



*Visit
Scotland* | *Alba*TM

**Celebrating Scotland's
visitor economy**
Campaign toolkit

About the campaign

From April 2025, we are launching activity across our VisitScotland channels to highlight the significant contribution tourism and events make to the lives of people across Scotland and build a greater understanding of the ripple effect created by the visitor economy.

And we need **your help**.

We know how important the sector is. And while research suggests Scotland's residents agree it's beneficial to the economy - we think the socio-economic benefits reach so much further than many appreciate and are worth celebrating.

That is why we're launching this campaign.

Through case studies, social media and PR, we want to reach audiences beyond the tourism and event industry to demonstrate the size, scale and impact of the visitor economy.

This includes celebrating the vital role it plays in supporting supply chains, creating jobs, attracting investment, regenerating destinations, encouraging sustainability and ultimately, making Scotland a better place to live, visit, work, study and do business.

And we need your help to do this. **Let's give a great big shout out to everything and everyone that make tourism and events so special.**

Background

Coming together to celebrate the visitor economy

What is the visitor economy?

In its simplest form, the visitor economy is all the money, investment and jobs created when people travel to a place for leisure, business or other reasons.

While this is significant, behind the headline figures and direct economic benefit, there is a much wider impact. This ripple effect can be felt far and wide, across Scotland's industries, infrastructure and communities.

And the visitor economy includes every industry that contributes to and benefits from the visitor experience.

Why is it important?

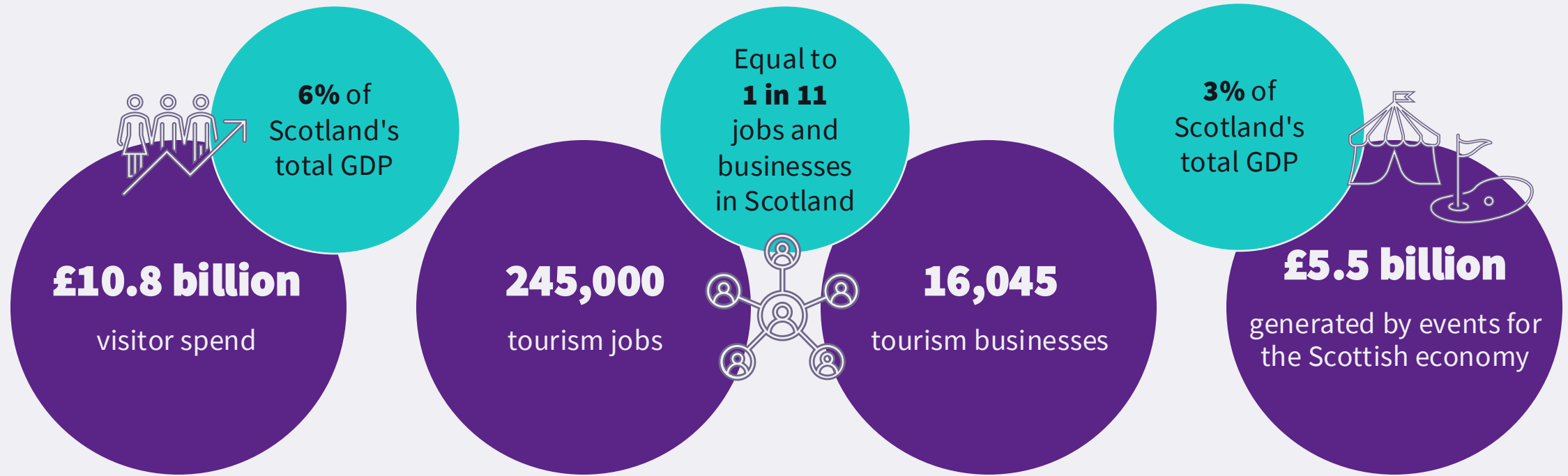
A vibrant visitor economy is a force for good. It provides stimulus and support to related industries and supply chains across Scotland, such as food and drink, arts and culture, retail, construction, and transport.

