoning trend, Scotland has the potential to extend its tourism season beyond the traditional peak periods, fostering a year-round influx of remote workers seeking a stimulating and enriching work-life balance. This influx will benefit the tourism industry as a whole as it will also spill over into the realms of agritourism, outdoor adventures, and local communities, creating a ripple effect of economic growth and vibrancy.





CONCLUSION

To fully harness the potential of remote working, Scotland should focus on developing tailored programmes, in-residence opportunities, and off-season offerings specifically designed for this growing demographic. We know some areas have created 'Writers Retreats', but there is huge opportunity to take this to another level. This initiative-taking approach will not only attract new visitors but also encourage them to extend their stays and explore the hidden gems that Scotland has to offer as well as break the traditional tourism season.

As remote working continues to gain momentum, Scotland must seize this opportunity to establish itself as a premier destination for remote professionals. By fostering a supportive environment that embraces remote working, Scotland can cultivate a loyal following of digital nomads, adventurers, and families, all eager to discover the nation's unique charm and contribute to its economic prosperity. This influx of enthusiastic visitors will undoubtedly generate positive word-of-mouth, fuelling a steady growth in Scotland's tourism sector for years to come.

Scotland could reap the rewards of the remote working revolution, transforming itself into a destination for location-independent professionals. By embracing this trend with open arms, Scotland can unlock a new era of economic growth, cultural exchange, and environmental sustainability.





By attracting remote workers to Scotland, it could mean a number of benefits for food tourism:

- **Increased spending:** Remote workers typically have higher incomes than traditional tourists, and they are more likely to spend money on food and drink experiences.
- **Longer stays:** Remote workers often stay in a destination for longer periods of time than traditional tourists, which gives them more opportunities to experience the local food scene and extend the tourism season.
- **Greater diversity:** Remote workers come from all over the world, which brings a diversity of cultures and perspectives to the food tourism sector.

Here are some specific examples of how remote workers could benefit food tourism in Scotland:

- ➡ A remote worker from California might visit a Scottish whisky distillery and learn about the traditional whisky-making process and meet the maker.
- ➡ A remote worker from France might visit a Scottish farmers' market and sample fresh produce and other local delicacies.
- ➡ A remote worker from Japan might take a cooking class and learn how to make traditional Scottish dishes.
- ➡ A remote worker from Brazil might visit a Scottish seafood restaurant and enjoy a meal of fresh seafood caught locally having been on a fishing experience earlier that day.

Remote workers can also help to promote Scotland as a food tourism destination to their friends, family, and colleagues. This can lead to more people visiting Scotland and experiencing the country's unique food and drink culture.

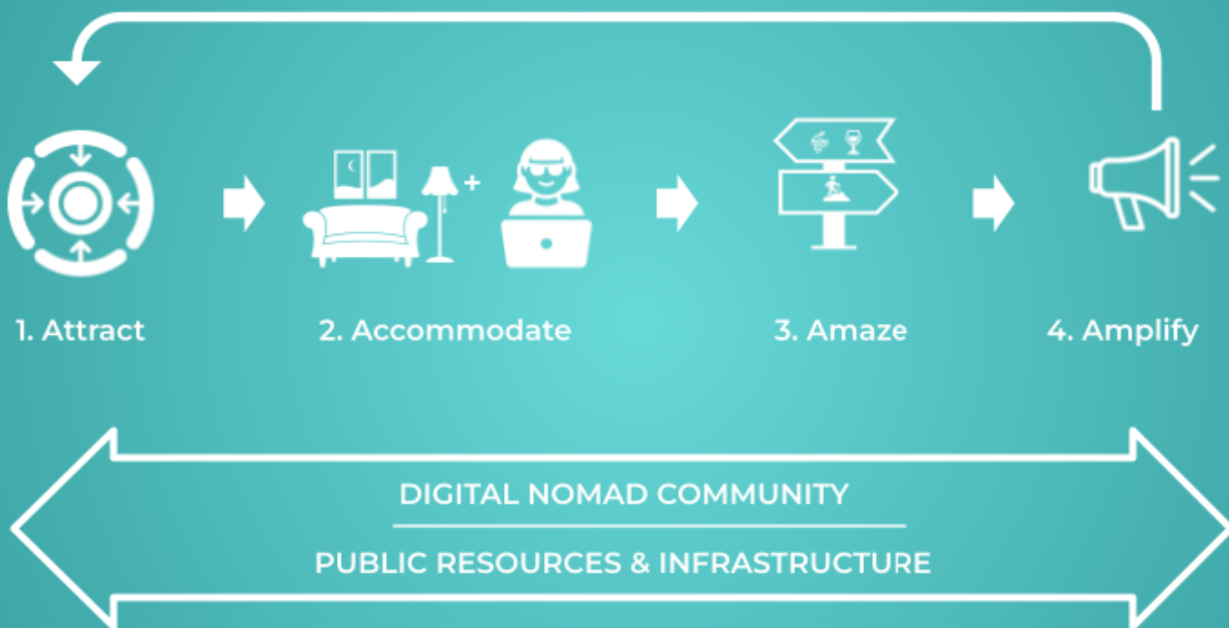
Overall, attracting remote workers to Scotland has the potential to boost the food tourism sector in a number of ways, including increased spending, longer stays, greater diversity, and increased promotion.



TRIED & TESTED

The 4A Framework: A Strategic Journey for Destinations to Attract and Retain Digital Nomads and Remote Workers

Salt
water



© Saltwater Nomads 2021

The 4A framework for identifying digital nomads, developed at the first DNIR (Digital Nomad In Residence) programme, provides a tried-and-true method for differentiating digital nomads from regular tourists.



Key-Takeaways

We believe that the various aspects examined in this report underscore Scotland's potential to attract remote workers, which will, in turn, help address several industry challenges.

