

## Notes to Editors

- Follow us on twitter: @visitscotnews
- VisitScotland is Scotland's national tourism organisation. Its purpose is to deliver a strategic and coordinated approach to supporting the rebuilding of the visitor economy in a responsible way, to ensure tourism thrives.
- The organisation's work will help deliver the Scottish Government's National Strategy for Economic Transformation, and Scotland Outlook 2030, the national tourism strategy, which details the vision of Scotland being the world leader in 21<sup>st</sup> century tourism.
- This is delivered through three strategic pillars: Building a responsible destination brand, investing in Scotland's tourism and events communities and facilitating collaboration and embracing change in support of a fairer, more responsible and inclusive visitor economy.
- Prior to the COVID-19 pandemic, spending by tourists in Scotland generated around £11 billion of economic activity in the wider Scottish supply chain and contributed around £6 billion to Scottish GDP (in basic prices).
- VisitScotland is a leader in responsible tourism, making Scotland a better place for people to live and visit. We are proud signatories of the Glasgow Declaration on Climate Action in Tourism and Tourism Declares a Climate Emergency.
- For VisitScotland's press releases go to [http://www.visitscotland.org/media\\_centre.aspx](http://www.visitscotland.org/media_centre.aspx), tourism statistics and frequently asked questions go to <http://www.visitscotland.org/>
- For holiday information on Scotland go to [www.visitscotland.com](http://www.visitscotland.com)

## Year of Stories 2022 (YS2022)

- Scotland's Year of Stories 2022 will spotlight, celebrate and promote the wealth of stories inspired by, written, or created in Scotland.
- Led by VisitScotland, the Year of Stories 2022 will sustain and build upon the momentum of preceding Themed Years, showcasing a nationwide programme of major events and community celebrations.
- From icons of literature to local tales, Scotland's Year of Stories encourages locals and visitors to experience a diversity of voices, take part in events and explore the places, people and cultures connected to all forms of our stories, past and present.
- Scotland's Year of Stories will encourage responsible engagement and inclusive participation from the people of Scotland and our visitors.
- A marketing toolkit, featuring an industry guide, FAQs and the Year of Stories 2022 logo, is available on [www.visitscotland.org](http://www.visitscotland.org) to help businesses, organisations and the travel trade maximise the Themed Years opportunity.
- Join the conversation using #YS2022 and #TalesOfScotland.