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VisitScotland also offers advice on how to promote business according to individual needs and how to make the most of marketing opportunities.

Business advice

Whether it's a business just starting up, business development, green business advice, information on legislation or about joining the Quality Assurance Scheme, the Business Development Team can offer businesses the chance to take advantage of their help and expertise.

The Growth Fund

The VisitScotland Growth Fund is a £1m marketing fund part financed by the European Union. It is designed to support collaborative group marketing

that will assist the tourism industry in reaching the ambitious 50% growth target by 2015. The fund is available for well researched collaborative marketing projects from groups of tourism businesses operating at a local, regional or national level. The fund enables groups of tourism businesses to undertake new marketing activity or develop current activity which will generate additional visitors to Scotland. The Growth Fund can support tourism groups with 40% of approved total marketing costs over a one year period, from a minimum of £2,500 and up to £65,000 (subject to criteria).

www.visitscotland.org



Tourism gets green light

The Green Tourism Business Scheme (GTBS) is a VisitScotland accredited scheme to help tourism businesses reduce their environmental impact, save money, improve efficiency and increase marketing potential. The market place is changing and green-conscious customers are on the increase. Businesses using the GTBS could encourage customer loyalty, gain new business and increase their community profile through good environmental management. Even the simplest measures can contribute towards obtaining an award – Gold, Silver or Bronze – and many companies may have a head start as they already undertake many of the basic practices already. And it doesn't involve an arduous and complex green strategy. For example, if everyone in Scotland only boiled the water they needed to make a cup of tea instead of filling the kettle every time, they would save enough electricity to run all the street lighting in the country! There are over 750 members in Scotland, and that number is set to increase.

The Green Tourism Business Scheme (GTBS) is an accredited VisitScotland Quality Assurance scheme operated in Scotland on behalf of VisitScotland by a not-for-profit company, Green Business UK Ltd.

Membership includes:

- Simple application process
- Low-cost membership fee based on business size
- Informative membership pack
- Environmental visit, assessment and advice tailored to member
- Information on financial support
- Plaque and certificate

Benefits include:

- Reduced running costs
- Increased market appeal
- Increased environmental awareness
- Free listing on the website
- Online and telephone support
- European marketing

www.green-business.co.uk

