

**GO**  
**TWEED**  
**VALLEY**  
**SCOTLAND**

Go Tweed Valley –  
Brand, identity and  
ambition

Rich Rowe

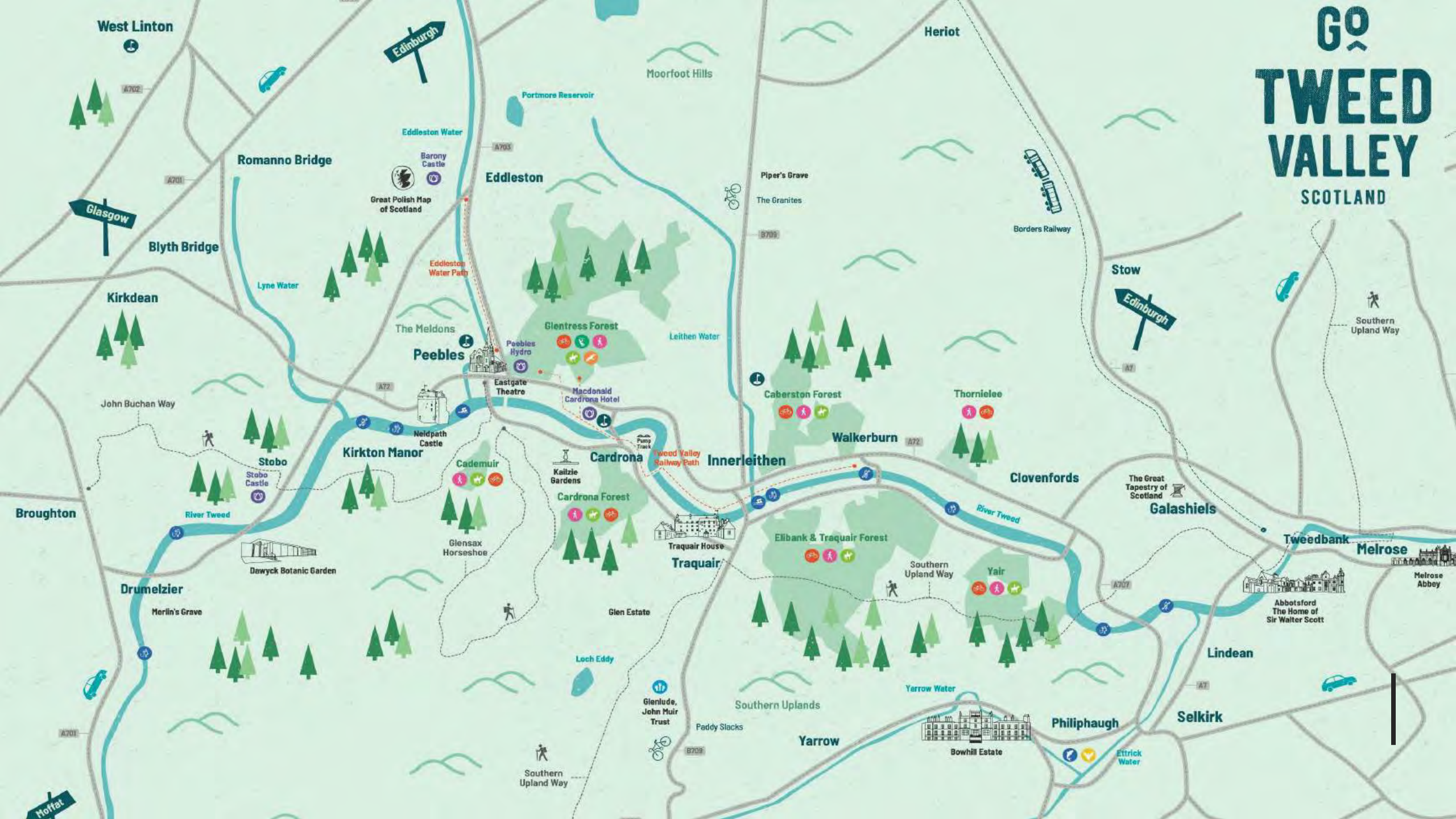
Project Manager, Go Tweed  
Valley

[gotweedvalley.co.uk](http://gotweedvalley.co.uk)

[rich@gotweedvalley.co.uk](mailto:rich@gotweedvalley.co.uk)



# GO TWEED VALLEY SCOTLAND




Our goal? To become a world-class activity destination with a sustainable, year-round offer that also brings richness to those who live and work here.



# Marketing & promotion

Shaping 'brand Tweed Valley'



An aerial photograph of the Tweed Valley in Scotland. The scene captures a winding river flowing through a lush green valley. On the right bank, a cluster of traditional stone and white-washed buildings forms a village. The surrounding hills are covered in dense green forests. The sky is a clear, pale blue. Overlaid on the center of the image is the text 'GO TWEED VALLEY SCOTLAND' in a white, perforated, sans-serif font.

GO  
TWEED  
VALLEY  
SCOTLAND

# Tourism infrastructure

Meeting the needs and expectations of visitors and local communities



# Events & festivals



Driving visitor numbers

# Support and advocacy

## Visitor 'charter' welcoming responsible visitors

**WELCOME TO THE TWEED VALLEY SCOTLAND'S YEAR-ROUND ACTIVITY DESTINATION!**

**WE INVITE YOU TO:**

- Travel slow (walk, ride, paddle)
- Stay longer
- Use green accommodation
- Eat, see and buy local
- Be considerate of our communities
- Give back - see our voluntourism opportunities
- Ask questions - we're a friendly bunch
- Use local guides for a richer experience
- Leave no trace
- Have fun ... and come back again soon!

**NatureScot**  
Scotland's Nature Agency  
Buidheann Nàdar na h-Alba

Supported by NatureScot, through the Better Places Green Recovery Fund.

**GO TWEED VALLEY SCOTLAND**

FIND OUT MORE AT: [WWW.GOTWEEDVALLEY.CO.UK](http://WWW.GOTWEEDVALLEY.CO.UK)





Looking ahead ... the next five years





Priorities ...  
did we mention infrastructure?



Thank you for listening

