

A scenic coastal landscape at sunset. In the center, a large, dark rock formation features a natural archway that frames the ocean. The sun is low on the horizon to the right, casting a warm, golden glow across the sky and reflecting on the water. The sky is filled with soft, colorful clouds in shades of orange, yellow, and blue. The foreground is dominated by dark, jagged rocks. The overall mood is serene and majestic.

# VISITSCOTLAND UPDATE

**MAY 2023**

David Jackson, Regional Director

# TODAY

1. A bit of context
2. Market Snapshot
3. Responsible Tourism
4. Marketing Update
5. Resources & Support



# SCOTLAND OUTLOOK 2030

*‘developed through a shared vision and strong partnership between the Scottish Tourism Alliance, Scottish Government, VisitScotland, Scottish Enterprise, Highlands and Islands Enterprise and Skills Development Scotland’*

**Vision:** Scotland - we will be the leader in 21st century tourism.

## Outlook 2030 key priorities :

- **Passionate people;** We will continue to encourage career development by improving opportunities for career mobility.
- **Thriving places;** We will actively engage local communities as valued stakeholders in tourism development and delivery.
- **Memorable Experiences;** We will encourage and enable visitors to explore more of Scotland throughout the year.
- **Diverse businesses;** We will support tourism businesses in Scotland to become more entrepreneurial, agile and resilient.

## Responsible Tourism Commitment :

*‘Scotland’s tourism sector will make a full contribution to our national ambition to become a net-zero society by 2045’*

## NSET:

A wellbeing economy that is fairer, greener and wealthier



## SO2030 Strategic Priorities

### Our Diverse Businesses

We will build business resilience, sustainability and profitability.

### Our Passionate People

We will attract, develop and retain a skilled, committed, diverse and valued workforce.

### Our Thriving Places

We will create and develop a sustainable destination together.

### Our Memorable Experiences

We will provide the very best, authentic and memorable experiences

Maps To

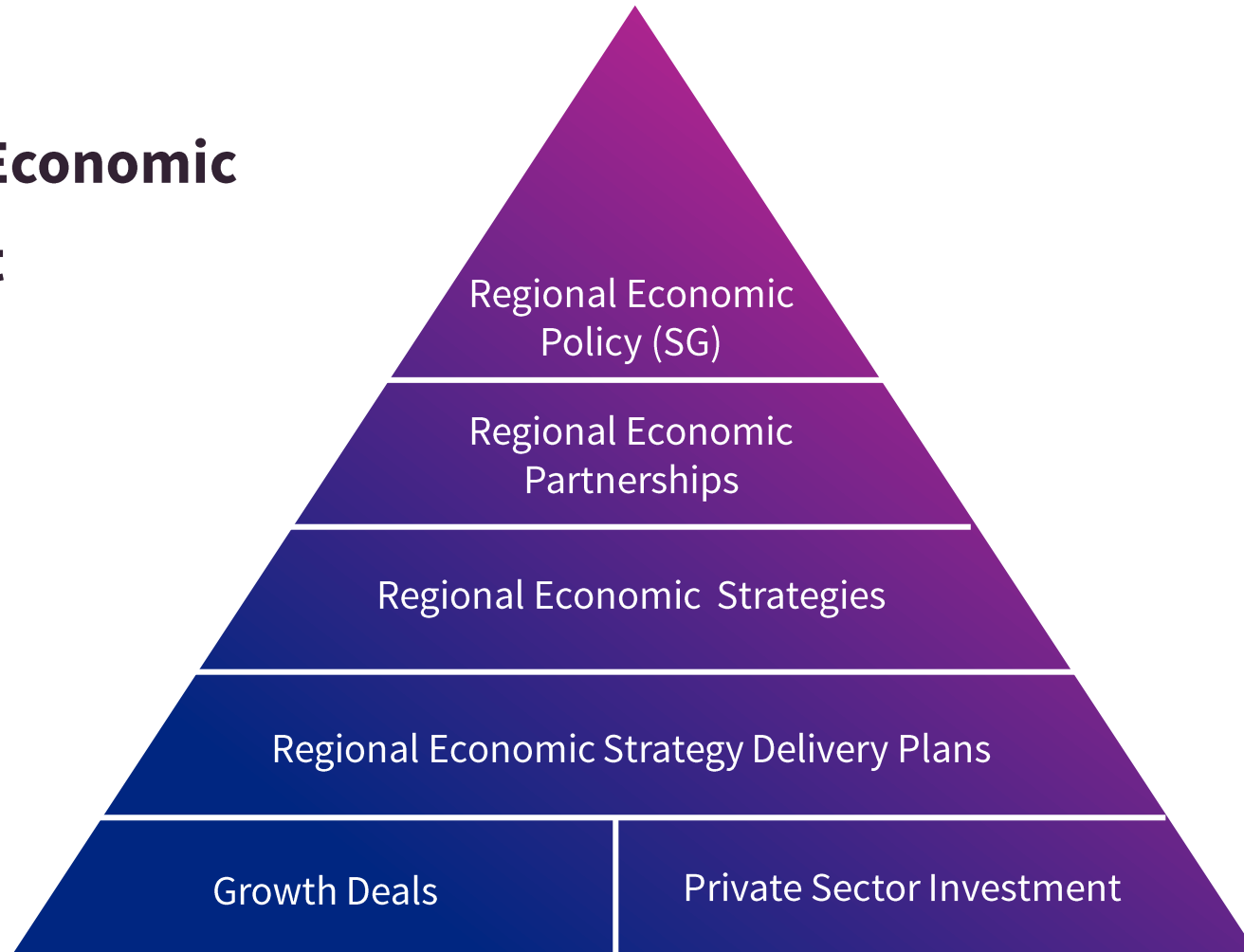


## NSET Programmes of Action

 Entrepreneurial People and Culture	 New Market Opportunities	 Productive Businesses and Regions	 Skilled Workforce	 Fairer and More Equal Society
 Entrepreneurial People and Culture		 Productive Businesses and Regions	 Skilled Workforce	 Fairer and More Equal Society
 Entrepreneurial People and Culture	 New Market Opportunities	 Productive Businesses and Regions	 Skilled Workforce	 Fairer and More Equal Society
 Entrepreneurial People and Culture	 New Market Opportunities	 Productive Businesses and Regions	 Skilled Workforce	 Fairer and More Equal Society

