



25 APRIL 2026

**SCOTO** Scottish  
Community  
Tourism

## EVERYONE CAN EMPOWER COMMUNITIES THROUGH TOURISM

To celebrate and recognise the incredible community tourism activity happening across Scotland and the UK, we're hosting the second **Community Tourism Day on Saturday 25 April 2026**. The theme this year is **"Everyone can empower communities through tourism"**

It also marks the 4th birthday of SCOTO – Community Tourism Network CIC, so we'll be shining a light on our network initiatives across Scotland as well as highlighting how our partners and others are empowering communities through tourism.



In the lead-up to the day and on the day itself, we're inviting our network and partners to get involved and share content celebrating community tourism. Below are a range of ways you can take part, and we welcome everyone's contribution!

**Whatever you do, please use the hashtag  
#communitytourismday26  
and tag @SCOTONetwork so we can share!**

## SOCIAL MEDIA POST / A PIECE TO CAMERA



Simply share your thoughts on how **everyone can empower communities through tourism**. Post it on your socials or send it to [info@scoto.co.uk](mailto:info@scoto.co.uk) for us to share. To get you started, you can use these prompts:

- “**We’re** empowering communities through tourism by ... “
- “**Visitors** can empower communities/us through tourism by...”
- “**Locals** can empower their community through tourism by...”
- “**Businesses** can empower communities/us through tourism by ...”

## OUT & ABOUT VIDEO



Share your own film or reel on what you do and how you empower your community through tourism. Post it on your socials or send to [info@scoto.co.uk](mailto:info@scoto.co.uk) and we can also share - but please remember to tag [@scotonetwork](https://twitter.com/scotonetwork) and use [#communitytourismday26](https://twitter.com/communitytourismday26)

## WRITE A BLOG



We’d love you to share your story or your thoughts as part of Community Tourism Day, why not write a blog, whatever length feels right for you, reflecting on our theme this year: “**Everyone Can Empower Communities through Tourism.**” You might want to focus on the organisation/enterprise you’re involved with, share your perspective on community tourism, your experience as a visitor yourself or as a business how you support your local community.

We’re looking for real stories that show no matter the size of action that **everyone has a role to play in empowering communities through tourism.**

## ART WORK



We have artwork which you can use to support community tourism day - See our [website](#) to download the campaign artwork or email [info@scoto.co.uk](mailto:info@scoto.co.uk)

If you have any questions please contact [info@scoto.co.uk](mailto:info@scoto.co.uk)