



MARKETING WILDLIFE TOURISM

Wild Scotland is the Scottish Wildlife and Nature Tourism Operators Association. We represent wildlife tourism companies across Scotland, all of whom are passionate about Scotland's wildlife. These guidelines provide advice for wildlife tourism companies who aim to provide an enjoyable and memorable wildlife-watching experience whilst minimising their impacts on nature and wildlife.

This document is part of the Wild Scotland Best Practice Guideline Series. Details on other guidelines in the series can be found at www.wild-scotland.co.uk.

W	Wow Factor	Draw people in with your marketing but don't promise wildlife that people are unlikely to see.
I	Images	A picture can say a thousand words so choose them carefully. Don't forget to include pictures of people and always check copyright.
L	Logos	Highlight your professionalism through mention of involvement with accreditation schemes and organisations such as Wild Scotland.
D	Dare to be Different	Promote the special qualities of your trips. Tell your customers what makes you different.
S	Second Opinion	It is always useful to get a different perspective on your marketing material - ask friends, family or even customers for their thoughts.
C	Customers	Know your customers (and potential customers) and tailor your marketing accordingly.
O	Online	Online marketing is growing - don't neglect this and take specialist advice if necessary.
T	Truthful	Be honest. Never promise things you're unlikely to see or facilities you don't have.
L	Language	Use fun, clear and accurate language. Check grammar and spelling too - typos do not reflect well on a business.
A	Authentic	Watching wildlife in Scotland is not a theme park - promote natural and genuine wildlife experiences.
N	News	Keep your profile high with news stories and press releases and never underestimate what people are interested in. What is commonplace to you may be exciting to your guests.
D	Downsides	Environmental impacts can be unavoidable, but show that you are doing what you can to minimise negative effects on the environment.

Further Information

- Wild Scotland, Scottish wildlife tourism association: www.wild-scotland.co.uk
- Business Gateway, business advice for small enterprises: www.bgateway.co.uk
- VisitScotland, national tourist board: www.visitscotland.org

