

A scenic coastal landscape at sunset or sunrise. The sky is filled with soft, colorful clouds in shades of pink, orange, and purple. The sea is calm, reflecting the sky. In the foreground, two people are walking on a sandy beach, carrying two red kayaks. The background shows a rocky coastline with several small islands and a range of mountains in the distance. A large, faint, stylized sun or moon graphic is overlaid on the left side of the image.

IT STARTS WITH A VISIT

Campaign toolkit

About the campaign

From October 2026, we are launching the next phase of our campaign to demonstrate the hugely important role tourism and events play in making Scotland a great place to live, work, visit, do business and study.

And we need **your help**.

Our campaign is based on a simple insight: while tourism begins with someone choosing to visit Scotland, the benefits of that decision are felt much more widely across our people, places and communities

We know how important the sector is but we want to reinforce the visitor economy as something that benefits everyone in Scotland - not just visitors - building stronger political and stakeholder advocacy, industry pride, and public understanding.

Through media, case studies, social media and PR, we want to reach audiences beyond the tourism and event industry to demonstrate how tourism and events contribute to people and places across Scotland.

This includes celebrating the wide-ranging benefit it brings to communities, culture, public services, the economic and the wellbeing of visitors and local people alike.

And we want you to get involved.

How you can get involved

You can help raise the profile of our visitor economy and celebrate the wide-ranging impact a visit can have on Scotland's people and places by:

- sharing content across your social channels (template copy, prompts and assets on the following pages)
- re-sharing VisitScotland's content from our [LinkedIn](#) account and corporate website - VisitScotland.org
- including the campaign in your next e-newsletter or website news update
- sharing examples of case studies or stories of the visitor economy in action



Key messages

- Tourism and events benefit us all. It starts with a visit but the impact of tourism and events spreads far and wide.
- The money that visitors spend helps create jobs, improve infrastructure and services, attract investment and makes Scotland a better place to live, work, do business, study and visit.
- It also helps our places thrive, celebrates and protects our culture, and supports a more sustainable future
- Its success doesn't happen on its own, it requires collaboration, investment and commitment.
- A thriving visitor economy raises Scotland's international profile, spreads wealth across the country, creates better places to live, work, visit, and happier people.
- Understanding what makes up Scotland's visitor economy can help us make the most of its potential and more importantly, make sure we all reap its benefits.



How to support

Please use **#ItStartsWithAVisit** on any social media posts and tag us on LinkedIn @VisitScotland

Your business, event or organisation and the people, sectors, suppliers, and community groups you work with all contribute to the success of Scotland's visitor economy and we'd love to hear and celebrate your stories.

What to do:

On your social media channels, share a post celebrating the positive impact tourism, events and the visitor economy has on your area. The post could include:

- what difference a visit made to your business, organisation, community or destination
- stories and anecdotes about the benefits tourism and events bring to your local area
- examples of where you/your business has enriched the visitor experience or the community it's part of
- local businesses, suppliers and organisations who help to make your business a success
- your view on why the visitor economy is so important to Scotland

Not sure what to say? Here are some example social media posts

Please use **'It starts with a visit'** where possible on any posts and tag us on LinkedIn @VisitScotland

Post 1

It starts with a visit, but it can mean so much more. Every trip, day out, event or experience has the potential to create a ripple effect, supporting businesses, jobs, communities and the places we all care about.

We're proud to celebrate the positive difference tourism and events make across Scotland. Find out more:

<https://visitscotland.org/visitor-economy>

Post 2

We all have a vital role to play in creating a strong visitor economy. Every visit can make a difference. Understanding what makes up Scotland's visitor economy can help us make the most of its potential and, more importantly, make sure we all reap its benefits. Find out more: <https://visitscotland.org/visitor-economy>

Post 3

A visit doesn't just create great memories. It can help local businesses thrive, support jobs and contribute to vibrant communities and places. Find out more <https://visitscotland.org/visitor-economy>

Campaign social tiles

We have created a selection of tiles that highlight some of the touchpoints of the visitor economy across the sectors. Each uses a different tagline under the *It Starts With A Visit* banner (see explanations below). Should you wish to use your own industry images, we can create bespoke tiles with those images for your use. Please send your images to corporatepress@visitscotland.com

It starts with a visit. It supports our communities.

