

Upcoming Round of VisitScotland's Growth Fund to Boost Tourism Firms' Marketing Activities

The VisitScotland Growth Fund is designed to assist the tourism industry and to further cement Scotland's reputation as a world class destination.

The Fund enables groups of tourism businesses to undertake new marketing activity or further develop current activity which will generate additional visitors to Scotland.

The Fund is designed to assist groups in marketing their products and services to new customers and encourage people to holiday in Scotland for longer.

All projects applying for funding should contribute to the following objectives:

- Increase the number of visitors to Scotland and the overall visitor spend.
- Encourage visitors to travel more widely throughout Scotland.
- Encourage visitors to travel throughout the whole year.
- Develop and support the Scotland brand in key consumer markets.

The Fund can support groups with 50% of approved total marketing costs over a one-year period, with a minimum award of £10,000 to a maximum of £40,000 available.

The VisitScotland Growth Fund enables groups of tourism businesses to undertake new marketing activity or further develop current activity which will generate additional visitors to Scotland.

All applications must include activity which is considered "new", ie working with new partners, targeting new markets, including new packages/offers, or using new media. Whilst subsequent applications can be made, the funding should not be considered as long-term or core funding.

Applications are welcomed from groups of tourism businesses throughout Scotland operating at a local, regional or national level.

The next deadline for this scheme is 22 November 2017.

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