But its influence doesn't stop there—the visitor economy can play a key role in contributing to the regeneration of towns and urban areas, the sustainability of rural and island communities, and in Scotland's journey to net zero.

Growing the visitor economy means creating more opportunities for businesses and communities to thrive in harmony.

Background

The visitor economy - at the heart of Scotland's economy



For visitor economy insights in your area, visit our regions page at: www.visitscotland.org/research-insights/regions

Key messages

- Tourism and events are among Scotland's most important industries and one of the largest growth sectors in Scotland.
- The success of tourism and events businesses creates a ripple effect, which powers not only a vibrant visitor economy, but is also at the very heart of Scotland's economy.
- The economic activity generated by visitors, which in 2023 totalled £10.8 billion, sustains communities across the region, stimulates investment, creates jobs, enhances Scotland's global reputation, and boosts visitors' and our own health and wellbeing.
- The visitor economy is more than simply holidays and travel; it's a force for good for Scotland and our people.
- Growing the visitor economy means creating more opportunities for businesses and communities to thrive. This helps make Scotland an even better place to visit, live, work, study and do business.
- Tourism and events support many other sectors across Scotland, including food and drink, transport, and construction.

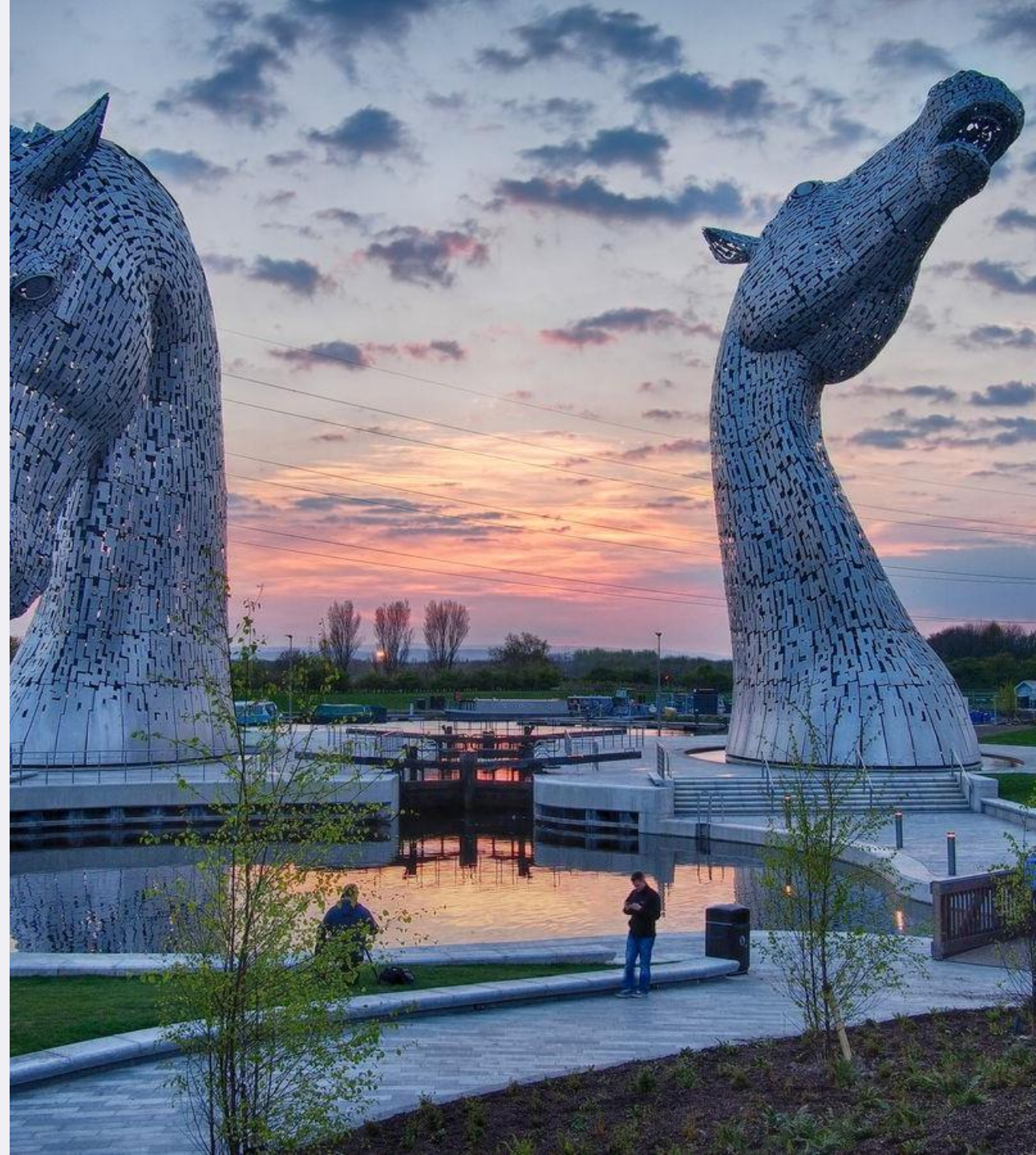


How you can support

Get involved

You can help raise the profile of our visitor economy and celebrate all those who make it thrive, by:

- Sharing content across your social channels (template copy, prompts and assets on the following pages)
- Re-sharing VisitScotland's content from our [LinkedIn](#) and [X](#) channels
- Including the campaign in your next e-newsletter or website news update



Social media post prompts – for businesses

Please use the hashtag **#ScotVisitorEconomy** on any posts

Your business 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. They are what make the visitor economy so rich and vibrant.

What to do:

On your social media channels, share a post celebrating the visitor economy in your area. The post could include:

- what the visitor economy means to you and/or your organisation
- 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's some example social media posts

Please use the hashtag #ScotVisitorEconomy on any posts

