THE DEFINITIVE TOURIST’S GUIDE TO WALKING HOLIDAYS IN SCOTLAND

How you can target this niche market to grow your business in 2020
Walkers made 20 million day trips within Scotland last year.

79% of visitors who participate in walking as a leisure are ABC1 consumers which means they have more education, better-paid jobs and higher disposable income than those in other groups.

Fact 1
Walking is the most popular nature-based activity for UK residents holidaying in Scotland and is worth nearly 40% of all tourism spend.

Fact 2
The walking pages on VisitScotland’s website enjoyed over 125,000 visits last year.

Fact 3
UK-based walkers make 4.8 million trips to Scotland and spent 23 million bed-nights in the country.

Fact 4
Walkers made 20 million day trips within Scotland last year.

Fact 5
The total spend by walkers on day visits in Scotland in a single year is £1.3 billion.

Fact 6
79% of visitors who participate in walking as a leisure are ABC1 consumers which means they have more education, better-paid jobs and higher disposable income than those in other groups.
WHAT IS WALK IN SCOTLAND?

It is the only official publication that VisitScotland uses to promote walking holidays in Scotland.

- **50,000** copies used by visitors planning a walking holiday.
- **20,000,000** visitors use [www.visitscotland.com](http://www.visitscotland.com) to plan their breaks.
- **15** geographical regions covered in detail.
- Easy to use **ACCOMMODATION SECTION** to help visitors book their rooms.
- Covers all of the **KEY LONG DISTANCE** and many **SHORTER WALKS** as well as **EVENTS**.
## Why Get Involved?

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

## How Much Does It Cost?

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<th>Template</th>
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All prices subject to VAT

## How to Get Involved

Call us on 0141 353 2222 or email to walk@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 January 2020.