# KEY FACTORS

## Place Based Economic Development





## Islands Growth Deal

**Neolithic Orkney  
World Heritage Site  
£11.1M**



## Borderlands Inclusive Growth Deal

- **Destination Tweed  
£10M**

## Moray Growth Deal

**Elgin Cultural Quarter  
c.£30M**



## Inverness City Region Deal

- **Inverness Castle  
£16.6M**

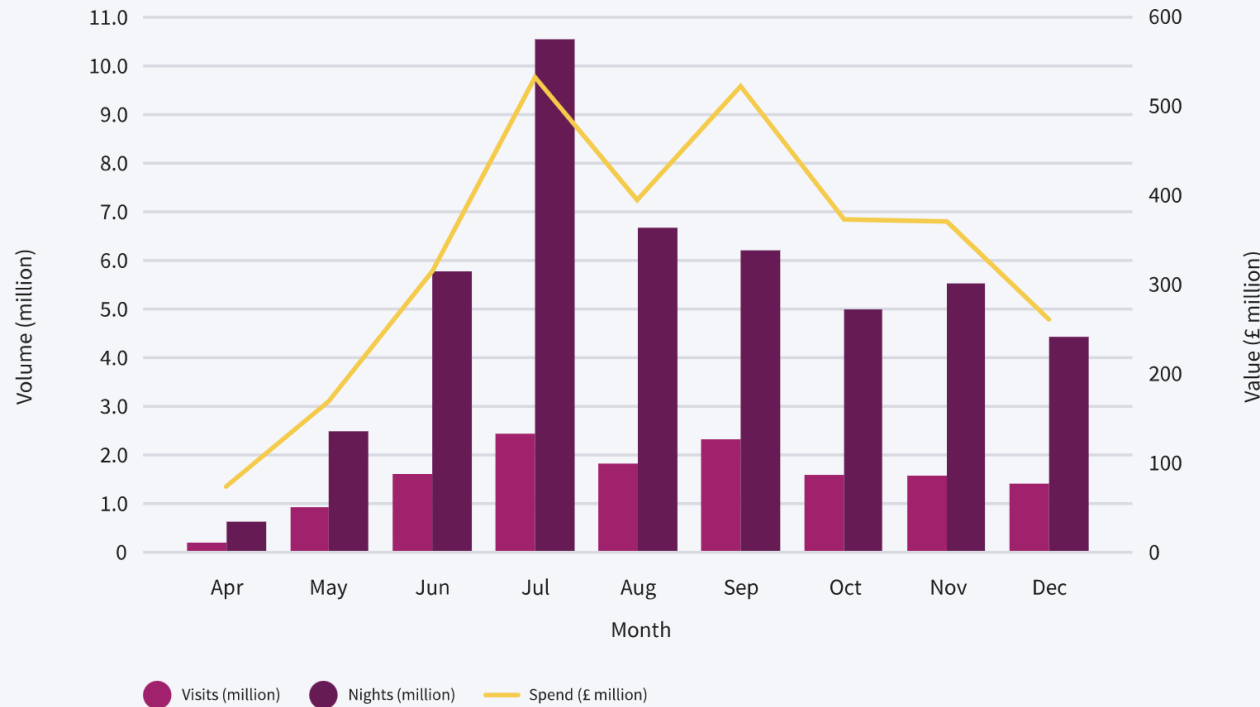


# MARKET SNAPSHOT

# DOMESTIC VISITORS

**c.80%**  
total inbound  
visits are from  
domestic  
market

Domestic overnight visits, nights and spend to Scotland by month (Apr-Dec 2021)



The domestic (UK) market remains our largest source of visits, accounting for approximately 80% of visits and 57% of total spend.

Holiday trips made up the largest proportion of overnight trips taken in Scotland. They accounted for two in five trips between April and December 2021. The second largest were trips to visit friends and relatives, which made up one third of all trips.

**NB: GBTS Stats are to be updated**



# INTERNATIONAL VISITORS



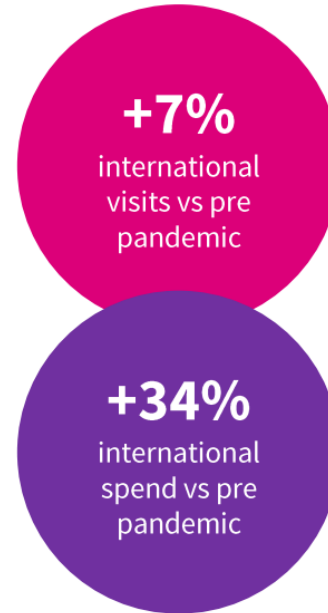
Increase awareness and consideration of Scotland internationally.

Across the UK, international inbound visits have continued to increase throughout 2022 but Q3 2022 (Jul-Sep) remained down 16% on Q3 2019 levels. Meanwhile, **Scotland bucked the trend with 1,354,000 inbound visits** to Scotland in Q3 2022, **up 7%** on Q3 2019 figures.

**International visitors spent £1.407 billion** in Q3 2022 within Scotland, **up a massive 34%** on Q3 2019 (a new Q3 record) and vastly exceeding the UK uplift average of 2%.

Looking to the bigger picture, combined IPS data for Q1 to Q3 (2022 vs 2019) shows 6.3% decrease in trips with a 29.9% increase in value.

However, it is worth noting that the cost to serve for the industry is higher and so they may not yet be seeing the benefit of that increased spend in real terms.



Region/Nation	Visits (000) Q3 2022	Spend (£m) Q3 2022
London	4,869	4,199
Rest Of England	4,426	3,211
North East	177	135
North West	856	544
Yorkshire	347	175
West Midlands	490	306
East Midlands	345	210
East Of England	678	386
South West	795	515
South East	1,341	937
<b>Scotland</b>	<b>1,354</b>	<b>1,407</b>
Wales	259	150
Total UK	9,944	9,052

<https://www.visitbritain.org/q2-2022-inbound-data>

# CONSUMER SENTIMENT

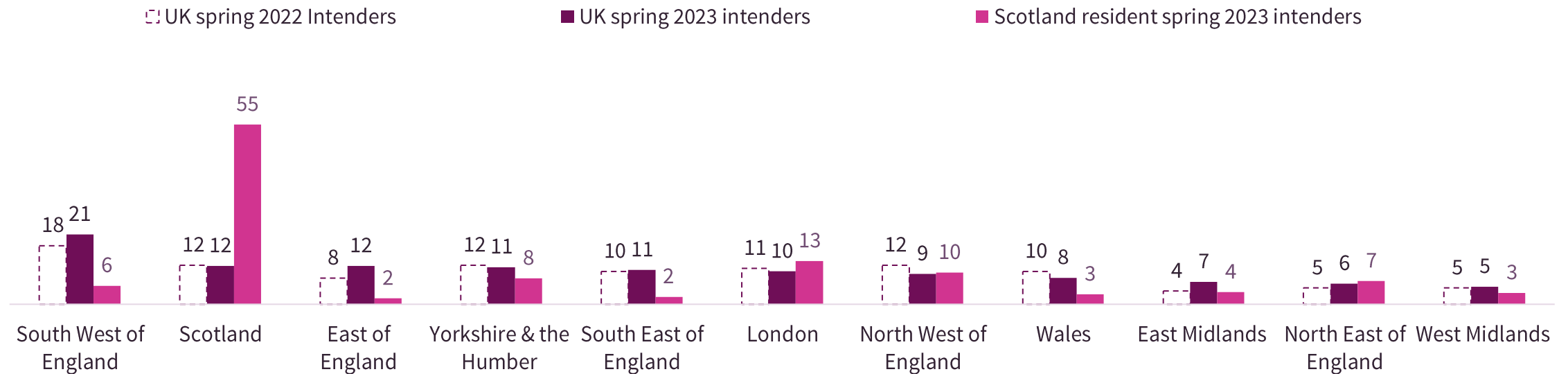
- Cost of living crisis impacting personal finances and trip taking.
- Public are likely to take cost-cutting steps on their trips such as choosing cheaper accommodation, looking for more free things to do, and spending less on eating out.
- UK public continue to believe they will take more UK domestic trips compared to before the pandemic, and intentions for both spring (April to June) and summer (July to September) are higher than the equivalent period in 2022.
- Scotland is the 2nd most popular destination for an overnight trip this spring/summer.
- Scotland is by far the most preferred destination for Scotland residents.



