

# **Scotland's UNESCO Trail recognised by Rough Guides**

**The Rough Guides list of 24 best destinations to visit in 2024 includes Scotland's UNESCO Trail.**

VisitScotland is behind the national strategy to make Scotland a responsible tourism destination by encouraging visitors to stay longer.

The trail is highlighted under the category of best destinations for "meaningful travel". And at least some of the trail is right on our doorstep which includes the Galloway & Southern Ayrshire UNESCO Biosphere, Wester Ross UNESCO Biosphere, Dundee UNESCO City of Design, Edinburgh UNESCO City of Literature, Glasgow UNESCO City of Music, Shetland UNESCO Global Geopark, North West Highlands UNESCO Global Geopark, the Forth Bridge UNESCO World Heritage Site, Frontiers of the Roman Empire: Antonine Wall UNESCO World Heritage Site, New Lanark UNESCO World Heritage Site, Heart of Neolithic Orkney UNESCO World Heritage Site, Old and New Towns of Edinburgh UNESCO World Heritage Site, St Kilda World Heritage Site.

Malcolm Roughead, Chief Executive of VisitScotland, said: "Responsible tourism is at the heart of Scotland's UNESCO Trail and so it's fantastic to see Rough Guides recognising the trail as one of the best for meaningful travel.

"The trail takes visitors on an inspirational journey through Scotland's rich history and heritage, stunning landscapes and the art, music and literature which create our unique culture. It is all part of our sustainable destination development to encourage visitors to stay longer, travel sustainably and

explore our regions throughout the year.

“This recognition is further proof of the popularity that Scotland holds for visitors worldwide and will give encouragement to industry for the coming year.”

<https://www.visitscotland.com/things-to-do/unesco-trail>

