



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](#).

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.

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



**The Scottish Country Sports Tourism Group
Fishing Guide Registration 2021**

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.**
- **Image gallery**
- **Testimonials**
- **Other activities**
- **Links with social media and trip adviser**
- **Contact details and 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

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.