# WHERE PLANNING ON STAYING ON NEXT UK SPRING SHORT BREAK OR HOLIDAY

- The South West of England is the preferred destination for a UK holiday or short break this spring - at 21%, significantly ahead of any other UK region. Notably, Scotland is the joint 2<sup>nd</sup> most preferred choice, with intention identical to 2022 levels (and higher in absolute terms given the higher overall trip intention).
- Amongst Scotland resident intenders, Scotland is the preferred choice, almost half planning on taking their trip there – the same proportion as in 2022. Outside of Scotland, Scotland residents are most likely to be planning an overnight trip to London.

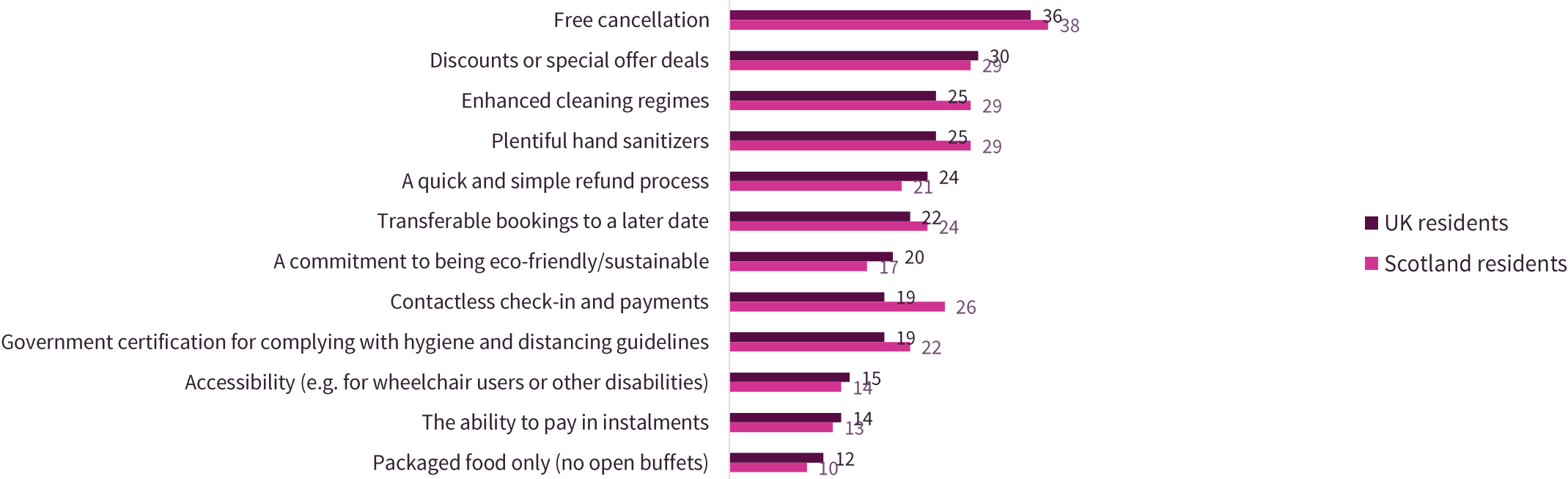
**Figure 17. Where planning on staying on next UK overnight trip in spring (April to June), Percentage, Waves 54-56, Proportion of UK and Scotland-based Intenders**



# CONDITIONS ESSENTIAL FOR INDOOR TOURISM/LEISURE PROVIDERS TO HAVE IN PLACE

- ‘Free cancellation’ and ‘discounts or special offer deals’ make up the top two conditions deemed essential for indoor tourism and leisure providers to have in place for the UK public to visit them in the next few months. However, aligned with other indicators, the proportion seeking these financial incentives has dropped since the end of 2022.

**Figure 9. Conditions that are essential for indoor tourism and leisure providers to have in place to visit them in the next few months, Percentage, Wave 56, UK and Scotland, Top 10 amongst Scotland residents**



Q63. Which, if any, of the following conditions would be essential for indoor tourism and leisure providers (e.g. indoor visitor attractions, restaurants, hotels etc.) to have in place for you to visit/use them over the next few months?  
 Base: All UK respondents. n=1755; All Scotland respondents n=253

# RESPONSIBLE TOURISM



Support  
Scotland's  
transition to a  
**low carbon  
economy**



Ensure Tourism  
contributes to  
**thriving  
communities**



Ensure tourism in  
Scotland is  
**inclusive**



Support the  
protection, and  
considerate  
enjoyment of  
**Scotland's  
Natural &  
Cultural Heritage**



# SUSTAINABLE GROWTH

## RESPONSIBLE TOURISM – THE NEW BUSINESS AS USUAL

### Destination Development

Enhancing the sector strengths of each region & being clear what they are – how do we facilitate that?

Key sectors that align with our brand proposition – F&D; Outdoors; Agri; Cultural Cities

Getting the right balance of visitors for each region across the year – this will vary and we need to understand that – capturing insight/awareness across VS

Understanding the stakeholder landscape in each place & how it works and how we work with them – who & what do we want to prioritise?

Influencing investment that will benefit locals & visitors

### Industry Development

Discoverable businesses – right channels to attract the right visitors (see intermediary slide)

Increasing the number and quality of responsible & accessible bookable experiences – drive up value

Stimulating sector development & collaboration to add value to the experience

Sustainable & Inclusive accredited businesses

De-carbonised industry

### Marketing

A mix of visitor markets to address regional & seasonal spread. Developing a new market insight model

Clear & consistent proposition – Brand Scotland

Making it easy for visitors to connect with responsible & immersive travel experiences

Content development that inspires travelling with purpose


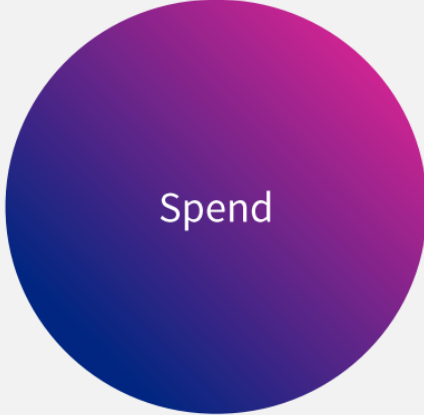


Planning tools – carbon trip calculator; integrated public transport information; prioritising sustainable businesses

Targeting B2B operators that can help us reach high value experiential international visitors

New format Expo – low carbon event

New capability - vs.com / cross channel promotion utilising known preferences; location and onsite behaviour; greater use of social proof across the site; guest blogs for local authenticity

# MEASURING SUCCESS

Outcome	 <p>Spread</p>	 <p>Spend</p>	 <p>Sustainability</p>	 <p>Satisfaction</p>	
What it means for the...	industry	Spread of customers through the year and across Scotland	Increased yield from each visit (added value, extended stay, local spend )	Improved environmental footprint (supply chain, climate action, etc)	Improved end-to-end stakeholder experience (including suppliers, staff, visitors, communities)
	visitor	A range of experiences with year-round and regional interest	Value for money and extension of trip/experience	Considerate of environmental and local impact of travel decisions	Personally enriching, quality experiences



# RESPONSIBLE TOURISM

- Responsible Tourism – the new Business As Usual.
- Drives and responds to trends and consumer behaviour.
  - Responsible Tourism Strategy & DNZ
  - Visitor Management Programme
  - Marketing – Keep Scotland Unspoiled
  - Industry Resources
    - Climate Action Plan toolkit – [visitscotland.org](https://visitscotland.org)



# RURAL TOURISM INFRASTRUCTURE FUND

- Improve the quality of the visitor experience in rural parts of Scotland and support the ambition for Scotland to be a world class destination.
- Reduce the impact of visitor numbers on local communities and facilities.
- Support a more long term, place based approach to tourism infrastructure provision which is more accessible, responsible and sustainable.
  
