

Hello Joan

I hope you are doing well despite the continued lockdown.

I am reaching out to all my groups in the Highlands to ensure that their members are benefiting from being on our VisitScotland consumer website, as we are already seeing an increase in activity after this week's announcements. In this regard I was wondering if the undernoted information might be useful to share in your next Visit Dornoch update to members.

**VisitScotland Consumer Website, [www.visitscotland.com](http://www.visitscotland.com)**

Entries on the VisitScotland website are free of charge and once an entry is created you will receive login details that will enable you to update as often as you require. This is the most comprehensive tourism portal for Scotland and one of the busiest travel websites in the UK with more than 20 million visitors annually. Your entry will also enable exposure/referrals from VisitScotland Information Centres spread throughout the country that provide inspiration and practical information to nearly six million visitors a year.

*To request an entry on our website, simply complete and submit the online form by clicking your mouse [Working with VisitScotland online form](#). Once your basic listing has been created, you will be sent a personalised link to enable you to add more images, prices, facilities, additional content etc. You can find out more information on our complimentary web listing on this link:- [marketing-with-us/national-tourism-website](#). I would encourage you to have an image ( *landscape and a minimum size of 1024 pixels wide x 768 pixels high*), short teaser description and a main, more detailed, description ready before you fill in our online form. If you are a new businesses can you simply add £1000 in the boxes when prompted to add amounts as this is the minimum amount that the system will accept.*

If anyone has a multi-strand business e.g. café/shop or B&B/Self-Catering please feel free to submit the above information multiple times so that you appear in the correct search results.

For those members who already have a web listing I would encourage them to ensure that their web listing is the best it can be and this link might help [Top Tips for the Perfect Online Business Listing | VisitScotland.org](#)

If you have any questions please get in touch with Caroline via [caroline.robertson@visitscotland.com](mailto:caroline.robertson@visitscotland.com) or 07778163084.

Don't worry if this isn't possible, I just want to make sure that all your members have the best possible chance to recover from this latest lockdown.

Finally please stay in touch via:-

- [LinkedIn](#)
- [Twitter](#)
- [YouTube](#)
- [VS Highland Business Facebook Page](#)
- Sign up for our FREE e-newsletter via this [link](#)

Kind regards and Keep Safe

*Caroline*

Caroline Robertson

**VisitScotland Industry Relationship Manager**

**Inverness & Loch Ness, Dingwall to Ullapool, Caithness and Sutherland**

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