300 MILLION TOURISM SPEND

Do you want more from Scotland's richest source of incoming tourists next year?
Golf in Scotland is VisitScotland’s biggest distributed niche market holiday Guide

- 100,000 copies of the guide are distributed to visitors who enquire about including some golf in their forthcoming Scottish holiday.

- The book provides a one-stop-shop for these visitors – allowing them to plan their travel, accommodation, eating out, entertainment, family fun activities and of course, their golf – all in one bumper guide.

- The interactive online version of the guide features on the home page of the VisitScotland golf website.

- The online version of your advert in the guide will link directly through to your own website.
Golfers visiting Scotland provide our country with its single richest source of tourism.

With the average trip lasting 4-5 nights, golf visitors spend a significant amount of time off the course.

74% of the visitors' spending goes to non-golf businesses like yours!

These visitors spend on average 50% more than any other visitor on their trip.

Over 70% of all golf visitors come from the UK and Ireland - so there is huge potential for repeat business.

The market is worth £300 million to the Scottish Economy.
In the section of the guide dedicated to visitor attractions there will be a MAXIMUM of 46 advertisers from across Scotland.

No more than TEN advertisers will be included from each of the regions.

Actual Size: 59mm(w) x 66mm(d)

£425 +VAT

SOUTH WEST
| HIGHLANDS & ISLANDS
| NORTH EAST
| HEARTLANDS
| SOUTH EAST
| CENTRAL
DON'T MISS OUT ON THIS OPPORTUNITY

CAPITALIZE ON THIS £300 MILLION MARKET

There are three easy ways to book your advertising space and guarantee your inclusion for 2020, or just to get some more information

**TELEPHONE** Simply call the sales team on 0141 353 2222

**OR**

**EMAIL** Send us a message to: golf@psp.uk.net

**OR**

**ONLINE** Click and complete the booking/enquiry form on www.pspbookings.com

Please remember that advertising space in this annual guide is strictly limited and must be allocated on a first-come, first-served basis, so if you decide that you want to get involved, please contact the team as soon as you possibly can to avoid disappointment.