- £15m+ of grants awarded since 2018 :
- 73 Projects across 18 Local Authorities and National Park Authorities
  - Moray – Coast to Country
- 34 Pre project Design Grants
- 11 Strategic Tourism Infrastructure Development Plans
  - Moray Routes STIDP



71% (+10% on 2021) of

travellers want to  
make effort in  
next year to travel  
more sustainably<sup>2</sup>

78% intend

to stay in a  
**sustainable  
accommodation**<sup>2</sup>

49% believe

there **aren't enough**  
sustainable travel  
**options**<sup>1</sup>

61%

pandemic has  
made them  
**want to travel  
more  
sustainably**<sup>1</sup>

31% said

that they **didn't**  
**know how to**  
**find them** <sup>1</sup>

Source: Booking.com Sustainable Travel Report 2021<sup>1</sup>& 2022<sup>2</sup>

# SCOTLAND IS CALLING

VISITSCOTLAND.COM/TREADLIGHTLY

#RespectProtectEnjoy



<https://youtu.be/XhtNfDl-gpE>

# SCOTLAND'S RESPONSIBLE TOURISM PROMISE

Let's keep Scotland special.

Now and for generations to come. Whether Scotland is your home or your destination, it's all of ours to care for.

So let's all make just a few simple commitments that will help make sure Scotland remains beautiful and unique for everyone to enjoy.

Join us to #RespectProtectEnjoy Scotland.

Read the [responsible tourism promise in Gaelic](#).

**WHEN I EXPLORE SCOTLAND...**

**I PROMISE TO CARE FOR SCOTLAND'S NATURE. I WILL...**

- Not disturb the incredible wildlife that has roamed this epic land for centuries.
- Traced lightly to protect their habitats.
- Be considerate to farmland and livestock.
- Keep my dog on a lead when needed.
- Take my litter home with me.
- Take only photos and leave only footprints.
- Observe the [Scottish Outdoor Access Code](#).

**I PROMISE TO CARE FOR SCOTLAND'S COMMUNITIES. I WILL...**




- Slow down, and savour every moment of what there is to see, do and learn.
- Shop local to enjoy the best products and support Scottish makers and businesses.
- Respect the locals and their resources.
- "Yalla!" (embrace) and respect the Gaelic language.
- Sample the delicious, seasonal foods available all across Scotland.
- Seek out and respect the rich and diverse cultures that are found throughout Scotland.
- Avoid crowded places and come back when it's less busy.
- Take care when exploring the great outdoors, and bring and wear the right equipment.
- Check ahead to see if there is access or parking.
- Park my vehicle safely and responsibly.

**I PROMISE TO CARE FOR SCOTLAND AND THE WORLD'S TOMORROW. I WILL...**

- Leave the car when I can and walk, cycle, paddle or use public transport instead.
- Hire an electric vehicle where possible and take advantage of the many charge points that are now available across Scotland.
- Check the green credentials of all of the businesses I use to travel, stay and explore.
- Enjoy the pure waters that run from the taps, not single-use bottles.
- Switch off the lights and look up at the stars.

Thank you for promising to keep Scotland special by exploring this incredible country responsibly.

Share your commitment to #RespectProtectEnjoy on Twitter and encourage friends and family to do the same.



[Home](#) | [Travel & Planning](#) | [Eco-Travel](#) | [Green Transport & Eco-Friendly Travel in Scotland](#)

## GREEN TRANSPORT & ECO-FRIENDLY TRAVEL IN SCOTLAND

If you love to explore Scotland's majestic landscapes and wildlife and want to preserve them, it makes sense to reduce your carbon footprint while travelling. Fortunately, there are plenty of green transport options for you to choose from.

Find information on eco-friendly transport and travel tips.



[Home](#) | [Inspiration](#) | [Accessible Holidays](#)

### ACCESSIBLE HOLIDAYS IN SCOTLAND

Find accessibility ideas and detailed access information on attractions, activities, food & drink and places to stay across Scotland.



The Burrell Collection

VisitScotland website, we're online 9.30am - 4.30pm GMT.

Chat

## THE BLOG

# 8 UNIQUE ECO-FRIENDLY PLACES TO STAY IN SCOTLAND

  Emily Buchan - July 6, 2022 - [View Comments](#)

Scotland is going green for accommodation! Today, many of us are saying goodbye to our old habits and making better use of our resources to live a more sustainable life; from recycling products to conserving energy and water. These simple changes that we make not only help to reduce our carbon footprint but ultimately make Scotland an eco-friendlier place to live and visit.

## EASY WAYS TO BE RESPONSIBLE IN SCOTLAND

Take the scenic route onboard the train or make use of our network of electric charging points.

Check out places to eat that use delicious local produce, and book an amazing eco-stay with on-site organic food.

[Green & Sustainable Businesses in Scotland](#)

[Green Transport & Eco-Friendly Travel in Scotland](#)

[Driving an Electric Vehicle in Scotland](#)

[Eco-Friendly Accommodation in Scotland](#)

[Taste Our Best Scheme](#)

[SEE ALL OF OUR TIPS ON BEING RESPONSIBLE](#)

# MARKETING UPDATE

# MARKETING OBJECTIVE

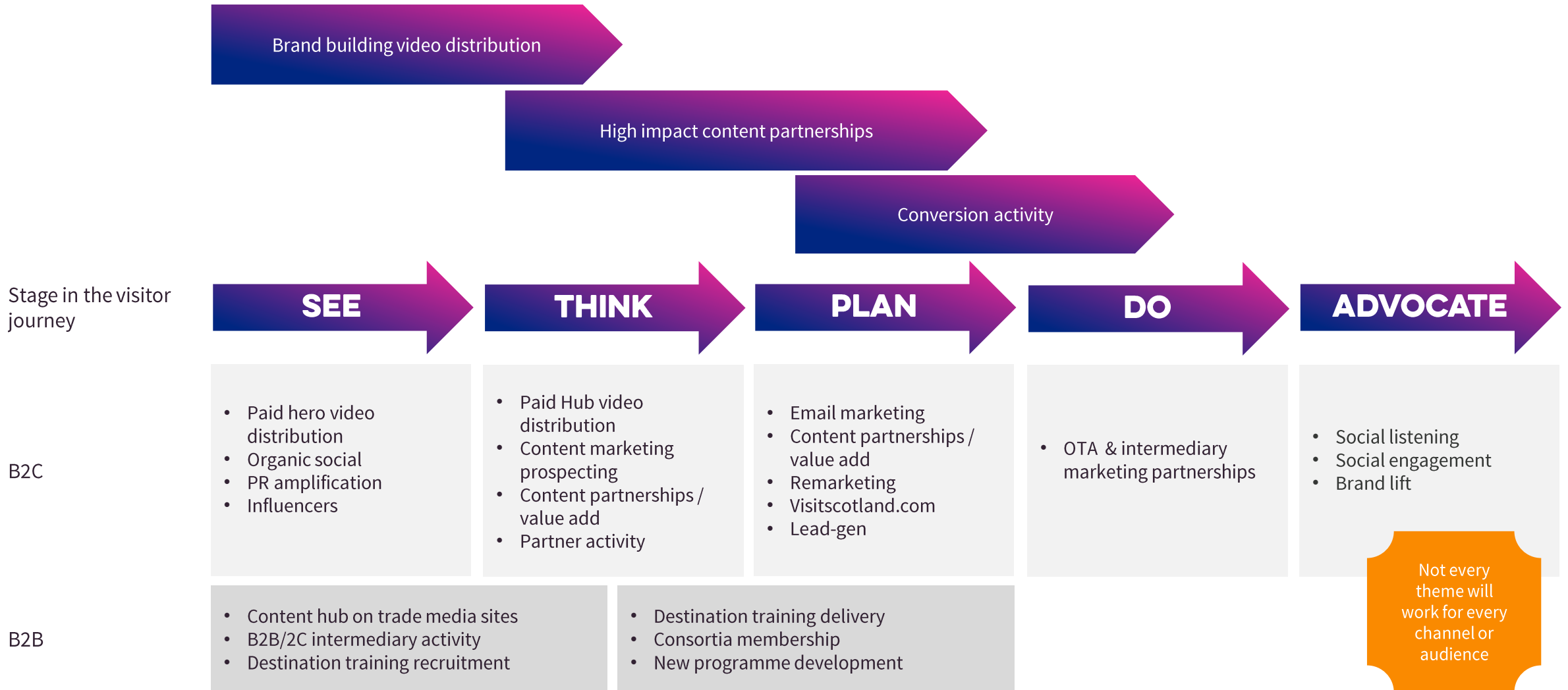
Grow the **value** of tourism to Scotland with a focus on...

