



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

### **Marketing Opportunity for SCSTG Country Sport Providers 2021-22**

#### **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](#).

A makeover to the site in 2013 added features that included Google maps, better search and social media links; it was also made mobile 'responsive' in 2016. The site has had another major redevelopment in May 2021 and can now be translated into 103 languages at the touch of a button; there is the possibility to add videos to provider listings and the whole site is fresher and more user-friendly, with a better search system which also includes the option to search for such things as dog-friendly accommodation.

#### **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 (average for 1 month only – please note that these statistics are pre-Covid 19)**

- **Over 8,000 unique visits a month**
- **Over 18,500 page views a month**
- **30 % of all visits are from overseas**
- **Average time visitor spends on the site is over 2 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 online
- 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
- 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 Game Fair, Scottish 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](#) and click on 'Country Sports')
- Social networking including [Facebook](#), [Twitter](#), [Instagram](#) and [blog](#) (social following of over 5,000 on Facebook and over 4,500 on Twitter)
- Promotion through SCSTG membership organisations (ADMG, BASC, FMS, Scottish Enterprise, VisitScotland, NatureScot, Scottish Land & Estates and SGA), 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*

### **West Highland Hunting - Sporting Provider**

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*

### **MacIntyre & Thomson Ltd – Agent**

The Country Sports Tourism Group has delivered extremely valuable exposure for our agency within the field of country sports. The staff are incredibly helpful and enthusiastic, providing a truly excellent service. When considering all of our advertising exposure, the CSTG platform has repeatedly provided the most number of useful contacts from customers, and therefore we regard the service as very successful and of great value. For anybody who works within the field of Scottish Country Sports, or promotes such, I would thoroughly recommend using the CSTG Scotland services.

*Dr Simon Wright - Managing Director, MacIntyre & Thomson Ltd Sporting Agency*

**From June 1<sup>st</sup> 2021 the SCSTG is offering the following marketing opportunities to website sporting providers**

**1. Sporting Provider Bronze listing**

- A full website listing in one region of Scotland

**Full cost for Bronze listing - £95 + VAT for 12 months**

**2. Sporting Provider Silver listing**

- A full website listing in one region of Scotland
- Two sporting offers listed concurrently at any time throughout the year (these 2 offers can be changed throughout the year)
- Inclusion in 'Featured Providers' on the home page (on a rotating basis)

**Full cost for Silver listing - £200 + VAT for 12 months**

To take advantage of either a Bronze or Silver listing please return the response form below by email or post or simply let us know in an email.

The 'Sporting Offers' page of the website is the most viewed area and further benefits from promotion via a 'Sporting Offers' e-newsletter to all our subscribers.

**Countrysportscotland website listings from June 1<sup>st</sup> 2021**

I would like to purchase a SCSTG Bronze listing (please tick the box) cost £95 plus VAT

I would like to purchase a SCSTG Silver listing (please tick the box) cost £200 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 – [admin@cstgscotland.com](mailto:admin@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.*