



MEDIA PACK





DISTILLERY TOURS

Whisky is one of **Scotland's** most valuable commodities. **Whisky distilleries** are one of the UK's leading tourist attractions – in 2017, 1.9 million people visited whisky distilleries in Scotland, a growth of 45% since 2010, collectively spending more than £60 million at distilleries, a growth of 15.6% since 2016.

Whisky tourism is big business and new whisky distilleries are opening all the time.

DISTILLERYTOURS.SCOT

Distillerytours.scot is the hub where tourists can discover all of **Scotland's whisky distilleries.**

Distillerytours.scot is an independent, Scotch whisky distillery website. We promote **Scotch whisky distillery visits and brands** to a young, growing and whisky enthusiastic audience.

Distillerytours.scot offers easy navigation to search by brand or area. Visitors have the ability to plan their own itinerary and visits to distilleries within an hour, two hours and three hours of Scotland's main cities.

The website is being marketed across Facebook, Twitter and Instagram. The highest number of distillery visitors come from Germany and the USA followed by those from India and China, so these are our target markets. **Our monthly newsletter, Distillery & Whisky News**, also promotes distillery visits, whisky related news and events.



PLATINUM PACKAGE

File specification

Image need to be no larger than 100Kb in size.

Jpg format only.

Landing page image size:
800x450px

Right section image size:
1200x1600px

Video for the platinum listing need to be uploaded to vimeo / youtube and comply with their standards.



TALISKER DISTILLERY

Carlisle,
Isle of Skye, PA47 8ER
Jan-Mar Mon-Fri 10am-4:30pm, Sat and Sun closed
Apr-Jun and Sep-Oct Mon-Sat 9:30am-5pm, Sun 10am-5pm
Jul-Aug Mon-Sat 9:30am-5:30pm, Sun 10am-5pm
Nov-Dec Mon-Sat 10am-4:30pm, Sun 11am-4:30pm

THE BORDERS DISTILLERY

Commercial Road,
Hawick, TD9 7AQ

TOBERMORY DISTILLERY

Lisdale,
Isle of Mull, PA75 9NR

TOMATIN DISTILLERY

Tomatin,
Inverness-shire, IV13 7YT
Dec-Mar Mon-Sat 10:30am-4:30pm
Apr-Sep Mon-Sat 9:30am-5:30pm

TORABHAIG DISTILLERY

Torabhaig, Skye,
Isle of Skye, PA44 8BE
Nov-22 Mar Mon-Fri 10am-4pm, Sat and Sun closed
23 Mar-Oct Mon-Sat 10am-5pm

TULLIBARDINE DISTILLERY

Stirling Street, Blackfriars,
Perthshire, PH8 3QG

WHISKY DISTILLERY

Hindemans Park, Thurso,
Caithness, KW14 7DW
Mon-Fri 10am-5pm
Weekend tours by appointment only

FIND OUT MORE

ABOUT FIND A DISTILLERY PLAN YOUR TRIP ADVERTISE WITH US

WHISKY DISTILLERY



lands, savour and experience the
our collection of 3 single malt whiskies,
t The Whisky Distillery.

MONDAY to FRIDAY - 9am-4pm
SATURDAYS - 10am-5pm
SUNDAY

How to Book

The Whisky Distillery is a limited capacity experience of 12 guests.
Single Distilleries: Book up to 12 weeks in advance.
Whisky can only be sampled when you are present. Food is not
available and the Whisky Distillery is not open for delivery to your
home. Whisky can only be sampled when you are present.

