

VisitScotland Business Support – ‘growth journey’

VisitScotland and Fife Tourism Partnership can support businesses at various stages of their growth journey.

Whether entirely new or already operating, businesses can be at different stages of their growth journey. It is possible to pick up with and signpost business to further support no matter what stage of their journey they are at.

The following is the most usual growth journey. Many steps can occur in tandem and/or compliment each other.

Getting Online – How customers find a business

Understand how customers find a business

[Understanding the Online User Journey | VisitScotland.org](#)

[Essentials of Digital Marketing | VisitScotland.org](#)

Free web listing to a global audience on www.visitscotland.com (13 million plus views per year).

[Promote Your Tourism Business on Visitscotland.com | VisitScotland.org](#)

Free web listing on <https://www.welcometofife.com/> <https://www.welcometofife.com/contact-us>

Quality Assurance – providing reassurance in a commitment to Quality

Quality Assurance (QA) drives up Quality & Standards within industry, raising the bar. It enables visitors to make informed choices based on a set of objective criteria that can be read in association with much more subjective User Generated Reviews (good and bad). Helps visitors get a balanced view. QA is a valuable marketing tool for businesses.

Quality Assurance schemes cover the majority of different types of Tourism Businesses

[Tourism Star Ratings - Quality Assurance | VisitScotland.org](#)

Participation in a Quality Assurance Scheme is a pre-requisite for Councils to consider Brown Tourism Signposting (road and pedestrian) to a business.

[Brown Tourist Signs | VisitScotland.org](#)

Business Routes To Market

Understand your customers and how they are going to engage with a business. Directly with a business or indirectly using an Online Travel Agent, Travel Agent or Tour Operator

[Using Travel Distribution to Sell your Product | VisitScotland.org](#)

Working with online Travel Agents – increasing exposure to markets

The largest growth area in tourism purchases is being driven by customers utilising Online Travel Agents such as Expedia, Booking.com and many others.

Collaboration between local businesses for example an accommodation provider and a visitor experience that would appeal to potential visitors can provide strong product.

[Online Travel Agents: Top Tips and Information | VisitScotland.org](#)

Work with the Travel Trade (third party distributors)

The travel trade is made up of a network of travel distributors (or intermediaries), who are independent businesses from across the globe. They cover all the channels through which a traveller can buy a tourism product. Especially important if a business would like to target international markets.

[How to Work with the Travel Trade | VisitScotland.org](#)

[Preparing Your Business to Work With Travel Trade | VisitScotland.org](#)

Benefit from a Free web listing to a global Travel Trade audience on [VisitScotland Travel Trade – Travel Trade](#)

Webinars to help businesses learn more

[New digital skills webinar series - News | VisitScotland.org](#)