

VISITSCOTLAND CONNECT

Partner Opportunities 2026

15 and 16 April 2026, SEC, Glasgow





Contents

Invitation from Vicki Miller	3
Get connected	4
VisitScotland Connect isn't just an event – it's a catalyst for growth	5
Why you should get involved	6
A platform for progress – shape the future of Scottish tourism	7
Opportunities	8
-Trade Association promotional space	9
-Destination space	10
-Travel Tech Solutions promotional space	11
-Refreshment and lunch partner	12
-Connect Dinner partner	13
Contact details	14

Invitation from Vicki Miller

Chief Executive Officer, VisitScotland



Each year, millions of visitors are drawn to Scotland's breathtaking landscapes, historic landmarks, world-class attractions, and the warmth of our hospitality.

They generate £10.8 billion in visitor spend and support one in 11 jobs. But they also bring with them the opportunity for cultural exchange, investment into our communities and a powerful platform to drive sustainable action.

At the heart of this visitor economy is partnership and collaboration. By working with local industry, we can develop and deliver initiatives that not only grow tourism but also create meaningful economic impact across Scotland.

For the businesses we work with, this means more than just visibility – it's about being part of a national movement that extends reach, enhances brand reputation, and connects with new audiences who value authenticity, quality, and purpose.

Collaboration makes economic sense, and together we can unlock new opportunities, amplify our collective voice, and bring Scotland's visitor offering to the world.

I'm delighted to invite you to support VisitScotland Connect, our flagship travel trade event that brings the world's leading tour operators to Scotland. It's a unique opportunity to showcase your product directly to key global buyers and, as you'll see in the following pages, we're introducing fresh ways to help you strengthen your brand presence and make an even greater impact.

We look forward to seeing you at Connect in April and working with you to shape the future of Scottish tourism – one that is vibrant, inclusive, and built on shared success.

Vicki Miller

Get connected

In 2025 VisitScotland Connect delivered:

- 8,200+ pre-scheduled 1:1 meetings over two days
- 240+ trade-ready Scottish suppliers
- 270+ international and UK travel trade buyers
- 20+ countries represented
- familiarisation trips across 21 Scottish locations, visiting 210 businesses
- travel distribution seminar - tailored for new pipeline business
- networking events including a drinks reception and Connect Dinner
- PR and media coverage nationally and internationally



VisitScotland Connect isn't just an event – it's a catalyst for growth

VisitScotland Connect is our premier trade event—bringing the world's top tour operators right to our doorstep.

With over 50% of international leisure travel booked through intermediaries, this is our moment to influence the influencers. These are the decision-makers who shape the journeys of high-value visitors—the ones who stay longer, spend more, and explore deeper into our communities.

By hosting them here in Scotland, we don't just tell our story—we let them live it. From smooth arrivals by air and rail, to our connected transport networks, and the warmth, quality, and character of our tourism experiences—buyers see it all, first-hand.

And the impact speaks for itself:

- 97% of buyers were satisfied with their meetings
- 84% saw strong business potential
- 91% plan to introduce or enhance Scottish products in their offerings



Why you should get involved



Maximise your visibility. Expand your reach. Grow your business. VisitScotland Connect is designed to deliver real commercial value for Scottish tourism suppliers through making connections with the right buyers who are actively seeking new product and partnerships.

By partnering with us, you can expect to:

- **Maximise brand exposure**
be seen by influential travel trade professionals from key domestic and international markets
- **Build valuable connections** network through informal social events, workshops, and business sessions—forge partnerships that last
- **Showcase your proposition**
present your business and product proposition directly to event delegates and peers
- **Gain market insights**
learn what buyers need, how markets are shifting, and where Scotland fits in the global travel picture
- **Access to delegate database**
use our dedicated event portal to view buyer profiles, schedule meetings, and follow up with new leads

A platform for progress – shape the future of Scottish tourism

Tourism is at the heart of Scotland's economy and it accounts for:

- £10.8 billion to the Scottish economy
- 229,000 jobs and 15,800 businesses
- 1 in every 11 Scottish jobs is in tourism

What to expect at VisitScotland Connect:

- align with buyers who share your goals for **sustainable and responsible tourism**
- showcase your region and experiences to **buyers on familiarisation trips** across Scotland
- join a dynamic community of Scottish tourism businesses and global travel trade professionals—a platform to connect, collaborate, and access the latest insights, trends, and opportunities to grow your brand and drive business
- connect in relaxed settings at the **drinks reception** and **Connect Dinner**



OPPORTUNITIES





Trade Association promotional space £1500 + VAT

A dedicated platform for trade associations to engage directly with Scottish tourism suppliers. Your organisation will benefit from an enhanced presence with a prominently branded stand designed to maximise visibility and impact.