Types of businesses it would benefit:

ALL TOURISM!!!

- Food & Drink producers
- Food tourism experiences
- Agritourism
- Farm retail
- Outdoor adventure - walking /hiking/cycling tours
- Cookery classes
- Experiences
- Cafes
- Restaurants
- Self Catering
- Hotels
- Visitor Attractions
- Communities
- **The list goes on...**

Potential impact and outcome:

FOR EVERYONE!!!

- Key growth enabler for rural tourism and year round tourism for Scotland
 - Reduces seasonality - increase year round tourism
 - Extended/Longer term stays
 - Seasonal itineraries
- Sustainable and Responsible tourism
- Creating services and offerings for this growing market
- Re-using vacant properties for remote working co-living /working spaces
- Supports communities
 - Meet the locals key on agenda
 - Local food and drink
 - Storytelling
 - immersive in the 'place'

"At its core, expanding our tourism industry will generate economic value, bolster our communities, and cultivate international ambassadors for Scotland, our homeland, our people, and our culinary delights."

BENEFIT





SUMMARY

This report has explored the remote working market and the opportunities it presents for Scotland. We have highlighted the key benefits of attracting remote workers to Scotland, including increased spending, longer stays, greater diversity, and increased promotion of Scotland as a food tourism destination.

We believe that Scotland is well-positioned to attract remote workers, with its world-class food and drink scene, beautiful scenery, and vibrant culture. However, there is more that can be done to market Scotland to remote workers and make it easier for them to find and book accommodation, workspaces, and experiences.

We provide consultancy to businesses and destinations in Scotland on how to grow the remote working market.

We can help to:

- Identify and target key markets for your area.
- Audit on facilities, gaps and opportunities.
- Product and experience development.
- Cross-pollination.
- Support development and creation of programmes such as in-residencies and other initiatives.
- Develop and market remote worker-friendly products and services.
- Content development and marketing recommendations.
- Support communities to thrive - create co-living and co-working spaces in unused buildings and repurpose and support rural tourism development.
- Connect you with remote worker communities and influencers through our international networks.
- Build partnerships with international organisations and businesses.



SUMMARY

By working together, we can make Scotland an attractive proposition for remote workers and reap the many benefits that this market has to offer.

If you are a destination or business in Scotland and are interested in learning more about growing the remote working market, do contact us to discuss your needs. We are here to help you achieve your goals and make Scotland the destination of choice for remote workers from all over the world.



Quote from Remote Worker at a recent event:

'A destination needs to stand out with a strong identity, what are the key hooks as this audience can choose to go anywhere in the world'



**NEXT
BIG
THING**



WHAT'S NEXT?

- Report released in November 2023
- Targeted distribution to key stakeholders including:
 - The Scottish Tourism Alliance
 - Scotland Food & Drink
 - VisitScotland
 - Scottish Government
 - Enterprise Agencies
 - Industry Associations including; ASSC , ASVA, HIT Scotland
 - Destination Management and Marketing Organisations (DMMO's)
 - Local Councils
 - Local Tourism Groups
 - Regional Food Groups and Ambassadors
- Invitation to collaborate and explore partnership opportunities with businesses, communities and destinations.
- Engage in industry events, webinars, and roadshows to showcase Scotland's potential and demonstrate our comprehensive support services for the industry nationwide.
- Offer tailored consultancy and training services to foster the growth of this sector in specific destinations and across Scotland as a whole and even further afield.

Other future activities in the pipeline include:

- Dedicated signposting portal for remote workers and digital nomads.
- Creating a community of remote workers for Scotland.
- Connecting destinations with communities.
- Creating collaborative opportunities for businesses and the destination.





Jemma Reid

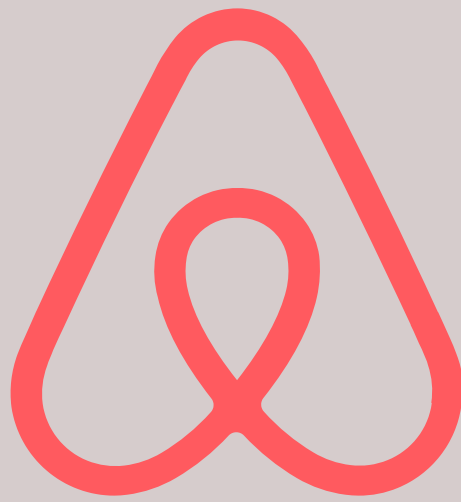


Yvonne Wagoun

Please contact Jemma Reid with your enquiry.

Jemma Reid
JR@Eventsandsales.co.uk
07980 283407





“Where policy-makers once had to fight to attract entire companies (or even industries), today governments and destination marketing organisations must consider how to recruit individuals and families who can work remotely and how to ensure that the benefits of remote work are felt by the wider community,” said Nathan Blecharczyk, Co-founder and Chief Strategy Officer at Airbnb.

“The best approach is one that not only attracts remote workers, but also integrates them into communities so that all residents can benefit from this rising trend.”





I'M PROUD TO BE ONE OF
SCOTLAND'S REGIONAL FOOD
TOURISM AMBASSADORS

SCOTLAND
FOOD & DRINK



SCOTTISH
TOURISM
ALLIANCE
Your voice in tourism matters

**SCOTLAND
FOOD & DRINK**



**SCOTTISH
TOURISM
ALLIANCE**

Your voice in tourism matters

56° DEGREE
INSIGHT

Salt
water 

x d
na digital
nomad
association
croatia



Tokyo 5490km

Toronto 15840km

Baghdad 8866km

Stockholm 11284km

Moscow 10.077km

Jimbuktu 13372km

Casablanca 13642km

Cape Town 10186km

Dublin 12881km



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