- Reflecting the impact that it has on building economic and social growth in communities by supporting local businesses, suppliers, and community projects/services.

It starts with a visit. It enriches our vibrant culture.

- Reflecting the impact that it has on our cultural, heritage and creative arts sectors by creating events/festivals and preserving cultural and historic attractions.

It starts with a visit. It keeps our high streets thriving.

- Reflecting the impact that it has on town centres by supporting the promotion of a destination.

It starts with a visit. It lays the foundations for tomorrow.

- Reflecting the impact that it has on the regeneration and development of destinations by driving major infrastructure tourism projects.

It starts with a visit. It connects our lives.

- Reflecting the impact that it has on investment in our transport services by supporting projects that improve connectivity across Scotland.

It starts with a visit. It improves our wellbeing.

- Reflecting the impact that it has on our health and wellbeing by maintaining our urban and rural landscapes.

IT STARTS WITH A VISIT

It supports our communities



Bowhouse, Fife

visitscotland.org/visitor-economy

IT STARTS WITH A VISIT

It enriches our culture

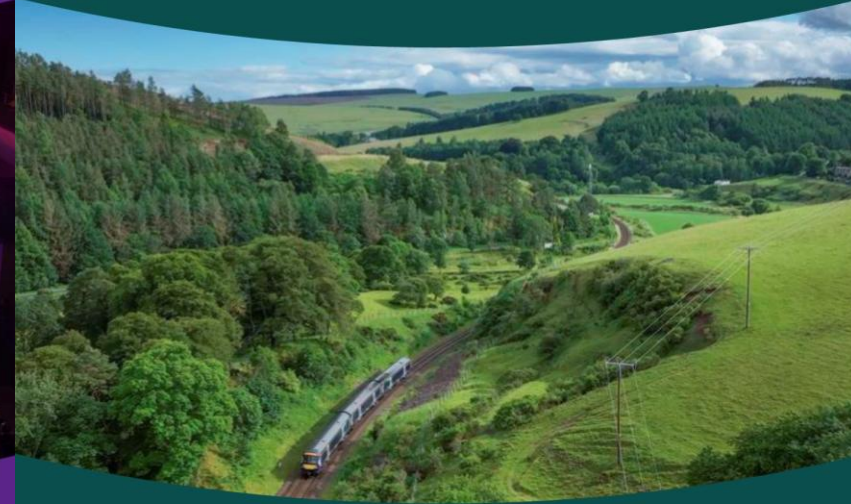


Celtic Connections

visitscotland.org/visitor-economy

IT STARTS WITH A VISIT

It connects our lives



The Borders Railway

visitscotland.org/visitor-economy

Additional content suggestions

Marketing copy for newsletters

50 words approx

We're proud to support *It Starts With A Visit*, a campaign led by VisitScotland to celebrate the positive impact tourism and events make across Scotland. Help us show why our industry matters. Share the campaign, tell your stories and celebrate the difference tourism and events make every day. Find out more <https://visitscotland.org/visitor-economy>

100 words approx

It Starts With a Visit is a campaign recognising the positive impact tourism and events make across Scotland.

Led by VisitScotland, it celebrates how every visit has the potential to make a difference. From supporting local businesses and jobs to sustaining communities, celebrating our culture and helping places thrive, tourism and events benefit us all.

Help us spread the message and showcase the difference our industry makes every day. Share the campaign, tell your own stories and help show why tourism and events matter, not just to visitors, but to everyone who lives, works, studies and visits in Scotland .

<https://visitscotland.org/visitor-economy>

Resources to help you get involved

Campaign assets

- Website landing page:
<https://visitscotland.org/visitor-economy>
- Campaign video:
<https://youtu.be/nvvznBZ4Vwc>
- Social assets: Can be requested
- Need some images for your post? Use our free media toolkit: <https://toolkit.visitscotland.org/>



A large, stylized purple flower graphic is positioned on the left side of the slide. It features a central circular element with a white, multi-pointed star or flower-like shape inside. Radiating from this center are several curved, petal-like shapes in varying shades of purple, creating a sense of depth and movement.

*Visit
Scotland* | *Alba*TM

Thank you

Contact details for further information:
corporatepress@visitscotland.com