Local area

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Accreditations

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Reviews

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FAQs

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Contact Us

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Terms and Conditions

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Privacy Policy

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WHISKY
DISTILLERY

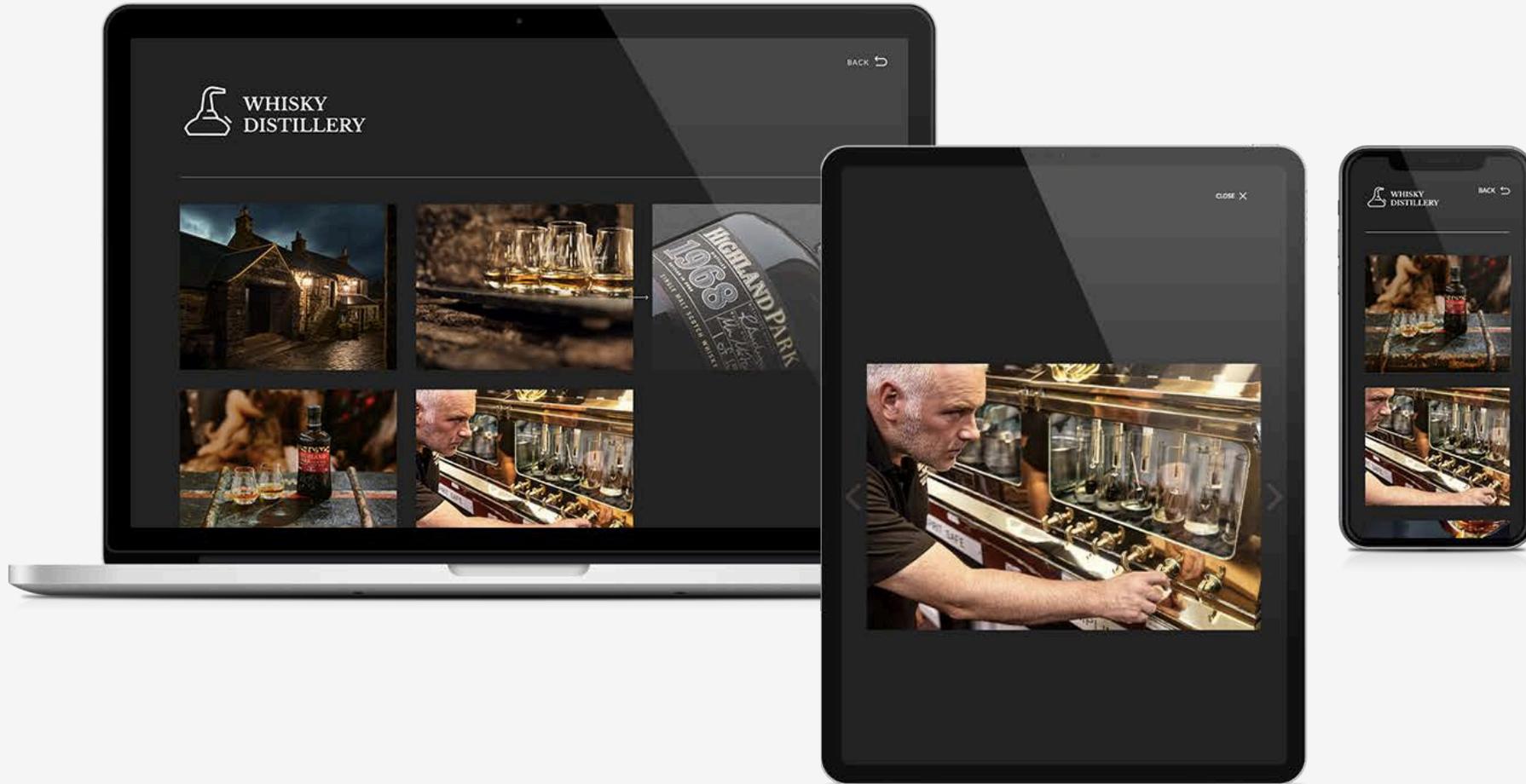


VIEW ON MAP



PHOTO GALLERY

PLATINUM PACKAGE - GALLERY



GOLD PACKAGE

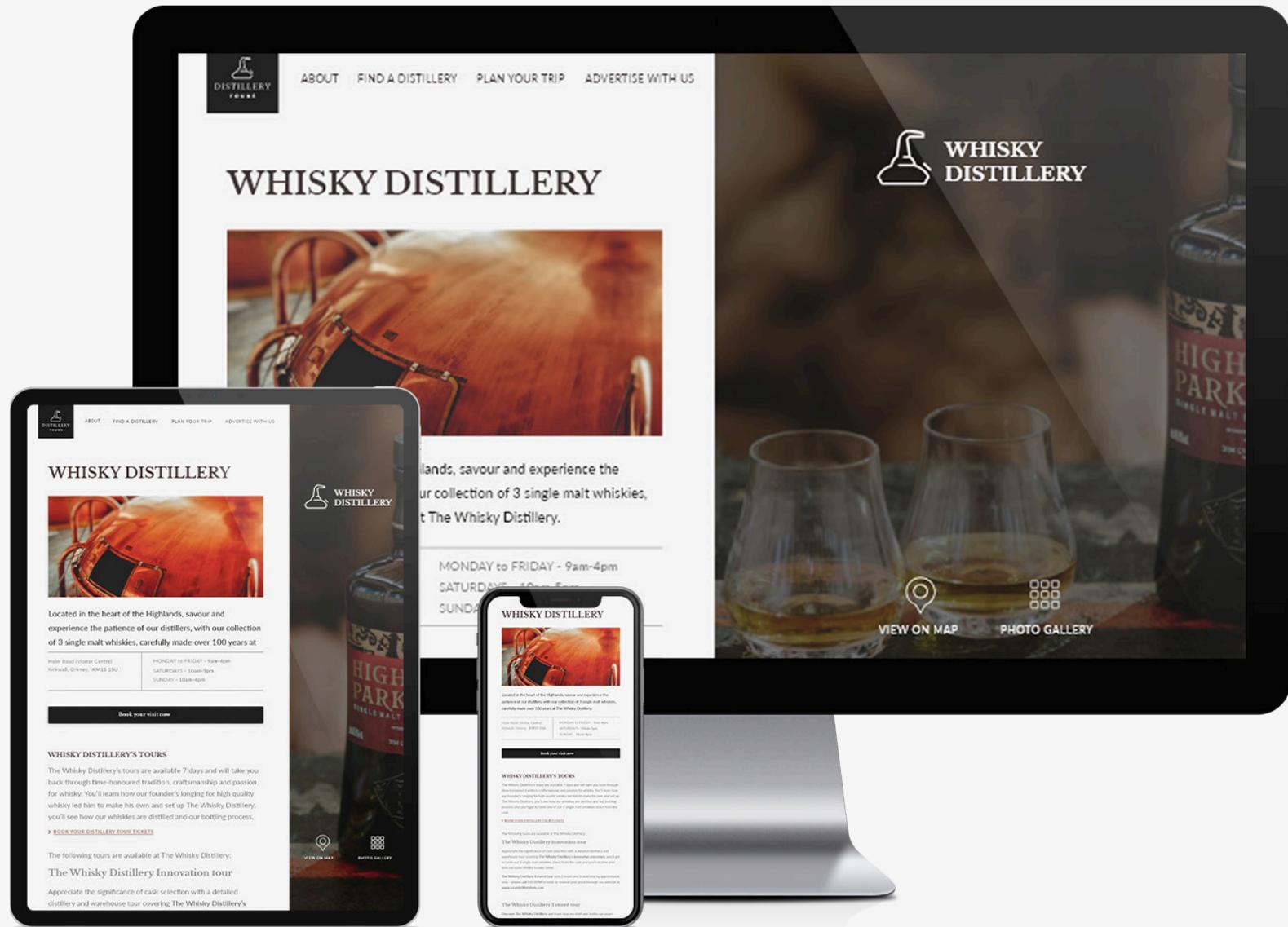
