



COUNTRY SPORT SCOTLAND



Membership Pack

2024 / 2025



Country Sport Scotland is the premium directory and marketing platform for deer stalking, fishing, shooting, and accommodation in Scotland.

We are highly regarded in the industry, boasting heritage, expertise, integrity, and authority on the subjects that matter, with reach and engagement in our authentic content.

About Us

Country Sport Scotland is a not-for-profit organisation was founded in 2003 by a collective board of rural private and publicly funded organisations. In 2024, Country Sport Scotland was taken under ownership by British Association for Shooting and Conservation (BASC), the UK and Scotland's largest shooting and conservation organisation.

Country Sport Scotland is the premium online directory for country sports providers in Scotland to promote their businesses and connect visitors with outstanding fur, feather, and fin sporting experiences amongst dramatic and unparalleled landscapes. It has also been part of many projects over the years to promote Scotland as a leading destination for country sports tourism and supported the industry in doing so.

Country Sport Scotland is a platform for country sports providers, associated businesses, retailers and sport-friendly accommodation to promote their offerings, with different membership packages available to suit their needs. For visitors, it's a free directory tool to search for opportunities with no commission from us and the chance to contact sporting providers directly.

Country Sport Scotland has over 2,000 subscribers with around 50 sporting providers listed and growing, advertising full sporting weeks, mixed packages, and single activities for smaller through to bigger groups.

With an incredibly passionate and dedicated team, Country Sport Scotland is here to help the country sports enthusiast, sporting providers, and brands well into the future.

The premium directory allows visitors to search for world-class shooting, deer stalking, fishing, and accommodation opportunities across Scotland.

We attend events across the UK and internationally to market country sports, as well as advertising campaigns in leading fieldsports publications and through our own marketing channels.

We provide political representation to showcase the value of country sports tourism in Scotland, and work closely with the Scottish Government to ensure problems facing the sector are confronted effectively.

A fisherman wearing a teal jacket and a dark cap is standing in a stream, holding a large brown fish. The background is a blurred natural setting.

183K

Global Yearly Page Views

900K

Average Yearly Social Media Reach

35%

Yearly International Users

Website Directory

Visitors can search for their preferred sport and accommodation opportunities in their chosen region of Scotland. It also hosts many other useful pages, including; sporting offers, news, blogs, events, and travel information.

Each sport has an educational page including seasons and there is plenty of information to cater to every consumer's needs such as beginners, ladies, clothing and equipment, sporting etiquette, and a conservation section.

We manage our SEO effectively and use specific ad campaigns to track and ensure we reach the right clientele.

We run yearly print and digital campaigns with leading fieldsports publications, targeting both the domestic and international markets.



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Events

We market Scotland's premium directory and its members by attending UK and International events. Running training events in collaboration with our board members to help members maximise the potential of country sports tourism to Scotland.

Our Marketing Channels

We produce monthly e-newsletters, with the latest articles and sporting offers from members. We reach 16,000 followers across our social media channels with regular and engaging content, plus targetted promotions.

Political and Stakeholder Engagement

We conduct regular surveys to inform the representations we make to the Scottish Tourism Alliance Council, the Scottish Tourism Emergency Response Group (STERG), and the Scottish Government. We also educate politicians about the importance of country sports tourism to Scotland.

FAM/Press Trips

Members have the opportunity to host familiarisation/press trips with international and UK fieldsports publications.



Opportunities

Joining Country Sport Scotland connects your business with a passionate audience seeking authentic Scottish experiences. As a member, you'll gain targeted visibility, promotional support, and access to a trusted network of like-minded businesses, reaching visitors eager to explore Scotland's outdoor heritage and hospitality. This is more than a listing — it's a valuable opportunity to grow your business and showcase what makes it unique.

Sporting Provider Membership

The Sporting Provider Membership with Country Sport Scotland is tailored for businesses offering Scotland's finest country sports experiences, from hunting and fishing to clay shooting. As a member, your services gain prime visibility on our high-traffic website with a dedicated listing, regular social media features, and priority inclusion in our newsletters, making it easy for sports enthusiasts to find you. Premium members also benefit from exclusive content creation and representation at key events, helping to position your business as a leading destination in Scotland's country sports sector. Join us to connect with a passionate, targeted audience ready to explore all that Scotland has to offer.



Sporting Provider

Below is a breakdown of the benefits included in each level of our Sporting Provider Membership, designed to enhance the visibility of your country sports offerings.

