



Celebrate the launch of SCOTO - Scotland's Community Tourism Network

25 April – 1 May 2022

The launch of SCOTO is a major step forward for community tourism enterprises, local people, visitors and Scotland as a destination. We invite

everyone to join in and make your own local mark and help raise awareness of all we have to offer collectively and individually.

What's happening?

We're having a week long celebration across Scotland where community enterprise businesses can showcase all the benefits of being a community tourism business and promote the SCOTO brand.

SCOTO will feature participating businesses on their social media channels and there will be press launch with coverage opportunities with local, regional and national media.

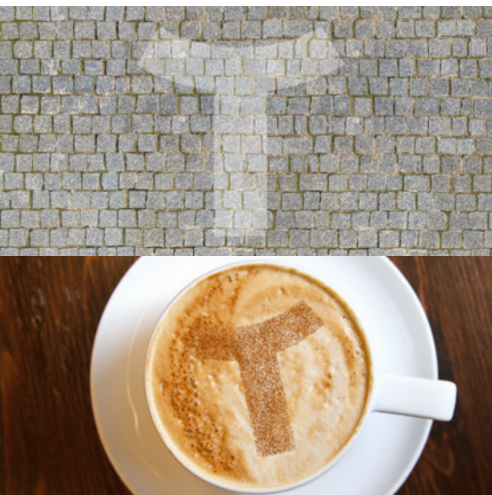
Tell the story of the benefits of community tourism:

- Social
- Environmental
- Economic
- Cultural
- Place-based



How can you take part?

Help us bring the SCOTO brand to life and use the 'T'



Some ideas on how to be creative. What's your 'T'?

- T shape sprinkles / chocolate on top of hot drinks
- T shaped gingerbread men / shortbread
- T shaped icing / decorations on cakes
- Knitted items - colourful shaped / patterns to create the T
- Colourful plants / flowers planted in T Shape
- Leaves on walk creating the T
- Cut grass in T shape
- Creating bunting
- Paint t-shirts with T on front
- Stencil on pavement in front of premises with (washable!) spray paint to create T shape - or jet wash in T shape to clean the pavement in shape
- PDF of T shape printed out for kids to colour in on premises - competition
- Lay out some pebbles / stones in the T shape
- Face painting in T shape
- Walk or cycle a route in shape of T and track on Strava to create the shape (quite a trend!)

How can you help promote it?

- Interact with our social media channels @SCOTONetwork @
- Share our website link www.scoto.co.uk
- Use #SCOTO
- Take images of your creative Ts and share on social, don't forget to tag us and fellow community tourism businesses in your area
- Request a window vinyl if you are a community tourism enterprise and we will post it out for you to display at you entrance. Request at info@scoto.co.uk
- Share our key messages to promote the SCOTO brand
- Write to your MP and MSP inviting them to visit your community tourism business. A template will be provided

