

Case Study:

Highlands of Scotland Tourist Board



Highlands of Scotland Tourist Board & The Preference Service

The Highlands of Scotland Tourist Board is the leading organisation involved in the marketing of the Highlands and its members to potential visitors within the UK and overseas.

Tourism in the Highlands is worth in the region of £600 million to the local economy and the largest single employer sustaining over 14,000 jobs. The Highlands of Scotland attracts 3 million visitors per year, and along with Edinburgh is the most popular holiday destination in Scotland.

Why did Highlands of Scotland Tourist Board choose The Preference Service?

They purchased the data because the payment by lead mechanism guaranteed a cost per response rates and because the data was well selected.

Objectives

The Highlands of Scotland Tourist Board had 2 main objectives:

- To distribute as many brochures as possible.
- To create maximum levels of response and conversion.

Methodology

They chose specific selections that were known interests to their target audience. The two selections chosen were those people who had said yes to short breaks and being interested in walking.

The Preference Service is the UK's leading provider of consumer preference data.

Would you like to know how The Preference Service and its PreferenceData can help your marketing activities?

Then contact us today or visit our website - details below.

Contact details:

T: 020 8334 8070

E: info@thepreferenceservice.com

W: www.thepreferenceservice.com



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Results

InfoRequest gave The Highland of Scotland Tourist Board almost a 50% conversion rate.

Greg Hart, Marketing Executive, Highlands of Scotland Tourist Board

"The InfoRequest in the consumer survey has proven to be an invaluable way to discover and target highly responsive prospects who have asked to receive our offers.

The pay per lead mechanism enabled us to plan our budget in advance - knowing that the CPR was guaranteed on this campaign.

We are extremely pleased with the 50% conversion rate on this campaign and will definitely be working with The Preference Service on future campaigns."

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