	BASIC	STANDARD	PREMIUM
Unique website listing, including images, full description of sporting activities, URL link, social handles link, contact details, and direct referrals.	 5 Images 2 listing updates per year	 12 Images 10 listing updates per year	 12 Images 10 listing updates per year
Access to Members Newsletter from Country Sport Scotland; keeping you informed about offers, news within the sector and events.			
Provide occasional mentions or shoutouts on our social platforms from member's own social media accounts.			
Sporting offers, that can be listed at any time throughout the year.	0	2	3
Inclusion in our marketing platforms, including newsletters, blogs, events and social media.			
Print media promoting suppliers individual businesses for distribution on the CSS Stands at leading UK Shows, to a collective annual audience of +50,000.			
Rotational banner appearance on the homepage.			
Targeted social media promotion, with boosted adverts with a reach of +100,000.			
Representation at Events (Game Fairs, international shows etc) with your personalised print media in association with CSS.			
Video embedded on website listing page.			
A bespoke newsletter to the CSS mailing list to promote our premium members.			
Bespoke campaign including Content creation service, such as a professional blog post or short video feature, to be promoted on the CSS platforms and other media.			
COST	£300 + VAT	£500 + VAT	£995 + VAT



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Accommodation Provider Membership

The Accommodation Provider Membership is crafted for lodgings that welcome country sports visitors, offering a valuable opportunity to reach guests looking for an authentic Scottish stay. With this membership, your property is prominently listed on our website, complete with images, descriptions, and direct booking links, putting your accommodation in front of travellers actively planning their trips. Premium members enjoy additional visibility through homepage features, social media promotions, and inclusion in bespoke travel itineraries, making your property a memorable part of the visitor's experience. Whether a rustic B&B or a luxury lodge, your business will benefit from targeted exposure to guests who value Scotland's unique hospitality.



Accommodation Provider

Explore the benefits of each level of our Accommodation Provider Membership below, crafted to showcase your property to travellers seeking authentic Scottish stays.

	BASIC	STANDARD	PREMIUM
Unique website listing, including images, full description of sporting activities, URL link, social handles link, contact details, and direct referrals.	✓ 5 Images 2 listing updates per year	✓ 12 Images 10 listing updates per year	✓ 12 Images 10 listing updates per year
Access to Members Newsletter from Country Sport Scotland; keeping you informed about offers, news within the sector and events.	✓	✓	✓
Provide occasional mentions or shoutouts on our social platforms from member's own social media accounts.	✓	✓	✓
Accommodation offers, that can be listed at any time throughout the year. Number of listings:	0	2	3
Inclusion in our marketing platforms, including newsletters, blogs, events and social media.		✓	✓
Custom contact form on website for guests booking accommodation.		✓	✓
Print media promoting suppliers individual businesses for distribution on the CSS Stands at leading UK Shows, to a collective annual audience of +50,000.		✓	✓
Rotational banner appearance on the homepage.			✓
Targeted social media promotion, with boosted adverts with a reach of +100,000.			✓
Representation at Events (Game Fairs, international shows etc) with your personalised print media in association with CSS.			✓
Video embedded on website listing page.			✓
A bespoke newsletter to the CSS mailing list to promote our premium members.			✓
Bespoke campaign including Content creation service, such as a professional blog post or short video feature, to be promoted on the CSS platforms and other media.			✓
COST	£300 + VAT	£500 + VAT	£995 + VAT

Become A Supporter

Country Sport Scotland continues to work closely with partners across government agencies, the country sports lobby, British Association for Shooting & Conservation, and the Scottish Tourism Alliance to ensure the value of our sector. This approach allows us to be heard by ministers, civil servants, media, and opposition politicians alike.

We are focusing on enhancing our communications and marketing. Importantly we cannot do this alone but hope to provide a mechanism to act as a force multiplier for the marketing initiatives of individual sporting businesses. Our role has never been more important and we need to ensure adequate funding is in place.

Your contribution as a supporter is enormously significant to us; and fundamental in supporting the work we do to represent the sector and goes towards maximising the potential of country sports tourism to Scotland.



Get In Touch

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Testimonials

'Country Sports Scotland is an organisation that works tirelessly to promote the very best of Scotland to domestic and international markets. Their teams run great campaigns in leading magazines and game fairs to market country sports and drive local business growth.'

'Working with them is a real pleasure, it's a good open partnership, one that has 100% benefited our business, with plenty of guests coming directly from their website and other marketing channels. I can't recommend them enough from that perspective.'

Chris Dalton, South Ayrshire Stalking

'Country Sport Scotland has been very helpful in raising the profile of our country's sporting activities at Murthly & Strathbraan Estates.'

'As a partner to work with, the experience is very collaborative and I've never felt pushed into doing anything that I didn't feel I had proper control over or didn't want to do. I'm delighted with the coverage that we've received so far.'

Thomas Steuart Fotheringham, Murthly & Strathbraan Estates

'The CSS provides a superb 'go-to' hub of information detailing the great sport, fabulous accommodation, and array of activities and facilities available throughout Scotland.'

'It connects holiday-makers, fishers, deer-stalkers, and shooters of all game and target disciplines to a huge variety of outfitters and service providers. Their terrific new website is filled with facts, advice, and useful contacts. Over the years, my business has benefitted greatly from being a member.'

Cara Hutchens from International Hunting Scotland

