

The Ancestral Welcome Scheme has been created by VisitScotland, in partnership with the Scottish Ancestral Tourism Group, for visitors with an interest in ancestral research. The Scheme helps to clearly identify, by display of the scheme logo and use of promotional material, those businesses and individuals offering support for our visitors. The scheme is open for all sectors and includes, genealogists, museums, family history centres and societies, clan centres and societies, universities, libraries, local authorities, history and heritage centres, bespoke tour operators, archive centres (public and private) and organisations and individuals offering support, guidance and complementary services, all of whom are knowledgeable, passionate and committed to meeting and exceeding the needs of the ancestral tourists.



ANCESTRAL TOURISTS WELCOME SCHEME

Genealogy Support Services

Genealogy has been identified by VisitScotland as a growing and important niche market in Scotland, with an estimated 50m people worldwide claiming Scottish ancestry. Recent research shows that 68% of North Americans cited “genealogy/ researching ancestors” as a motivation for travel to Scotland, with ancestral tourists staying longer and spending significantly more than the average tourist to Scotland.

As the market grows and demand spreads ('Genealogy' is one of the three most regularly requested search topics on the Internet), the opportunity exists to distinguish your business as being able and keen to offer local advice and also provide specialist ancestral tourism services. This opportunity holds particular significance looking forward to VisitScotland's 2017 theme year, the Year of History, Heritage and Archaeology.

The Ancestral Welcome Scheme is relevant for anyone on the frontline of tourism businesses such as accommodation providers, restaurants, pubs and visitor attractions. The scheme is also open to professionals in the industry, and associated businesses, who provide family history or genealogy services including the housing and preservation of archive material.

The intention is to provide a co-ordinated network of ancestral tourism accommodation operators and supporting businesses and agencies. The scheme also acts as an enabler in connecting businesses together under the Ancestral Tourism banner, presenting a comprehensive and structured package to potential visitors researching their Scottish family roots.

As a provider of genealogy support services you will be responsible for offering guidance on where to stay and which historic sites to visit, but also linking, where relevant, with genealogists, tour operators, libraries, local authorities, family history societies and centres, heritage centres, universities, clan societies and many more sources of information.

The mix will be both professional and volunteer organisations and individuals, with the main driver being a passion for Ancestral Tourism.

KEY OBJECTIVES:

- Build a network of national and regional ancestral tourism related businesses
- Develop formal links with VisitScotland accommodation providers and visitor attractions
- Provide services which support VisitScotland accommodation providers and assist our visitors

- Confidently provide accurate information to visitors
- Enthusiastically help to develop this important and growing area of tourism.

KEY SOURCES OF INFORMATION:

- The Ancestral Tourism in Scotland booklet published by Tourism Intelligence Scotland provides an invaluable information resource to assist businesses in leveraging the opportunities of the ancestral market
[www.visitscotland.org/research and statistics/tourism_sectors/ancestral_tourism.aspx](http://www.visitscotland.org/research_and_statistics/tourism_sectors/ancestral_tourism.aspx)
- The Scottish Ancestral Tourism Group supports Scotland's tourist businesses and other bodies in providing a world class experience for ancestral visitors, providing assistance in maximising income generated from this key market
[http://www.dev.scottishancestraltourism.scot/.](http://www.dev.scottishancestraltourism.scot/)
- VisitScotland has produced an Ancestral Tourism Toolkit with information on how to target ancestral tourists and boost marketing potential
http://www.visitscotland.org/business_support/advice_materials/toolkits/ancestral_tourism_toolkit.aspx

SCHEME REQUIREMENTS

To become an accredited provider of the scheme there is a requirement that individuals, owners, management and staff are committed to delivering an excellent level of customer care. Their attributes will include a warm, friendly and welcoming attitude, a willingness to answer questions and take an interest in their visitor's reasons for visiting Scotland.

A full list of commitments include;

- To refer visitors to other specialists, if their enquiry lies out with the scope of your business or knowledge.
- To contribute to the creation of National and Regional factsheets on genealogy and ancestral support services.
- To link your business with other complementary businesses or services, such as accommodation, visitor attractions, genealogists or resource centres.
- To give guidance on local transport options where applicable.
- To give due consideration for people with access needs, and to make suitable provision where practicable.
- To conduct your business in a professional manner, dealing promptly with all enquiries, and respecting the confidential nature of the visitor's research and their personal and business affairs.

APPLICATION PROCESS

The scheme is available at no cost to bona fide businesses.

