



## **COUNTRYSPOORTSCOTLAND.COM** SCOTLAND'S PREMIER WEBSITE FOR SHOOTING. STALKING. FISHING

### **Marketing Opportunity for SCSTG Sport Friendly Accommodation Providers 2016**

#### **Introduction**

[countrysportscotland.com](http://countrysportscotland.com) is now recognised as the national website for country sports in Scotland. The website was developed by the Scottish Country Sports Tourism Group (SCSTG) in 2009. As well as consumers being able to search for preferred sport in their chosen region of Scotland, the website hosts many useful pages [sporting offers](#), [news](#) and [events](#) and [travel information](#) (including travelling with firearms). Each sport has an educational page including seasons and there is plenty more information to cater for every need such as beginners', ladies', clothing and equipment, [sporting etiquette and conservation](#).

The website was re-launched in early May 2013 after a successful make over. Added features now include Google maps, better search and social media links.

#### **Important Information**

This website is a country sports web portal – any potential sporting client will get in touch directly with the provider to make a booking. Any sales through the site are agreed privately between the sporting and /or accommodation providers or agents, and the site visitor.

#### **Website Analytics for last month (results for 1 month only)**

- **Over 7,200 unique visits a month**
- **Over 22,500 page views in the last month**
- **Each provider receives an average of 20 direct enquiries a month from around 100 views of their page on the website**
- **30 % of all visits are from overseas**
- **Average time visitor spends on the site is over 3 mins**

## **Aim of website**

The aim of the website is to provide a platform for the sporting industry in Scotland, to showcase the sport we have and to provide a gateway to all Scottish country sports for consumers in the UK and internationally.

## **How is the website promoted?**

- Occasional adverts on line
- Professional SEO specialist used (Two Fentons Social Media and Internet Marketing) – website currently optimised for UK and northern European markets
- Adverts and articles in magazines which have included Scottish Sporting Gazette, Sporting Rifle, Shoot in Scotland, Scottish Field, Fish in Scotland Sporting Gun, Shooting Times, Fly Fisher, The Field and more
- Through SCSTG e-newsletter which is produced between 4 – 6 times a year (circulation of 3,600)
- SCSTG e-offers sent out regularly
- Promotional material including car stickers, fridge magnets, bags, pamphlets and postcards have been produced to give away at events
- Annual promotion at the CLA Game Fair, Scottish Game Fair, Midland Game Fair and Highland Field Sports Fair
- International exposure through events and PR
- Collaboration with other industry groups including Wild Scotland, Scottish Tourism Alliance and VisitScotland ([link from VisitScotland.com to website](#))
- Social networking including [Facebook](#), [twitter](#) and [blog](#) (social following of over 6,300)
- Promotion through SCSTG membership organisations (SNH, ADMG, ASFB, Scottish Enterprise, VisitScotland, SGA, BASC, and Scottish Land and Estates), regular articles and adverts in magazines such as Land and Business, Go Shooting and others.

## **Testimonials**

### **Mar Lodge Estate - Sporting Provider**

The Country Sport Scotland website has proved to be a useful tool in marketing Sporting availability on the estate to clients we would not otherwise have access to. Regular enquiries are received from the website from a diverse range of nationalities, particularly regarding late availability lets. Many of these convert into let days allowing us to fill in blank days on the sporting calendar. It is also very helpful that the website itself is bright, colourful, informative and easy to navigate by prospective clients.

Fiona McCulloch - Estate Secretary

### **Aberchalder Estate - Sporting Provider**

As a sporting estate in the West Highlands of Scotland we are delighted to be part of a portal for the industry and services we provide.

Those who are familiar with country sports in Scotland know who to contact and where to go, but it's important that we continue to attract new people and generations for the future. The SCSTG provides user friendly information to all levels of country sports enthusiasts and allows us to further promote sporting weeks and offers direct to those who are interested.

Bill Barnett (Factor) – Aberchalder Estate

### **Bell Ingram Estate – Sporting Agent**

'Bell Ingram Sporting Lets was launched in 2012 and as part of our business plan we recognised that working closely with the SCSTG would be of huge benefit to us. The attractive website is very user friendly, both for providers and guests and the sporting offers section has generated us a lot of business. We have advertised through the SCSTG at the CLA Game Fair and through their extensive social media, promoting more enquiries and extending our reach to more international markets. The team at SCSTG is friendly, efficient and knowledgeable and the success of the group is testament to their hard work. Overall, we receive a lot of advertising, coverage and promotion for very little investment and I wouldn't hesitate to recommend them to other agents and providers.'

Charlotte Gilfillan BSc (Hons) PGDip  
Assistant Land Agent

### **Highland Lodges – Agent**

Highland Lodges provides a range of bespoke services to guests visiting Scotland, including sporting weeks on private estates. It is important for us to have a presence in this field, and our involvement with the SCSTG provided just that. We are in contact with a number of estates who may offer us weeks or last minute offers – we are now in a position, very quickly through the website portal, to get these offers in front of the people that would be

interested. The site includes a wealth of information, but most importantly, I feel it allows all those who are involved in the provision of country sports, the opportunity to work close together in providing the best opportunities to guests from experienced to novice. Increased awareness of 'how' and 'when' will hopefully bring rejuvenation to country sports.

Nicki Barnett (Senior Partner) – Highland Lodges

### **West Highland Hunting**

Scotland enjoys some of the finest and most iconic sport in Europe and this is being showcased by the SCSTG for some of our best destinations. The SCSTG Team have worked tirelessly to promote Scotland which has benefitted West Highland Hunting. The website is well presented and becoming popular with visitors, all our sporting offers marketed through countrysportscotland have sold quickly.

Niall Rowantree -Sporting Manager  
West Highland Hunting



**From June 1<sup>st</sup> 2016 the SCSTG is offering the following marketing opportunities to website Sport Friendly Accommodation Providers**

Full cost for annual listing - £60 plus VAT

**Countrysportscotland website listings from June 1<sup>st</sup> 2016**

I would like to purchase a SCSTG Sport Friendly Accommodation listing cost £60 plus VAT

Estate/business name -----

Contact-----

Invoice address-----  
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Contact email address-----

Contact telephone number-----

Website-----

PLEASE RETURN TO: The Scottish Country Sports Tourism Group,  
Croft Cottage, Trochry, Dunkeld, Perthshire PH8 0DY  
Email – [Andrew.grainger@cstgscotland.com](mailto:Andrew.grainger@cstgscotland.com)

*We would like to take this opportunity to thank you for your support in making this the number one website for country sports in Scotland, please do not hesitate to get in touch should you require any further information regarding the website and other SCSTG activities.*