

Beat: Travel

## CHINA Gets a Taste of SCOTLAND

### To boost an emerging market

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**USPA NEWS** - Scottish tourism businesses were in China last week as part of a VisitScotland business development mission to boost an emerging market already worth £34 million a year. The ten Scottish companies included The Royal Edinburgh Military Tattoo, which has ambitious plans to take its spectacular...

Scottish tourism businesses were in China last week as part of a VisitScotland business development mission to boost an emerging market already worth £34 million a year. The ten Scottish companies included The Royal Edinburgh Military Tattoo, which has ambitious plans to take its spectacular military show to China in the near future, and Historic Environment Scotland, the owner of Edinburgh Castle which last year welcomed more than 160,000 Chinese visitors.

Representatives from other companies held face-to-face meetings with a number of tour operators in Beijing and Shanghai last Thursday and Friday. On Friday night, VisitScotland, the Scottish Government and Scottish Development International (SDI) put on a 'Spirit of Scotland Showcase Evening' in Beijing, giving tour operators, the travel trade, airlines and other partners the opportunity to network with key contacts and enjoy an evening of traditional Scottish food and entertainment.

Scotland's national tourism organisation is this week joining a number of its partners at Destination Britain China, a three-day tourism showcase organised by VisitBritain, before heading on to Seoul for Destination Britain South Korea. The connectivity between China and Scotland has been enhanced in recent years by airlines such as Qatar Airways, Etihad Airways, Turkish Airlines and Finnair, which link the two countries via Qatar, the UAE, Turkey and Finland respectively.

2017 Year of History, Heritage and Archaeology :

\* 2017 is the year to delve into the past and discover Scotland's fascinating stories through a wide-ranging variety of new and existing activity to drive the nation's tourism and events sector, boosting tourism across Scotland.

\* The Year of History, Heritage and Archaeology begins on 1 January 2017 and will end on 31 December 2017. It will build on the momentum generated by previous themed years in Scotland including the 2015 Year of Food and Drink, Homecoming Scotland 2014, the Year of Creative and the Year of Natural.

\* The Year of History, Heritage and Archaeology is a Scottish Government initiative being led by VisitScotland, and supported by a variety of partners including Creative Scotland, Scottish Tourism Alliance, Scottish Enterprise, The National Trust for Scotland, Historic Environment Scotland, Highlands and Islands Enterprise, Built Environment Forum Scotland, Heritage Lottery Fund, Museums Galleries Scotland and Traditional Arts and Culture Scotland.

\* The Year of History, Heritage and Archaeology is supported by £570,000 of Scottish Government funding.

\* The Year of History, Heritage and Archaeology events fund is managed by EventScotland, part of VisitScotland's Events Directorate.

Source : VisitScotland

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