

Digital expertise, without the jargon

Digital technology has transformed the way our visitors travel; from inspiring them through to how they share their experiences. With tourism being one of the leading drivers of Scotland's economy, it's vital for us to make the most of the wealth of opportunities offered by digital.

In the last five years alone, online bookings have grown by 75% (Travel Brain) and over 60% of leisure visitors now make their own travel arrangements on the internet (Amadeus).

Whatever your skill level, we're here to help you take advantage of your digital marketing options and provide clear, practical advice on how to make the most of everything from search engine optimisation to social media.

Scotland's an unforgettable destination with so much to offer. We'll give you the tools to show the world.

What support does DTS offer?

- Free, informal awareness raising and networking sessions where you can find out what you don't know and what you can do about it.
- Workshops (£25) ranging from three hour to full day sessions providing hands on, practical, tourism-orientated digital support by topic.

What online resources are available?

- A fantastic range of resources will soon be available on our new website – digitaltourismscotland.com.
- Here you'll find must-read articles full of practical knowledge, case studies of Scottish businesses who are making digital work for them as well as online webinars from real people sharing their digital insights.

And the feedback?

Our content and presenters were rated as either Good or Excellent by 97% and 99% respectively by attendees.

"DTS allowed me to take what I have learnt and use it in the development of our new website."

"I learnt how to use Google more effectively, use keywords to greater effect and investigate back links opportunities."

"Fascinating content, presented in an engaging manner."

"It's given me an extra push to start filling the gaps."

"DTS brought me up-to-date with some of the latest developments in the industry."

Keep in touch

Questions? Comments? We'd love to hear from you.

Web digitaltourismscotland.com

Email dts@scotent.co.uk

Phone 0300 013 3385

Partners