Post 1

From taxis to cafes, builders to florists... we're all part of the visitor economy in some way. Every pound a visitor spends goes further than you think. Find out what the visitor economy means to you: <https://visitscotland.org/visitor-economy> #ScotVisitorEconomy

Post 2

More than a holiday - every trip taken and event attended enriches Scotland. Each pound spent by a visitor sustains jobs, supports businesses across industries, and benefits communities. The visitor economy is the thread that runs through our economy, and you're part of it. Find out more: <https://visitscotland.org/visitor-economy> #ScotVisitorEconomy

Post 3

Take care of the pennies, and the pounds will take care of themselves. But do you know how a visitor's pound takes care of Scotland's people and places? The visitor economy benefits us all. Find out what it means for your community: <https://visitscotland.org/visitor-economy> #ScotVisitorEconomy

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Post 4

Protecting Scotland's rich biodiversity and beautiful places, so everyone can enjoy them for generations to come, that's how I play my part in the visitor economy. How about you? Find out more: <https://visitscotland.org/visitor-economy> #ScotVisitorEconomy

Post 5

I'm proud to welcome visitors from far and wide to Scotland's historic places and help them connect with our past. It gives our people a sense of pride and fosters connections with those visiting from across the globe. That's how I'm part of the visitor economy – how about you? <https://visitscotland.org/visitor-economy> #ScotVisitorEconomy

Post 6

Our team protect Scotland's rich natural resources, welcoming people into our national park to enjoy our iconic landscapes. From Rangers to Environmental Officers, Bus Drivers to Volunteers, our people ensure the benefits of the visitor economy are felt far and wide. <https://visitscotland.org/visitor-economy> #ScotVisitorEconomy

Resources to help you get involved

Campaign assets

- Website landing page:
<https://visitscotland.org/visitor-economy>
- Campaign video:
<https://youtu.be/nvvznBZ4Vwc>
- Press release:
<https://toolkit.visitscotland.org/asset-page/733579-more-than-just-a-holiday>
- 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 five-pointed star-like shape inside, surrounded by several layers of petals and leaves, all rendered in various shades of purple.

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Thank you

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