

Appendix 2 : VisitScotland Product Portfolio

There are five key themes in the product portfolio :

- Freedom
- Active
- Cities
- Culture and Heritage
- Business

All that Scotland has to offer can be linked into one or more of these themes and promotional activities are built around sub-sets of these as shown below.

VisitScotland Brand Portfolio



Freedom	Active	Cities	Culture & Heritage	Business
Wildlife	Golf	Shopping	TV/Film	Conferences
Castles/Heritage	Mountain Biking	Night Life	Performing Arts	Incentive Trips
Gardens	Walking	Food & Drink	Visual Arts	Business Meetings
Island Hopping	Climbing	Sport	Literary	Exhibitions
Hub Touring	Cycling		Events/Festivals	
	Watersports		Heritage/Genealogy	
	Adventure Sports		Museums	
	Fishing			
	Shooting			
	Ski-ing			