



DIGI-TOUR-SKILLS

UPSCALING DIGITAL SKILLS IN THE TOURISM SECTOR

CASE STUDIES



**Co-funded by
the European Union**

Co-Funded by the European Union. The material of the project reflects only the author's views. The European Commission's support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission or the Hellenic National Agency cannot be held responsible for any use which may be made of the information contained therein. Project Number: 2023-2-EL01-KA210-ADU-000180567

VISITSCOTLAND – INCREASING ENGAGEMENT WITH UX & ACCESSIBILITY IMPROVEMENTS

Provided By: REZOS BRANDS

Overview:

Name: VisitScotland Website Revamp

Location: Scotland, United Kingdom

Type of Case Study: Government-funded tourism website focusing on improved user experience and inclusive design

Introduction: *Driving inclusive digital tourism*

VisitScotland, the official national tourism organization for Scotland, operates one of the UK's most visited travel websites. As part of a broader digital transformation, the organization recognized the need to deliver a more inclusive, accessible, and user-friendly experience. The focus of the project was twofold: improving usability across devices and ensuring accessibility for all users, including individuals with visual, motor, and cognitive disabilities. This government-funded initiative aimed to future-proof the site by aligning with the latest accessibility standards and optimizing it for broader reach and engagement.

Implementation:

- **Accessibility audits:** Partnered with Siteimprove to identify WCAG 2.1 compliance gaps and action areas.
- **Simplified site architecture:** Redesigned navigation for intuitive browsing and clear content hierarchy.
- **Inclusive design elements:** Implemented readable fonts, strong color contrast, keyboard navigation, and screen reader compatibility.
- **Mobile optimization:** Ensured full responsiveness across devices and improved page load speed.
- **Content streamlining:** Refined content to align with user intent, improve clarity, and support engagement.



DIGI-TOUR-SKILLS

UPSCALING DIGITAL SKILLS IN THE TOURISM SECTOR
ERASMUS+ KA2 – SMALL SCALE PARTNERSHIPS
PROJECT NO. 2023-2-EL01-KA210-ADU-000180567



Co-funded by
the European Union

**REZOS
BRANDS**
Delivering Value



mathemagenesis

VISITSCOTLAND – INCREASING ENGAGEMENT WITH UX & ACCESSIBILITY IMPROVEMENTS

Provided By: REZOS BRANDS

Key Insights: *What drove impact*

- Accessibility-first approach: Adhering to WCAG 2.1 made the platform truly inclusive, expanding access for users with diverse needs.
- UX & Performance synergy: Enhanced navigation, simplified layouts, and faster load times led to smoother user journeys and higher engagement.
- SEO Uplift from accessibility: Structured, accessible content improved search engine visibility, showing the overlap between inclusive design and digital marketing performance.
- Search Optimization benefits: Accessibility enhancements positively impacted SEO performance, as search engines reward clean, structured, and inclusive content.

Results:

- **Accessibility score increased by 30%** after the audit and fixes
- **Average time on site increased by 18%**
- Significant **boost in search visibility** and broader **audience reach**

Recommendations:

For organizations aiming to modernize their tourism platforms:

1. **Start with accessibility:** Conduct audits and implement WCAG 2.1 standards for inclusive access.
2. **Test with real users:** Use UX testing tools to uncover friction points and optimize navigation.
3. **Go mobile-first:** Prioritize fast, responsive designs that cater to today's mobile users.
4. **Structure for clarity:** Simplify layouts and content for both human users and search engines.



DIGI-TOUR-SKILLS

UPSCALING DIGITAL SKILLS IN THE TOURISM SECTOR
ERASMUS+ KA2 – SMALL SCALE PARTNERSHIPS
PROJECT NO. 2023-2-EL01-KA210-ADU-000180567



Co-funded by
the European Union

**REZOS
BRANDS**
Delivering Value



mathemagenesis

VISITSCOTLAND – INCREASING ENGAGEMENT WITH UX & ACCESSIBILITY IMPROVEMENTS

Provided By: REZOS BRANDS

Conclusion: *Making tourism digital & inclusive*

VisitScotland's UX and accessibility transformation illustrates how inclusive design not only broadens audience reach but also enhances performance across metrics like engagement, retention, and SEO. It stands as a benchmark.

Sources:

User Vision. (n.d.). Transforming VisitScotland's digital accessibility: Case study. Retrieved from <https://uservision.co.uk/projects/visit-scotland/visitscotland-ensuring-inclusive-digital-experiences-for-all>

VisitScotland. (n.d.). Accessibility. Retrieved from <https://www.visitscotland.org/what-we-do/policies/accessibility>



DIGI-TOUR-SKILLS

UPSCALING DIGITAL SKILLS IN THE TOURISM SECTOR
ERASMUS+ KA2 – SMALL SCALE PARTNERSHIPS
PROJECT NO. 2023-2-EL01-KA210-ADU-000180567



Co-funded by
the European Union

**REZOS
BRANDS**
Delivering Value



mathemagenesis