



WORKING WITH VISITSCOTLAND - VISITOR READY FOR THE 150TH OPEN

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Old course grandstand, The Open 2015



ADVICE & SUPPORT

**DIGITAL ROUTES
TO MARKET**

**THE QUALITY OF
TOURISM
PRODUCT AND
EXPERIENCES**

**RESPONSIBLE
TOURISM
MEASURES**

**DEVELOPMENT
OF (BOOKABLE)
TOURISM
PRODUCTS**

INDUSTRY RELATIONSHIP MANAGERS

Fife, West Lothian,, Falkirk and Clackmannanshire:
James Sinclair 01334 466 003/ james.sinclair@visitscotland.com

Aberdeen/shire, Angus and Dundee:
Den McFarlane 01224 269188/ dennis.mcfarlane@visitscotland.com

Perthshire
Liz Shorthouse, 01738 450616 liz.shorthouse@visitscotland.com

WORKING WITH VISITSCOTLAND

As part of your sign up to VisitScotland you will receive a **free** web listing on our national website, so when completing the application please have ready:

- An image
- A short teaser description and a main, more detailed description
- Company information
- Contact details

Application form:
<https://corporateforms.visitscotland.org/ctf/>

Read the
web listing criteria
and our T&Cs

Submit
application

VisitScotland Customer Services

01463 244111

customer.services@visitscotland.com

DIGITAL ROUTES TO MARKET

Direct	Indirect	
Where a customer books with your business in person	Where a customer uses a third party to research and book their travel (intermediary).	
<ol style="list-style-type: none">1. by phone, email or direct message2. through website's online booking engine	<ol style="list-style-type: none">1. Online Travel Agent (OTA)	<ol style="list-style-type: none">1. Travel Agent2. Traditional Tour Operator (more detail on next slide)



Industry Relationship Managers can offer advice and support

DEVELOPMENT OF (BOOKABLE) TOURISM PRODUCTS

What does Travel trade deliver	What do businesses need
Additional distribution channel with increased reach	Trade rates – commissionable or net
Off-peak volume and revenue	Quality experiences
Repeat business	Reliable, efficient and flexible schedules
New markets	Clear and easy to understand collateral
	A staff contact who understands travel trade

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THE QUALITY OF TOURISM PRODUCT AND EXPERIENCES

Our Quality Assurance Scheme criteria, the nine key areas of assessment

Visitor Attractions

Pre-arrival	Staff – hospitality and friendliness	Staff – service and efficiency
Arrival	Cleanliness	Core Experience
Catering	Retailing	Toilets

Small serviced

Exterior/leisure – appearance and maintenance	Staff – hospitality and friendliness	Staff – service and efficiency
Other public areas – quality and maintenance	Cleanliness	Food
Bedrooms – quality and maintenance	Public areas – quality and maintenance	Restaurant/ dining areas – quality and maintenance

All sector Guidance available on link below <https://www.visitscotland.org/supporting-your-business/visitor-experience/quality-assurance-ratings/industry-guidance>

Or contact customer.services@visitscotland.com for more information on how to sign up

THE QUALITY OF TOURISM PRODUCT AND EXPERIENCES

Taste Our Best criteria

Booking procedure

Hospitality on arrival

Ordering and service skills

Menu appearance, balance, variety and choice

Courses – appearance and presentation

Quality of main ingredients

Culinary skills

Additional courses and hot beverages

Housekeeping and hygiene



Café at the R&A World Golf Museum

Guidance available on the link below

<https://www.visitscotland.org/supporting-your-business/visitor-experience/taste-our-best/taste-our-best-criteria>

RESPONSIBLE TOURISM MEASURES

Responsible Tourism	What businesses can do
Culture and communities	<ul style="list-style-type: none"> • Help encourage responsible tourism in Scotland by being part of our visitor management activity • Ask your guests to make the visitor promise #RespectProtectEnjoy
Inclusive and accessible	<ul style="list-style-type: none"> • Get guidance to help your business become as inclusive as possible for visitors <ul style="list-style-type: none"> • Create an access guide (Access guide toolkit here) • Train your staff to be more aware of disabilities (start with these 7 tutorials, 16mins in total http://bit.ly/2RVDsm0)
Environmental Sustainability	<ul style="list-style-type: none"> • Get a (virtual) energy assessment from Energy Efficiency Business Support to identify and prioritise opportunities to save money and cut carbon and access funding • Install an Electric Vehicle charge point , switch to EVs (funding available) • Join the Tourism Declares Initiative or Glasgow Declaration • Climate Emergency Training to build awareness
Then consider green accreditation	



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FURTHER INFORMATION AND LINKS

INDUSTRY SUPPORT

VisitScotland.org | Visit our dedicated advice page at www.visitscotland.org/supporting-your-business/advice/coronavirus for up to date information and advice on Coronavirus (COVID-19) for tourism businesses, including:

- Latest COVID-19 information and resources
- Tourism industry FAQs
- VisitScotland's response to COVID-19
- Latest notes from STERG weekly meeting
- Tourism Destination and Sector Support Fund

Dedicated tourism industry advice | Our experienced team of Industry Relationship Managers can be reached at business.advice@visitscotland.com to help with any questions you have about business operations or marketing at this time.

Financial support advice | 0300 303 0660 | Contact the dedicated Scottish Enterprise business support line. Open Monday - Friday between 8.30am and 5.30pm or go to findbusinesssupport.gov.scot/coronavirus-advice

Industry newsletter | Stay up to date with the latest regional and national news by signing up to VisitScotland's Tourism Insider newsletter at visitscotland.org/news

Social media | Stay in touch with the latest from VisitScotland on [LinkedIn](#) or [Twitter](#)

MARKETING INFORMATION

VisitScotland.org

- [Market intelligence report](#) – weekly data and insights into how Covid-19 is impacting tourism globally and our key markets – and links to our activity
- [Marketing response to Covid-19](#) – regularly updated information on VisitScotland's marketing#
- Our visitors – deep dive insights into our UK and overseas visitors

USEFUL CONTACTS

- Contact business advice team: business.advice@visitscotland.com
- Travel trade enquiries: traveltrade@visitscotland.com
- Send updates & story ideas to the PR team at: travelpr@visitscotland.com
- Sharing virtual tours or web cams: content@visitscotland.com
- Information on new experiences you're developing: marketing@visitscotland.com
- Advice regarding insights: research@visitscotland.com

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