File specification

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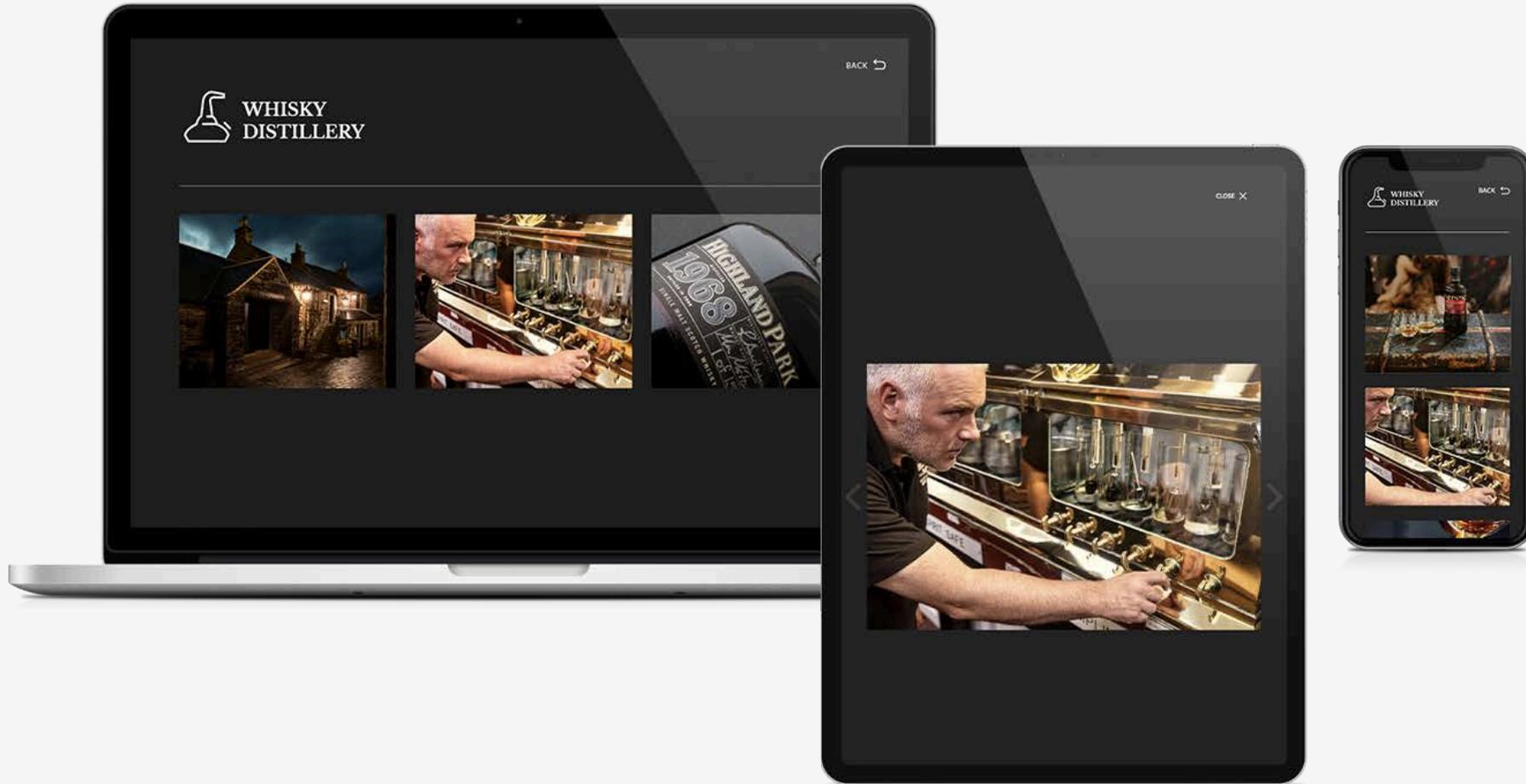
Jpg format only.

Landing page image size:
800x450px

Right section image size:
1200x1600px



GOLD PACKAGE - GALLERY



PACKAGES

Everyone visiting Distillerytours.scot is looking to visit a distillery, or find out more about Scotch whisky and visiting Scotland.

Platinum listing

- ▶ *Dedicated page within the website for your distillery (Page 5 & 6 for an example)*
- ▶ *5 images of your distillery*
- ▶ *Direct link to your distillery's own ticket booking page or website*
- ▶ *A pin on the map with your distillery logo*
- ▶ *Opening times, types of tours and tour times*
- ▶ *Accessibility and directions*
- ▶ *Local knowledge*
- ▶ *Your video promoting your distillery or brand*
- ▶ *One advertorial in Distillery and Whisky News newsletter*

12 months £1,995
6 months for £1,695

Gold listing

- ▶ *Dedicated page within the website for your distillery (Page 3 & 4 for an example)*
- ▶ *3 images of your distillery*
- ▶ *Direct link to your distillery's own ticket booking page or website*
- ▶ *A pin on the map with your distillery logo*
- ▶ *Opening times, types of tours and tour times*
- ▶ *Accessibility and directions*
- ▶ *Local knowledge*