Positioning Scotland as an inclusive year-round destination that delivers powerfully enriching personal experiences

Prioritising key markets and audiences to grow Scotland's share of global travel in a sustainable way

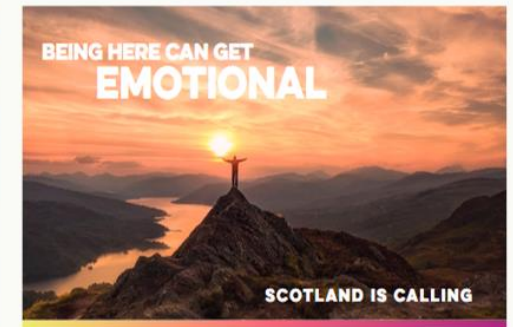
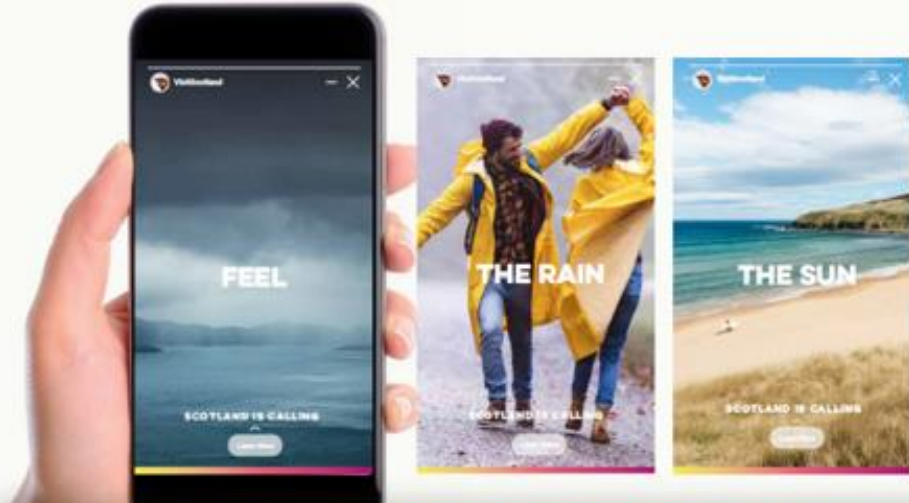
Increasing the value per visit



