

Guide to what works best on social - this is getting a wee bit dated, and is due for a refresh, but the content is still useful.

https://www.dornoch.org.uk/userfiles/file/business_group/1-mb-visitscotland-social-media-what-we-look-for.pdf

Only in Scotland

- The link to the Industry Video and Toolkit sits here: <https://www.visitscotland.org/supporting-your-business/marketing-toolkits/only-in-scotland>
- Revised Strategy and Infographic link: <https://www.visitscotland.org/about-us/what-we-do/marketing/only-in-scotland-strategy>
- Refreshed Target Markets Page: <https://www.visitscotland.org/about-us/what-we-do/marketing/target-markets>

Refreshed Market profiles

- UK Market
Profile <https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/research-papers/market-infographic/market-infographic-uk.pdf>
- US Market
Profile <https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/research-papers/market-infographic/market-infographic-us.pdf>
- Germany Market
Profile <https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/research-papers/market-infographic/market-infographic-germany.pdf>
- France Market
Profile <https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/research-papers/market-infographic/market-infographic-france.pdf>
- China Market
Profile <https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/research-papers/market-infographic/china-market-profile-infographic-v2.pdf>

VisitScotland Digital Media Library – free images and video that any business can download and use.

Growth Fund. You may want to look at [Growth Fund](#) to support some winter campaign activity for end of 20/21. Happy to chat further on this.

All the best

Chris

Chris Taylor
Regional Leadership Director
VisitScotland

01463 244 170 | 07795 060 817