



Visit Scotland

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VisitScotland, previously Scottish Tourist Board is a non departmental public body, established by Act of Parliament in 1969 and is responsible to the Scottish Executive through the Minister for Tourism, Culture and Sport. VisitScotland is the national strategic marketing agency for Scotland and operates in both the domestic and overseas markets. VisitScotland has offices in London, Edinburgh and Inverness. The vision for VisitScotland is to make "Scotland a must visit destination where visitors' needs come first, and tourism makes a vital contribution to economic growth."

VisitScotland has a strategic role as the public sector agency providing leadership and direction for the development of Scottish tourism to get the maximum economic benefit for Scotland. We exist to support the development of the tourism industry in Scotland to this end and to market Scotland as a quality destination. In our activities and in our work with industry partners we will promote the principles of sustainable tourism to ensure that our industry will be successful over the longer term.

Competencies of organisation.

Partner in the DUTHCHAS EU LIFE PROJECT and direct involvement with the Czech Republic through the EU Twinning Covenant.

Member of the Highland and Islands Special Transitional Programme Monitoring Committee, and Agricultural Business Development Scheme (Non-Agric.) PAC. Member of NPP RAG (Scotland).

Partner in the NPP Nature Based Tourism Project 2004-2006.

Co-operation and network activities of organisation.

VisitScotland conducts business in an integrated way, making sure that we gain maximum advantage from working collaboratively and closely across the organisation and ensuring public sector funds for tourism are used effectively.

VisitScotland operates on the basis of an inclusive approach which depends upon continual interaction and collaboration with those who have a vested interest in, and responsibility for, the performance of the Scottish tourism industry, e.g. private sector businesses, other public sector agencies, government, communities, retail and transport, farming, forestry and fishing.

VisitScotland operates in close association with 14 Area Tourist Boards which cover all regional parts of Scotland.