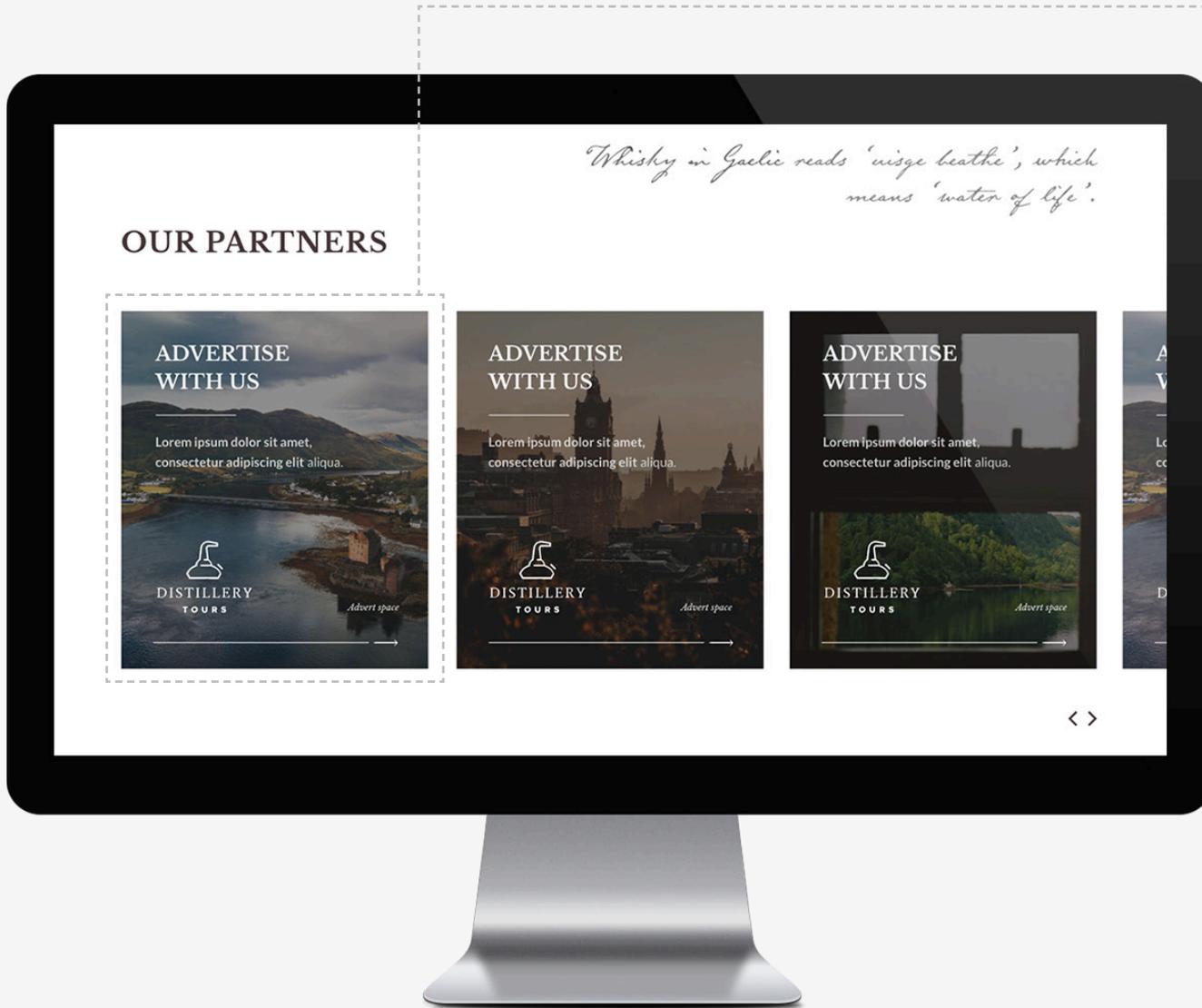
12 months £1,795
6 months for £1,595

Basic listing

- ▶ *Every distillery will have a pin on the map with distillery name, address and post code.*

FREE





Whisky in Gaelic reads 'uisge beatha', which means 'water of life'.

OUR PARTNERS

ADVERTISE WITH US

Lorem ipsum dolor sit amet, consectetur adipiscing elit aliqua.



DISTILLERY
TOURS

Advert space

ADVERTISE WITH US

Lorem ipsum dolor sit amet, consectetur adipiscing elit aliqua.



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Lorem ipsum dolor sit amet, consectetur adipiscing elit aliqua.



DISTILLERY
TOURS

Advert space



Advert section

The advert includes:

- ▶ Company name
- ▶ Short description
- ▶ White logo
- ▶ 60% black colour wash
- ▶ Background image
- ▶ Exported as JPG

PARTNERSHIP OPTIONS FOR ADVERTISERS

Five Partnership places are available at [Distillerytours.scot](https://distillerytours.scot) for organisations wishing to be affiliated with Scotch whisky distilleries, with placements throughout the website.

Partnerships offer advertising space on the website, in our monthly newsletter and through our social media with direct links to your website. Exclusivity offers are available for an airline, an airport, a ferry company, a car hire company, a hotel group and more.

