How you can target this niche market to grow your business in 2020
The Facts about Activity Holidays in Scotland

**Fact 1**
A YouGov survey predicts that over the next three years we will see a trebling in the number of people taking an adventure holiday.

(Source: Adventure Travel in Scotland)

**Fact 2**
Nearly a quarter of adventure travellers in Scotland spend around £70 - £100 per day. The average trip lasts about a week.

(Source: TIS, Adventure Travel in Scotland Report 2011)

**Fact 3**
It is predicted that by the end of next year there will be:
- A doubling of participation in activity, ‘off the beaten track’ or special interest holidays.

(Source: TIS, Adventure Travel in Scotland Report 2011)

**Fact 4**
There are currently 351,000 specific Adventure Sports & Mountain Biking holidays taken in Scotland every year.

(Source: Adventure Travel in Scotland)

**Fact 5**
Tourism Intelligence Scotland’s Adventure Travel in Scotland Report estimates that participation in activity sports could increase to as much as 3.7 million trips and £848 million expenditure by the end of this year.

(Source: VisitScotland UK Segmentation Research (2013))

**Fact 6**
73% of visitors use official VisitScotland Guides or websites to plan their holiday in Scotland.

(Source: VisitScotland UK Segmentation Research (2013))
WHAT IS ACTIVE IN SCOTLAND?

It is an A5 book and the only official publication that VisitScotland uses to promote Activity holidays in Scotland.

- **40,000** copies used by visitors planning an activity break
- **20,000,000** visitors use [www.visitscotland.com](http://www.visitscotland.com) to plan their breaks
- **9** geographical regions covered in detail

Easy to use **ACCOMMODATION SECTION** to help visitors book their rooms

Covers all of the **KEY DISCIPLINES** to help visitors plan their trip
WHY GET INVOLVED?

Activity tourism can help generate business for you, whatever the size, nature and location of your business. Advertising in Active in Scotland helps you target activity tourists and boost your marketing potential.

HOW MUCH DOES IT COST?

Special Sections
Set-template 1/6th page advert in dedicated Accommodation Section £325

General Space
Sixth page £325
Quarter page £450
Half Page £725
Full page £1250

Premium Positions
Inside back cover £1250
Inside front cover £1450
Outside back cover £1750

All prices subject to VAT

HOW TO GET INVOLVED

Call us on 0141 353 2222 or email to active@psp.uk.net or click HERE to complete the online booking form.

Advertising space is very limited so please reply as soon as you can to guarantee your space. You will not be invoiced for payment until September 2020.