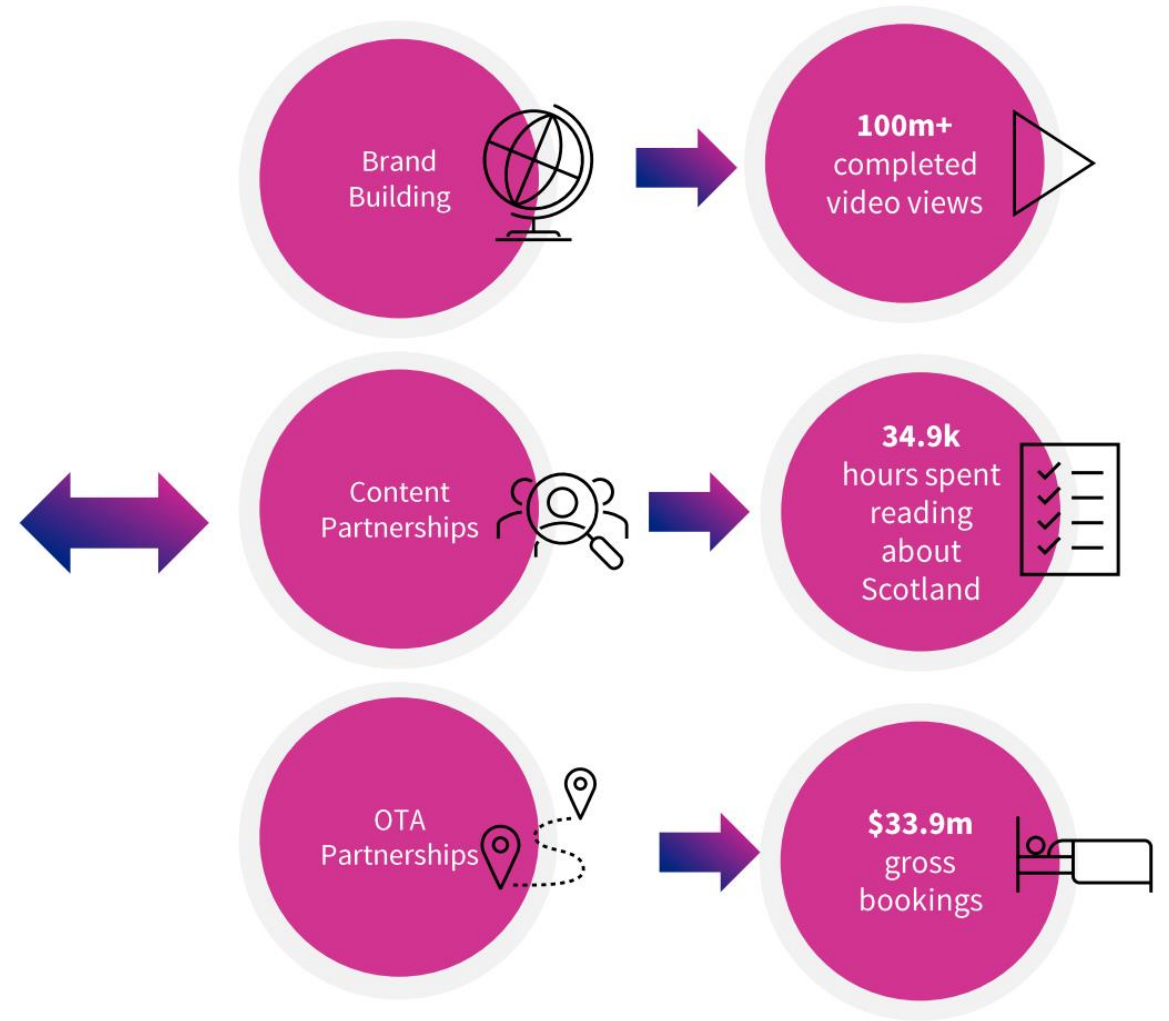
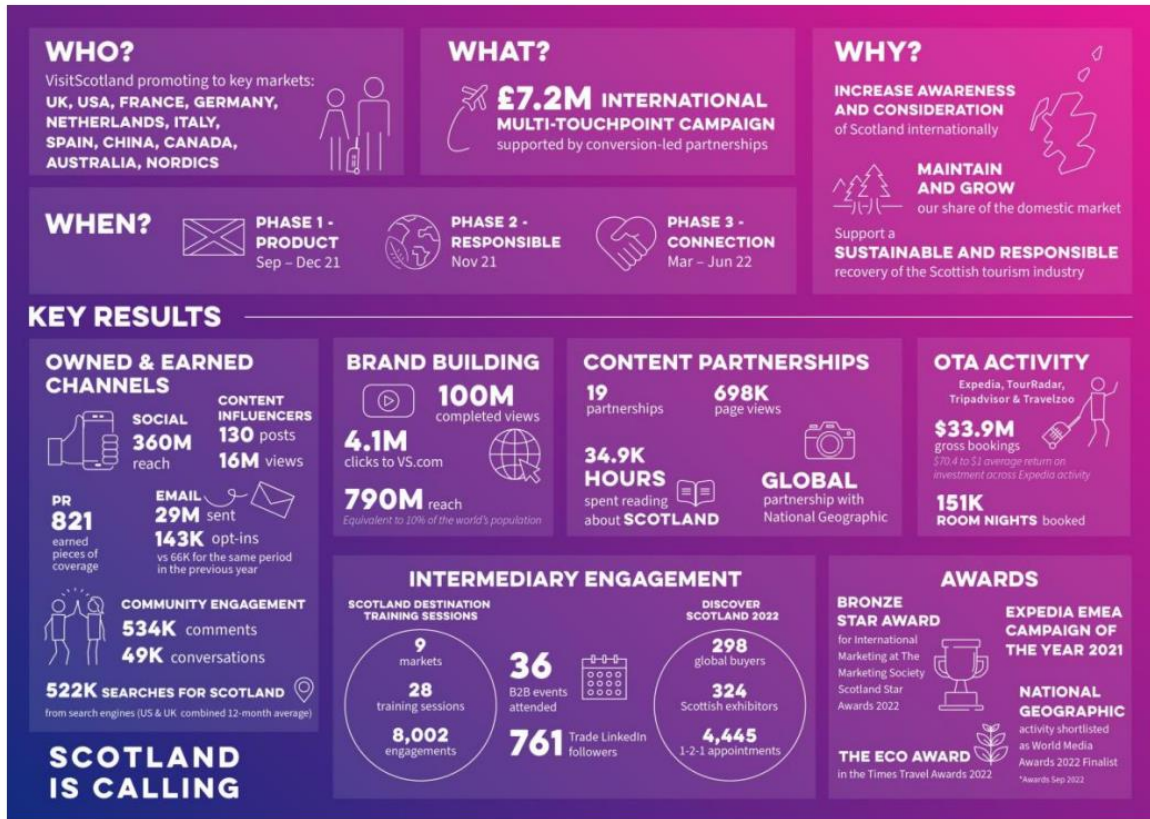




# SCOTLAND IS CALLING



# OUR MARKETING IN 2022/23



Scotland is Calling: results so far

# HIGHLANDS WINTER CAMPAIGN 22/23

## Northern lights (Moray Speyside, Cairngorms)

**VisitScotland (Default)** Sponsored (demo)

Forget the winter blues. The Northern lights are putting on a sparkling show for you across the Highland skies this winter! 🌈👏

📍 Tomintoul & Glenlivet, Cairngorms Dark Sky Park, Moray Speyside

👤 Myrddin Irwin

👍 C... See more



VISITSCOTLAND.COM

**Find your Winter Wonder Highlands**

Plan your winter break!

Learn more

569 36 Comments 21 Shares

## Covesea Lighthouse (Moray Speyside)

**VisitScotland (Default)** Sponsored

How about this for a stunning Scottish sunrise! Brighten up your winter and clear your mind on the peaceful Moray coast 🌅👏

📍 Covesea Lighthouse, Moray Speyside

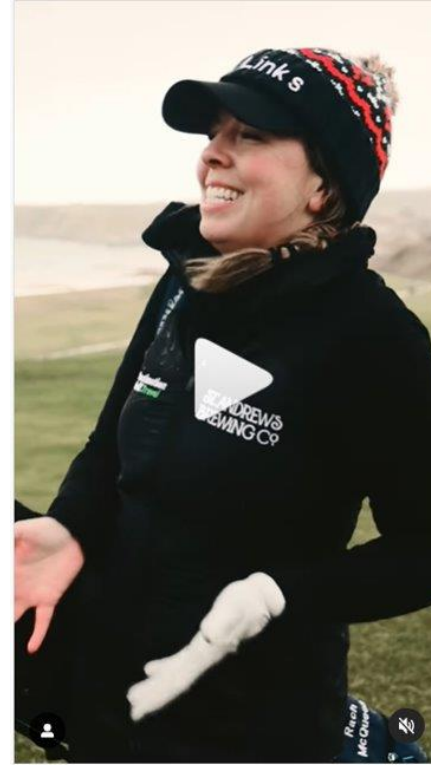
✅ Check the latest Gov advice before travel



VISITSCOTLAND.COM

**Find your Winter Wonder Highlands**

LEARN MORE



**rachmcqueen** • Follow  
Paid partnership with **visitscotland**  
Original Audio

**rachmcqueen** In my element, in the elements 🌬️👏 @cullenlinks #visitscotland #ad

I cannot wait for you to see the final video 📺 #comingsoon  
🗣️: @iamconnorgrant

...

#golfinScotland #cullenlinks #travelvlog #coursevlog #linksgolf #tomorris #golfer #cullen #golftavel #morayspeyside

Edited · 5w

**arnaudseriegolf** 🙌🙌🙌🙌

Liked by **visitscotland** and 317 others

FEBRUARY 23

Add a comment... Post



# SPIRIT OF THE HIGHLANDS & ISLANDS 2022 & 2023



<https://youtu.be/3EiPlxnAn9s>

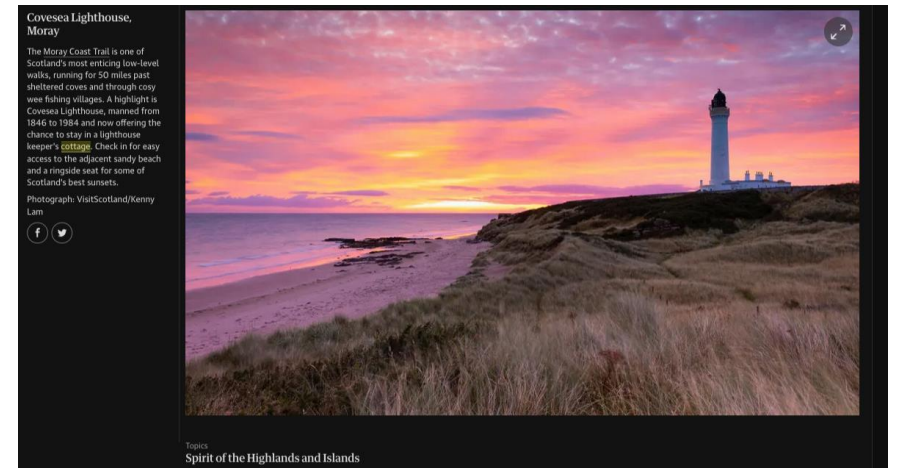


## HAYS FOR DAYS (Nov 2022)

- 72K [Tiktok](#) followers
- Visited [Moray Speyside](#) and delivered 3 Tiktok videos ([video1](#) – [video2](#) - [video3](#))
- Excellent performance with a total of **35k video views** and an extra **393k** of added value.



