

Raising a Glass to Whisky Tourism



34 bottles a second of Scotch Whisky are shipped worldwide. Our national drink is not just fundamental to Scottish exports, it is an icon that helps Scotland stand out in a crowded international market place for tourists.

Scotch Whisky is an increasingly important contributor to Scottish tourism and the wider economy:

- 1.24 million people visited a distillery in 2008 and contributed £25m to the rural Scottish economy.
- 23% of Scotland's five star visitor facilities are distilleries. Nearly 50 Scotch Whisky attractions are open to the public.
- Distilleries are at the heart of the community. They act as a shop window for local produce, arts and crafts in rural Scotland, creating business for the hospitality sector and other tourism providers.
- The industry and public bodies have supported the establishment of a national whisky tourism initiative - ScotlandWhisky - to harness Scotch's tourism potential for the benefit of Scotland.
- Over 70 hotels and restaurants are officially recognised as high quality Scotch Whisky 'Embassies' and nearly 750 people have graduated from the ScotlandWhisky training school.
- The industry is investing in a range of local initiatives to promote Scotland, including The Whisky Coast to encourage visitors to the west coast.
- The Islay and Speyside Festivals, and the annual Whisky Live event in Glasgow, all attract visitors to Scotland. The Spirit of Speyside Festival boosts the Moray economy by £650,000 a year.
- Distillers have supported Homecoming Scotland, showcasing the national drink and the country during 'Whisky Month' in May 2009.



Further information from: The Scotch Whisky Association