Package includes:

- **branded stand:** 3m x 2.5m backdrop (3 panels), power socket, 1 table and 4 chairs. Work with VisitScotland's design team on artwork
- **meetings:** access to one meeting diary, for suppliers to request a meeting
- **access** to database of all delegates attending event
- **visibility:** profile on event website
- **on the day access:** two event passes which includes tea, coffee and a light lunch
- **two dinner tickets:** to attend Connect Dinner on 15 April at Doubletree by Hilton Glasgow Central
- **on-site parking:** for one vehicle at SEC



Destination space £3,310 + VAT

Available to destination market organisations (DMOs), local authorities and national organisations only, based in Scotland.

VisitScotland Connect provides a one-stop opportunity to engage with global travel trade representatives from Scotland's key visitor markets. Build business relationships with new and existing contacts and grow your business via effective travel distribution.

Packages include:

- **branded stand:** 3m x 2.5m backdrop (3 panels – one hero image* or collage with logo, designed by VisitScotland), power socket, two tables and six chairs. Work with VisitScotland's design team on artwork
- **on the day access:** four event passes which includes use of cloakroom, tea, coffee and a light lunch
- **meetings:** access to two meeting diaries
- **visibility:** profile on event website
- **two dinner tickets:** to attend Connect Dinner on 15 April at DoubleTree by Hilton Glasgow Central
- **on-site parking:** for one vehicle at SEC (Tues – Thurs, at SEC)

*conditions apply, final approval by VisitScotland



Travel Tech Solutions promotional space £6,000 + VAT

(three stands available in total)

Raise your profile by showcasing your brand with a high-visibility stand in a prime location, designed for maximum impact. This package also includes participation in Travel Distribution Seminar (14 April), connecting with around 40 businesses focused on enhancing digital discoverability in the activities and attractions sector.

Your package includes:

Travel Distribution Seminar (14 April)

- joint partnership branding
- panel session participation to showcase your expertise
- one-to-one meetings with businesses (3pm - 5pm)

VisitScotland Connect (15 and 16 April)

- **branding and set up:** (3 m x 2.5m backdrop, 3 panels), power socket, 1 table and 4 chairs. Work with VisitScotland's design team on artwork.
- **screen** for platform demonstrations (up to 24" screen)
- **meetings:** access to one meeting diary for suppliers to request a meeting
- **access** to delegate database
- **comms:** featured in one supplier email update and inclusion in a VisitScotland techsolutions case study, featured as part of the Business Support Hub
- **visibility:** profile on the event website
- **access:** 2 event passes (includes tea, coffee & light lunch)
- **dinner:** two tickets to Connect Dinner (15 April, DoubleTree by Hilton Glasgow Central)
- **extras:** refreshments & lunch, cloakroom use, power access, on-site parking for one vehicle (Tues – Thurs, at SEC)



Refreshment and lunch partner £2,000 + VAT (exclusive – 15 and 16 April)

Nourish conversations, fuel connection. As the exclusive refreshment and lunch partner, your brand becomes the centrepiece of one of the most anticipated daily moments — where delegates relax, refuel, and network. With high footfall, seated engagement, and a natural atmosphere for conversation, this opportunity delivers maximum exposure with a welcoming touch.

This partnership includes:

- **exclusive naming rights** as the official refreshment and lunch partner for both days of the event
- **branded presence in refreshment and lunch areas** signage and decor opportunities supplied by the partner, in collaboration with and subject to final sign-off by VisitScotland
- **stylish branding** that enhances the shared dining experience
- **on-screen branding:** logo and/or video content (supplied by the partner) displayed in the main hall during breaks
- **digital visibility:** logo featured in event app and all attendee communications related to lunch breaks
- **company logo** on the VisitScotland Connect website and app in the partners section
- **your company logo** and URL included in the ‘Meet the Partners’ communications
- **onsite recognition:** verbal acknowledgement as the refreshment and lunch partner during the opening and closing Sessions of the workshop
- **on-site parking** for one vehicle (Tues – Thurs, at SEC)



Connect Dinner partner £5,000 + VAT

Wednesday 15 April, Doubletree by Hilton Glasgow Central

Position your brand at the heart of the event's most anticipated social occasion. As the exclusive Connect Dinner Partner, you'll enjoy standout visibility and multiple opportunities to connect with delegates—whether over drinks, dinner, or the lively ceilidh. This partnership ensures meaningful engagement, elevated profile, and lasting impact with key industry buyers.

As exclusive naming sponsor, you will receive:

- **logo featured** on event app, website, and all Dinner communications
- **branding** on menus and in-room (with VisitScotland collaboration)
- **reserved**, branded table for 10 in a prime location (includes 4 Dinner partner tickets, plus 6 seats to invite pre-registered attendees for targeted networking)
- **three-minute welcome speech** or video at the start of dinner
- **opportunity to provide a branded gift** for each guest (at partner's cost and in collaboration with VisitScotland)
- **company profile** in Meet the Partners communications (logo and URL link)
- **recognition** as a VisitScotland Connect partner at opening and closing sessions

Contact details

For further information, or to discuss any of the opportunities
please contact :

connect@visitscotland.com



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