

LOCAL TOURISM INDUSTRY BAROMETER

A business survey designed to support tourism in your destination



Quarterly survey of Scottish tourism businesses

Takes no longer than 15 minutes to complete



Have your say on visitor trends, business performance & operational changes

Access national, regional & local tourism performance results via interactive dashboard



Access **timely & localised** tourism performance monitoring

Benchmark your business against others in your area or sector



Build on your success with the Local Tourism Industry Barometer

Identify opportunities for collaboration

Support funding applications

Inform business and investment decisions



“The VisitScotland tourism business barometer has been a valuable tool for our business. We always try to find the time to participate in the survey and use the results along with the insights dashboard to help us gauge visitor data to the area along with current market conditions.

This has helped shape our marketing plans and social media content.”

Lynne Lino, Owner, Candacraig House, Strathdon, Aberdeenshire

To access the latest results & for more information, please visit www.visitscotland.org/barometer