# The Guardian



### Related content



# 2023/24 MARKETING PLANS

The following marketing tactics will be employed to deliver our objectives.

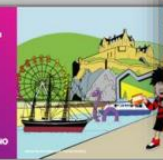
<p>1</p> <p>Integrated marketing delivery</p>	<p>2</p> <p>Harnessing consumer trends</p>	<p>3</p> <p>Leveraging partnerships</p>	<p>4</p> <p>Driving conversion through intermediary development</p>	<p>5</p> <p>Engaging through storytelling and advocacy</p>	<p>6</p> <p>Channel development</p>
<p>Multi-layered marketing into key markets (UK,US) amplified with conversion and partner activity across wider markets, and supported by our always-on and earned activity.</p>	<p>Gathering, analysing and utilising insights from across sources including analytics and own channels, media, partners, intermediaries and industry to inform our approach &amp; share with industry.</p>	<p>Extending collective reach and impact through strategic partnerships with regional, destination, sector, commercial, content and media partners.</p>	<p>Connecting the right products and intermediary channels to maximise conversion of responsible tourism: internationalisation support, key intermediary account management, B2B inspiration, education, targeted events and intermediary marketing activity.</p>	<p>Aligning our content on owned, earned and partner channels through our thematic calendar to strengthen storytelling and advocacy &amp; promote products &amp; places.</p>	<p>Develop VisitScotland's consumer facing digital channels to improve engagement, and opportunities to influence users.</p>

## Partnership Marketing

Working with international, national, regional, sector and commercial partners in line with shared objectives to identify best fit, scalable partnership opportunities which enhance collective reach and impact.



Regional upweights and campaigns



## Earned Coverage & Activity

Working with global consumer and trade media across key markets to deliver global coverage supporting the awareness and inspiration stage of the visitor journey.

- Programme of press visits
- Proactive pitching
- Comms bundles
- Face-to-face engagement
- Media events
- Bespoke campaigns
- Monitoring & evaluation



**Q1**  
Scotland Week 2023, NYC  
TravMedia Awards, London

**Q3**  
British Guild of Travel Writers, London  
St Andrews SG Event, Paris

**Q4**  
TravMedia USA  
TravMedia IMM Aus  
TravMedia IMM UK  
ITB Berlin  
Adonet Paris

Multi-layered marketing to stimulate global demand and extend our impact

# AUDIENCE INSIGHTS

"Young people" are not a segment - Millennials and GenZ make up around 64% of the world's population. That's about 4.7 billion people and they certainly are not all the same.

There is as much diversity within generations as there is between them.

Behaviour is key - Organisations that leverage customer behavioural insights outperform peers by 85% in sales growth and more than 25% in sales margin. - [Gallup](#)

Mood matters – Consumers are more receptive to advertising when in a good mood (happy, excited, relaxed).

Audio insights - Listeners are generally 35% more open to ads and specifically receptive when they are in a good mood (excited, relaxed, focused, happy). Mood ranks #2 behind time for being a key indicator in driving audio ad receptivity.

# MARKET OPPORTUNITIES

Regional & Seasonal Dispersal

Retirees (less affected by cost of living)

Spotlight industry offers

Maximise outdoor active trend

Influence audiences searching OTAs / Social

Showcase direct routes and ease of access

Capitalise on US visitors booking UK trips (e.g. London)

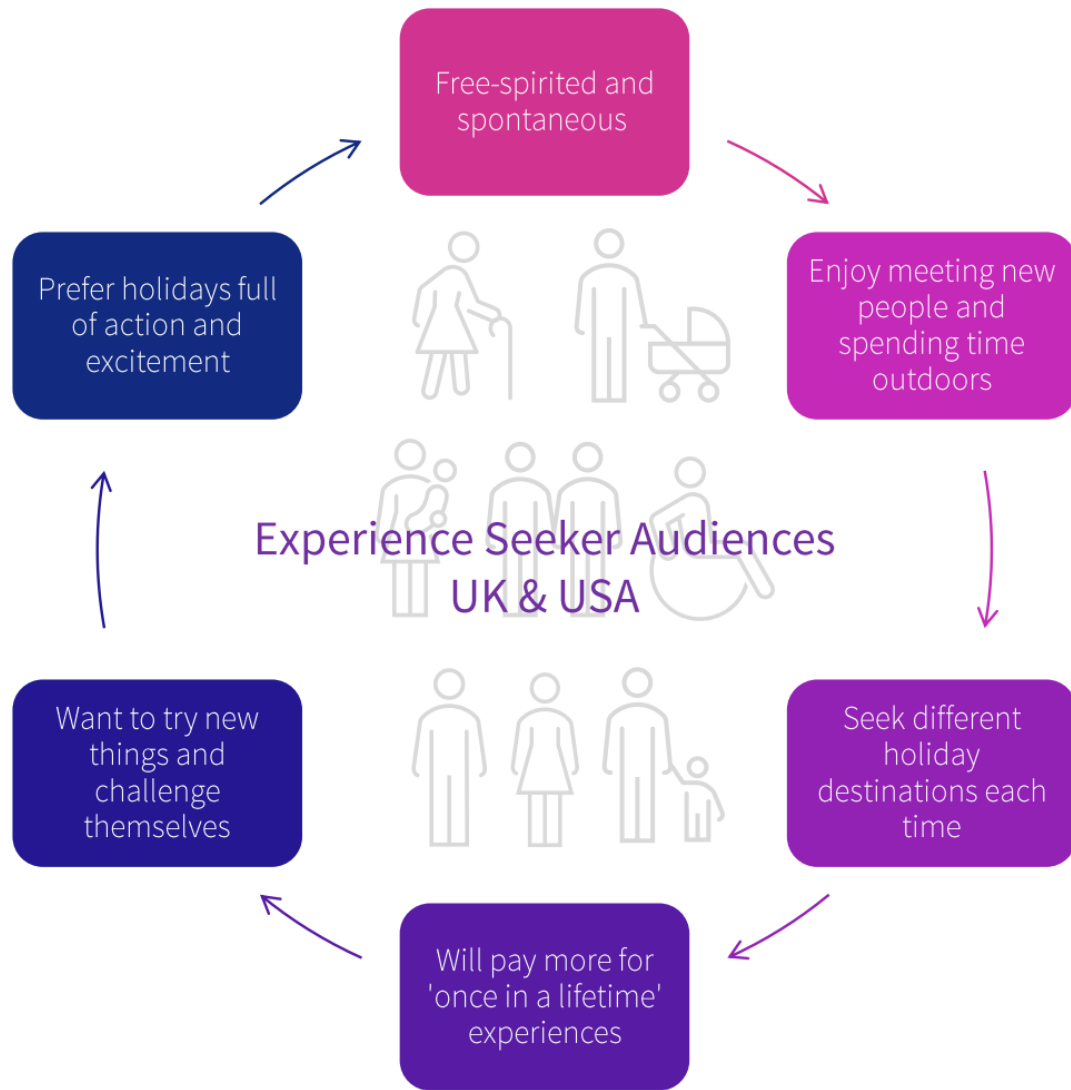
Showcase value & unique experience

Spotlight ease of sustainable travel

Align to media & partners that share our values

Capitalise on renewed love for rail travel

Promote community, provenance & cultural experiences



How does this influence our content and creative approach?

