

The changing face of information provision

WHAT CUSTOMERS WANT

*Figures from the Scotland Visitor Survey



Trip planning is now **69%** online



60% of international visitors use online sources to decide what to do when here



46% of visitors want info from locals and **33%** want it from their accommodation providers



90% of people research their holidays online and **80%** book their holidays online (Travel Weekly)

OUR INFORMATION CENTRE NETWORK



from local authorities
down **99%** from **£5million** in 2005



down **58%** from **7million** in 2005



26 key sites delivering to **70%** of visitors and **75%** of bookings

SCOTLAND ONLINE



The iKnow Community
7300 registered users



User sessions on
visitscotland.com



representing
a potential
£825
MILLION



engaged with VisitScotland's
social channels

TAKING INFORMATION TO THE VISITOR



Our outreach activity reached

1 MILLION
VISITORS



Our Coo Vans were on
the road **200 DAYS**
at events and festivals



There are **2,000** VisitScotland
Information Partners in Scotland
- from castles to restaurants