

## **Web listing criteria**

All requests for a web listing will be reviewed individually and we reserve the right to refuse any business applying for a listing on the site. Here are a few notes of guidance:

- Businesses with a web listing on [visitscotland.com](http://visitscotland.com) must be based in Scotland and be conducting their business in Scotland for the benefit of visitors to Scotland.
- Online only businesses (with no physical presence) do not qualify for a web listing. We can only work with businesses that have a physical presence and offer a particular experience for visitors to Scotland when they arrive in Scotland.
- We welcome applications from all types of tourism businesses, this includes:
  - Accommodation providers
  - Visitor attractions, activities, tours or experiences
  - Food and drink establishments
  - Transport providers
  - Local retail establishments.
- We do not display web listings for general businesses with no connection to tourism. [visitscotland.com](http://visitscotland.com) is an inspirational tourism website focused on driving visitors to find accommodation or experiences for their trip. Visitors can connect with additional types of businesses during their visit.
- We do not display web listings for business to business (B2B) operators. The content on [visitscotland.com](http://visitscotland.com) is aimed at promoting holiday experiences for visitors, it isn't a business directory for operators. Visitors who need this type of service will be able to seek guidance during their visit.