- Use our icons (people, places, iconography) to **reinforce** sense of place
- **Challenge** perceptions with unique, inclusive and exciting experiences that demonstrate the year-round, regional diversity

...in order to bring Scotland's stories to life.

Leverage Scotland assets including...

- Landscapes and built architecture
- Film and TV settings and famous faces
- Tartan, castles, etc
- Active outdoor experiences
- Sustainable travel options
- Seasonal activities and events
- Local cuisine
- 'Instagrammable' locations



# RESPONSIBLE TOURISM DEVELOPMENT

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Messaging</p>	<ul style="list-style-type: none"> <li>• Go off the beaten track</li> <li>• Beat the crowds and travel out of season</li> <li>• Low carbon transport options: electric, small group, public transport, bicycle</li> <li>• Responsible travel <u>itineraries</u></li> </ul>		<ul style="list-style-type: none"> <li>• Slow travel</li> <li>• Stay longer</li> <li>• Really explore our landscapes, nature and culture</li> <li>• Immersive experiences</li> </ul>		<ul style="list-style-type: none"> <li>• Meet the locals</li> <li>• Shop local</li> <li>• Eat local</li> <li>• Enjoy a local farm stay</li> <li>• Green Tourism accreditation scheme</li> </ul>	
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Sector priorities</p>	<p>Outdoor adventure</p>	<p>Walking, cycling and wildlife watching</p>	<p>Luxury / value add personalised experiences</p>	<p>Agritourism</p>	<p>Local food and drink experiences</p>	<p>Cultural experiences</p>



# SCOTLAND. MADE FOR CYCLING.

Cycling tourism - building on the 'Worlds' legacy



# THE VISITOR OPPORTUNITY

- Over **2.3 billion\*** cycle tourism trips taken in Europe annually
- Generating an estimated value of **£37 billion\***
- Scotland's share is **0.5% of trips and around 0.8% of spend**

	Cycling	MTB	Combined
Trips (000)	338	251	589
Nights (000)	1,322	1,234	2,556
Spend (£m)	£154	£112**	£266
No. of nights	3.9	4.9	-

- **Over 713K cycling day trips** taken in 2019, generating an additional **£16M**
- Key short haul target markets:
  - Netherlands (58% cycle > twice a week)
  - Germany (36% cycle > twice a week)
- Supports our **responsible tourism** and **Net Zero** ambitions

Sources:

Great Britain Tourism Survey 2019 (3-year average 2017-19)

\*European Cyclists' Federation report 2018

\*\*Frontline Scotland 2016 estimated at £105m with potential to grow to £158m by 2025.



# RESOURCES & SUPPORT

# WHAT DO WE KNOW?

Being discoverable is even more important if you want to get to the lookers and bookers



## Changed booking habits

- **Word of mouth & social media are the two main sources of travel inspiration**
- **Booking windows:** 37% UK book within 1 week of travel. 29% US book 90+ days in advance – opportunity with short window too with 22% booking within a week of travel
- **Over 50% of International travellers use intermediaries** such as Travel Agents, Tour Operators and online travel sites to plan & book their travel
- **Package bookings** (1 in 3 visitors) remain strong for some of our largest inbound markets. Bookings typically **1.7 x more in value.**
- 90% of Expedia travellers are searching for **sustainable booking options.** **While 7 in 10 consumers** will pay more when making a travel choice that is more **inclusive to all types of travellers**

# STEPS BUSINESSES CAN TAKE

## CREATING BOOKABLE PRODUCT & BEING DISCOVERABLE = SUSTAINABLE GROWTH

### Own Channels

Tell your own story – history; values; sustainability journey; connection with your local community

Create a story telling calendar and maximise new content across channels - website & social

Encourage visitors to share their experiences and share far & wide

Short form video – micro moments on the farm – authenticity is key

Optimise web content for all the right key words

### Web Booking Engines

Distribution is going to be key – is your online booking solution integrated with a channel manager (e.g. Expedia; Booking.com; Vrbo; Air BnB?)

Expedia/Vrbo – key for North America – accommodation & experiences

Vrbo highlighting a growth in demand for unique accommodation

Using an OTA will also drive more direct bookings

Utilise the dashboards available to help with pricing; competitor analysis

Handy tips available here:

[Using Travel Distribution to Sell your Product | VisitScotland.org](#)

### Travel Trade

Use travel trade to sell ‘unique’ bookable experiences – FIT or Group

Growth in Travel Advisors (NA) looking for luxury & unique experiences – opportunity to drive higher revenue

Working via tour operators etc gives you more control over when you prefer to offer those bookable experiences (i.e. specific days or times of the year only)

Planning and booking can be 12-18 months in advance

[How to work with the travel trade](#)

# RESOURCES & SUPPORT

- [Visitscotland.org](https://www.visitscotland.org)
  - Wealth of advice and resources
  - Research & Insights
  - Toolkits
    - Cycle Tourism
    - Inclusive Tourism
    - Climate Action
- New VisitScotland Toolkit
  - Video and imagery
  - Campaign assets
- Marketing advice and resources
  - Marketing calendar
  - [TravelPR@visitscotland.com](mailto:TravelPR@visitscotland.com)
- Funding
- Industry Relationship Manager
  - Dennis McFarlane  
([dennis.mcfarlane@visitscotland.com](mailto:dennis.mcfarlane@visitscotland.com))



VisitScotland | Business Events | Travel Trade | Toolkit | Corporate

VisitScotland | Alba

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Quality Assurance	Responsible tourism	Advice	Digital skills	Marketing	Funding
Quality Assurance awards	Climate change in Scotland	Advisory service	Get started with digital	Marketing opportunities	Rural Tourism Infrastructure Fund
How to apply	Create a Climate Action Plan	Business surgeries	Essentials of digital marketing	Business events	Business Improvement Districts
Sector guidance	Deposit return scheme	Coronavirus support & information	Know your customers	Free business listing	Growth Fund
Promote your award	Our visitors, culture and communities	Cost of doing business	Improve your online performance	Free images and video	Recovery funding
Taste Our Best	Inclusive and accessible tourism	Industry Leadership Group		iCentre advertising	
Brown tourist signs	Sustainability and the environment	Short-term lets legislation		Press trips	
Scottish Thistle Awards	Green certification schemes	Travel distribution		Toolkits	
		Your Industry Relationship Manager		Cycling tourism industry guide	

SCOTLAND'S NATIONAL TOURISM ORGANISATION  
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Welcome to VisitScotland.org

# THANK YOU

Any questions?

[david.jackson@visitscotland.com](mailto:david.jackson@visitscotland.com)