

# Bringing the World to Scotland

VisitScotland exists to promote Scotland as a tourism destination on a national and international level and has a shared ambition to achieve 50% growth in tourism revenues by 2015.

Becoming involved with VisitScotland, the national tourism organisation, allows a business to take advantage of the organisation's experience, influence and knowledge. With 10% of Edinburgh's workforce employed by the tourism industry (32,000 people), tourism plays a vital role in not only the city's but also Scotland's wider economic success. VisitScotland structures its operational strategies around five core objectives:

- To attract visitors by building a successful Scottish tourism brand

- To engage and work in partnership with the tourism industry
- To enhance the visitor experience
- To provide strategic direction to the industry
- To manage its business efficiently and effectively.

For businesses working in the tourism industry, VisitScotland's Business Development Team can offer support and advice designed to promote and encourage business growth.

## Marketing opportunities

VisitScotland offers tourism businesses a number of marketing opportunities that they can get involved in from online opportunities to UK/Ireland and International promotional opportunities.



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“ Tourism now employs 32,000 people in Edinburgh (10% of the city's workforce). ”

Inspiring Tourism, The City of Edinburgh Council 2006.



Salisbury Crags