

THE OFFICIAL GUIDE TO GOLF IN SCOTLAND 2020

300 MILLION TOURISM SPEND



Do you want more from
Scotland's richest source of
incoming tourists next year?



GOLF IN SCOTLAND

- ▶ **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**

THE FACTS



FACT 1

GOLFERS visiting Scotland provide our country with its single richest source of tourism

FACT 2

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

FACT 3

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

FACT 4

These visitors spend on average **50% MORE** than any other visitor on their trip

FACT 5

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

FACT 6

The market is worth **£300 MILLION** to the Scottish Economy

PROMOTIONAL OPPORTUNITIES

THINGS TO SEE & DO ON YOUR BREAK



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

Golfers stay an average of

4 TO 5 NIGHTS

On their trips to Scotland and during that time

74%

of their

£300 MILLION

spend is on activities

OTHER THAN GOLF

with the average round of golf taking

3-4 HOURS

golf visitors have plenty of non-golf time to fill during their trip and they spend

50% MORE

than non-golf visitors, making the golfer your ideal customer



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

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.

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**