

# WALK IN SCOTLAND

2019



## THE DEFINITIVE TOURIST'S GUIDE TO **WALKING HOLIDAYS** IN SCOTLAND

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How you can target this niche market  
to grow your business in 2020

# THE FACTS ABOUT WALKING TOURISM IN SCOTLAND



## 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

Source: [www.snh.gov.uk](http://www.snh.gov.uk)

## FACT 2

The walking pages on VisitScotland's website enjoyed over **125,000 visits** last year

Source: VS Insight Department: Walking, Topic Paper 2017

## FACT 3

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

Source: GBTS 2011

## FACT 4

Walkers made **20 million** day trips within Scotland last year

Source: GBDVS 2011

## FACT 5

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

Source: ^ 2011

## 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

Source: VS Insight Department: Walking, Topic Paper 2017

# WHAT IS WALK IN SCOTLAND?

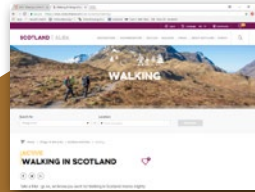
It is the only official publication that VisitScotland uses to promote walking holidays in Scotland



CLICK HERE

**50,000**

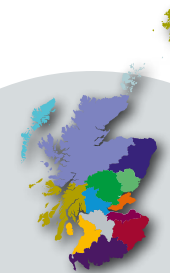
copies used by  
visitors planning a  
walking holiday



CLICK HERE

**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?

### Special Sections

Set-template 1/8th page advert in dedicated Accommodation Section **£310**

### General Space

Eighth page	<b>£450</b>
Quarter page	<b>£650</b>
Half Page	<b>£1015</b>
Full page	<b>£1850</b>

### Premium Positions

Inside back cover	<b>£1995</b>
Inside front cover	<b>£2295</b>
Outside back cover	<b>£2500</b>

*All prices subject to VAT*

## HOW TO GET INVOLVED

Call us on **0141 353 2222** or email to [walk@psp.uk.net](mailto: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.*