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 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 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 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.