12 months £5,495
6 months for £2,995

Dimensions

Billboard:

770px x 890px

Visible on Homepage

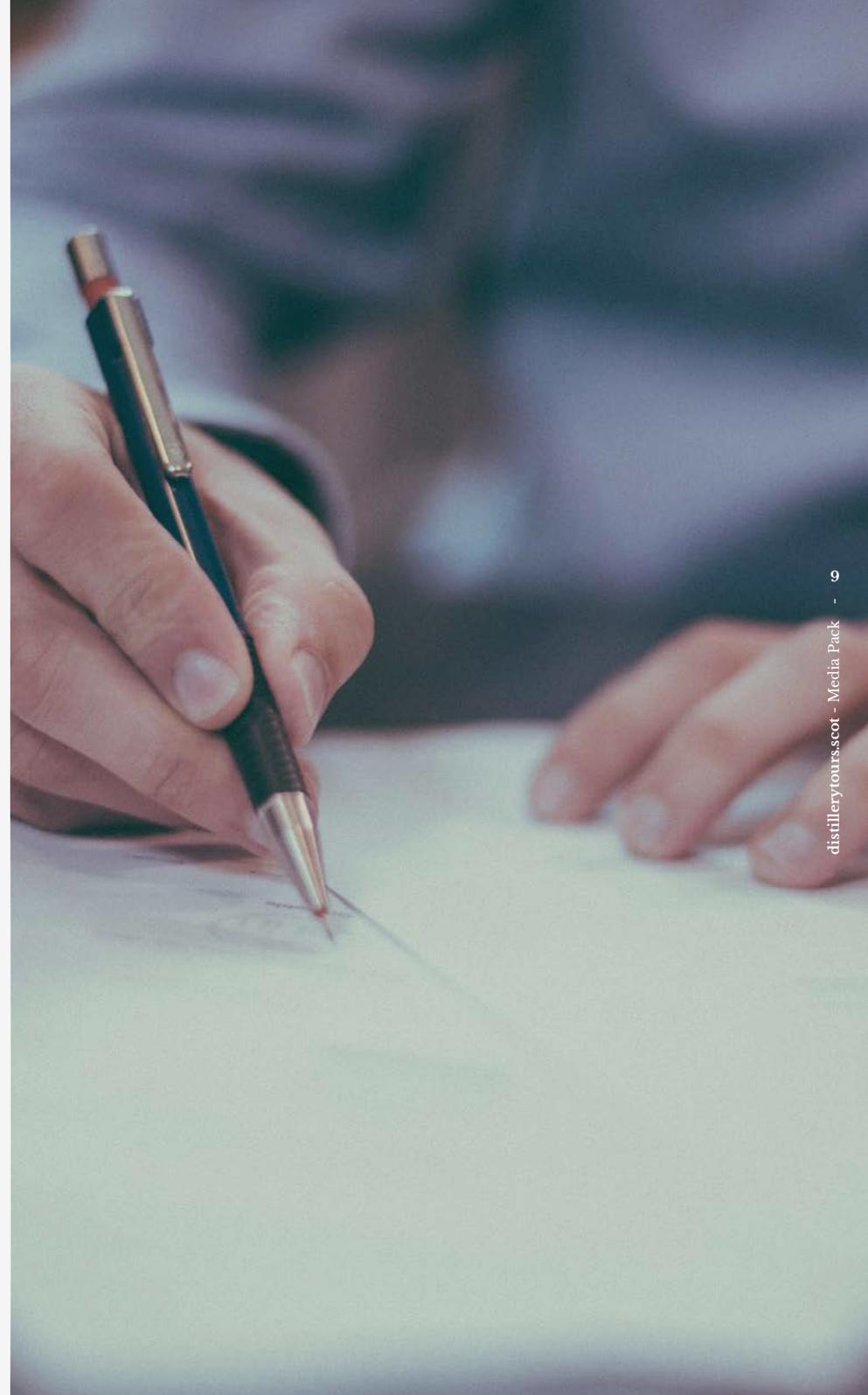
Scale 1/10

Large Rectangle:

1060px x 350px

Visible on "Find a Distillery" page, our map and "Plan Your Trip" page

Scale 1/10



CONTACT US

To find out more about distillerytours.scot or to discuss the packages above, please contact:

Director David Riddell

E. david@distillerytours.scot Tel. 07899 790 818

For press enquiries please contact:

Communications Manager Nikki Simpson

E. nikki@distillerytours.scot

ABOUT US

Director David Riddell was commercial director of **Hot Rum Cow** magazine. The magazine won multiple awards including **Best Drinks Magazine in the World** at the **Spirited Awards in New Orleans in 2017**. Working with whisky brands and distilleries on **Hot Rum Cow**, David realised that the whisky industry needed a comprehensive source for tourists coming to Scotland to visit distilleries.

Nikki Simpson, previous **business manager of the Professional Publishers Association Scotland**, is **Communications Manager at distillerytours.scot** and is passionate about promoting Scotland as a tourist destination.





DISTILLERY
TOURS

distillerytours.scot