

Promoting tourism – Destination and Sector Marketing Fund

Administered by VisitScotland, the £3 million **Destination and Sector Marketing Fund** will support eligible groups develop visitor marketing campaigns that position Scotland as a year-round destination to the UK and Irish markets.

Tourism organisations will be able to apply for funding to promote key visitor destinations in a responsible and sustainable way, helping the sector to recover from the pandemic.



It is part of the £25 million investment in the tourism sector and will help deliver the post-Covid recovery programme developed by the Scottish Tourism Emergency Response Group (STERG) and the Scottish Tourism Recovery Task Force.

The fund opens for applications on 1 June and will be split into three tiers of tourism groups –

Tier one

City Region Award Programme

Awards between £50,000 - £100,000

Applications open at 12pm on 1 June and close at 3pm 29 June

Tier two

Pan-Scotland Sector Groups & Regional Destination Organisations

Awards between £40,000 - £80,000

Applications open at 12pm on 1 June and close at 3pm 13 July

Tier three

Local Destination Organisations, Marketing Groups & non-Pan-Scotland Sector Groups

Awards between £10,000 - £20,000

Applications open at 12pm on 1 June and close at 3pm 23 July

Application form

Please note that as part of the application form, you must also complete an Activity Plan that demonstrates clearly how awarded funds will be spent.

Full details can be found here - <https://www.visitscotland.org/supporting-your-business/funding/destination-sector-marketing-fund>

If you need further information regarding this fund, please email info@thomsoncooper.com.

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