



## What the VWL 2016-20 Action Plan means for your business

As you know it's important for any organisation to have a strategic action plan, however, as an individual business you want to know – what's in it for me and my business? Here are our Top 7 FREE actions, which will benefit your business and contribute to the overall objective of the VWL action plan.

### Top 7 FREE Actions for businesses:

1. Ensure your business is listed on [visitscotland.com](http://visitscotland.com) by following the simple [instructions](#) – this listing is free and means your business will benefit from the 20 million web visits the site receives each year.
2. Attend networking events organised by VWL – these are an opportunity to take a step back from your business and speak to others to find out what they are up to. There is often an idea to be learned from or an opportunity to be explored!
3. Download the Year of Young People 2018 [toolkit](#) then [add the YOYP logo](#) and this VisitScotland\_\_\_ to your own website. Tap into this resource and benefit from the investment VisitScotland is making in the 2018 themed year.
4. Check your web listing on [www.visitwestlothian.co.uk](http://www.visitwestlothian.co.uk) can you improve it with more up-to-date images and information?
5. Take part in VWL promotional campaigns – an effective way of raising your profile to existing and new audiences.
6. TripAdvisor – make sure your [business appears](#) on this travel site – If so, make sure you '[claim your business](#)' and always acknowledge customer comments.
7. Use seasonal images to promote your business online – you can access up to 30 images for FREE each month via the VisitScotland [website](#)

### How is your voice heard?

Please note that VWL is a member of the Scottish Tourism Alliance (STA) and enjoys a positive and reciprocal relationship with the organisation, feeding back the developments and views of West Lothian's tourism industry.

Representatives from national agencies Historic Environment Scotland and VisitScotland both sit as Non-Executive Directors on the VWL Board, ensuring we utilise their skills and knowledge for West Lothian's benefit. Our Board Directors includes representatives of the Association of Scottish Self Caterers and West Lothian's Heritage Forum.

If you would like to attend one of the quarterly VWL Board meetings please get in touch!



Owl Centre



Hopetoun House



Cairnpapple



Livingston Designer Outlet



Five Sisters Zoo



Linlithgow Palace