All we ask is that you provide VisitScotland with details of your business and any relevant qualifications or awards.

Please note that it is not necessary to have formal qualifications, as it is equally important that individuals have a passion and informed knowledge of their particular area of expertise.

Welcome Scheme Application Form – Genealogy Support Services

To apply for the Ancestral Welcome or any of the other VisitScotland Welcome Schemes listed, please complete this form and return it to the address below with payment where applicable. Alternatively email your completed form to Customer Services and if chargeable we will email you a link to make online payment.

On receipt of your form, payment and confirmation that you provide all the facilities listed, we will confirm the appropriate award/s by e mail and you will receive the relevant promotional goods by post.

Ancestral Tourism (Specialist Sectors)	Free of Charge	<input type="checkbox"/>
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Anglers	£25 plus VAT (£30)	<input type="checkbox"/>	Field Sports	£25 plus VAT (£30)	<input type="checkbox"/>
Bikers	£25 plus VAT (£30)	<input type="checkbox"/>	Golfers	£25 plus VAT (£30)	<input type="checkbox"/>
Children	£25 plus VAT (£30)	<input type="checkbox"/>	Groups	£25 plus VAT (£30)	<input type="checkbox"/>
Classic Cars	£25 plus VAT (£30)	<input type="checkbox"/>	Pets	£25 plus VAT (£30)	<input type="checkbox"/>
Cyclists	£25 plus VAT (£30)	<input type="checkbox"/>	Visiting Golfers	£25 plus VAT (£30)	<input type="checkbox"/>
Fiosraich Gàidhlig / Experiencing Gaelic	Free of Charge	<input type="checkbox"/>	Walkers	£25 plus VAT (£30)	<input type="checkbox"/>

1. Contact Details

Main Contact:	Title		First Name		Surname	
Business/Trading Name						
Address 1						
Address 2						
Town			Postcode			
County			Tel No			
Email address:						

2. Invoicing Address (if different to above)

Address 1						
Address 2						
Town			Postcode			
County			Tel No			
Email address:						

VisitScotland's preferred method of issuing invoices and statements is by email. Please provide an email address here, or please provide postal address for invoicing (if different from property details above).

3. Business Information

What is the legal structure of your business?

- | | |
|--|---|
| <input type="checkbox"/> Public Limited Company | <input type="checkbox"/> Limited by Guarantee |
| <input type="checkbox"/> Sole Trader | <input type="checkbox"/> Partnership |
| <input type="checkbox"/> Limited Liability partnership | <input type="checkbox"/> Charity |
| <input type="checkbox"/> Limited Company | <input type="checkbox"/> Co-operative |

Are you registered for VAT?

- Yes
 No

Confidential financial information will only be provided to other Government agencies for the purposes of administering, evaluating and monitoring VisitScotland's programmes, it will not be shared with any other third parties.

Date business established M/Y	How many full time or equivalent employees do you have?
Annual turnover	Balance sheet total (**)

Please give the value in £ sterling to the nearest £1,000. This should be the figure from your most recent financial accounts. This information will only be provided to other Government agencies for the purposes of administering, evaluating and monitoring VisitScotland programmes. This information will not be shared with any other parties.

** This is the net worth of your business = Total assets minus total liabilities.

State Aid

This activity is subject to the law governing the level of public sector State Aid which can be given. It falls into the De Minimis category which limits the level of public sector funding for businesses to €200,000 (around £142,450) over a 3 year period.

We are required to take into account any De Minimis aid you may have received from VisitScotland or from any other public body including Local Authorities, Scottish Enterprise, Highlands & Islands Enterprise, Scottish Government, lottery funding or any EU funding. To enable VisitScotland to meet the regulation requirements, could you please provide us with the date the offer of aid was made, the name of the body providing the aid, what the aid was for and the value of the aid.

Date of offer	Name of body providing aid	Purpose of aid	Amount received £

I am interested in other VisitScotland marketing opportunities, please contact me to discuss these further (please tick)

4. Declaration

I have read the criteria and confirm that I provide all the criteria requirements listed. This may be checked by VisitScotland staff when next in the area.	
I understand that I am bound by the working with VisitScotland Terms and Conditions which can be found here: http://www.visitscotland.org/business_support/buyingservices-termsconditions.aspx and a printed copy is available on request.	
I am authorised to order the aforementioned goods/services on behalf of the business detailed on this form.	

Signed		Date	
Name (block capitals)		Position	