



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

Introduction

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

- **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.

From February 1st 2016 the SCSTG is offering the following marketing opportunities

Fishing Guides/Outfitters - Full cost for annual listing - £95 plus VAT



The Scottish Country Sports Tourism Group Fishing Guide Registration 2016

A 'Fishing Guide' listing on the website countrysportscotland includes the following and can be updated or amended to suit at any time:

- **A full description including training received, membership of/accreditation from recognised angling bodies.**
- **Transport information (nearest airport/station)**
- **Google map location**
- **Contact details**
- **Image gallery**
- **Testimonials**
- **Other activities**
- **Links with social media and trip adviser**
- **Link to website**

To be listed as a 'Fishing Guide' on the web portal we ask that you confirm you fulfil the following criteria:

- **Current Public Liability and Commercial/Professional Liability Insurance**
- **Hold a Current First Aid Certificate**
- **Safety Management Procedures including Written Risk Assessments Prior to any Guiding Activity**
- **Provide appropriate and functional Personal Protective Equipment (PPE)**

The following criteria are also recommended

- **Completion of SCSTG Excellence in Country Sports Customer Care Course or similar**
- **Participation in Wild Scotland Guide Training Programme or similar**
- **Rope Rescue Training**
- **If Guiding Client Under 18 years**

- Adventure Activities Licence
- Have Attended Safeguarding Children Course

I would like to be a full participant in the Scottish Country Sports web portal under the 'Fishing Guide' Section.

Cost £95 plus vat until January 31st 2017: Applications at other times on a pro rata basis.

I confirm that I fulfil the criteria outlined above as it relates to my Fishing Guide Activity. I have forwarded evidence in support of this.

Name:

Signature:

Date:

Business name -----

Contact -----

Invoice address -----

Contact email address -----

Contact telephone number -----

Website -----

The SCSTG 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 with Louise Rattrie on this email address admin@stgscotland.com if you require any further information regarding the website and other SCSTG activities.