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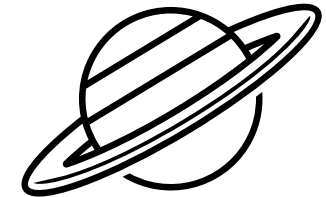
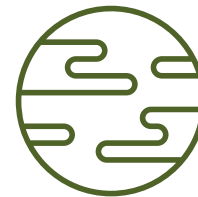
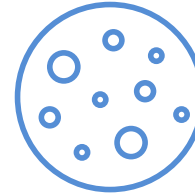
 The Scottish Tourism Alliance



SCOTTISH
TOURISM
ALLIANCE

Your voice in tourism matters





Five missions

Five Missions – the ILG focus

Proud and
valued
people
working for
Scotland

Data and
technology
empowerment

Community-
led tourism

Pathway to
net zero

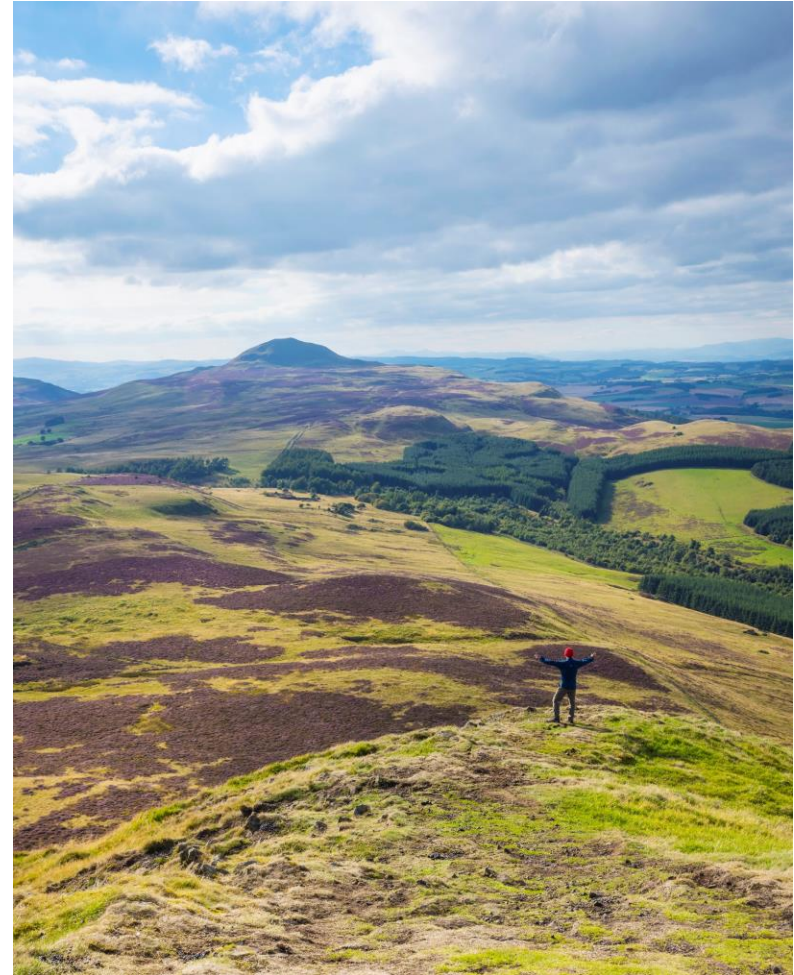
Sustainable
transport



Equality, diversity and inclusion

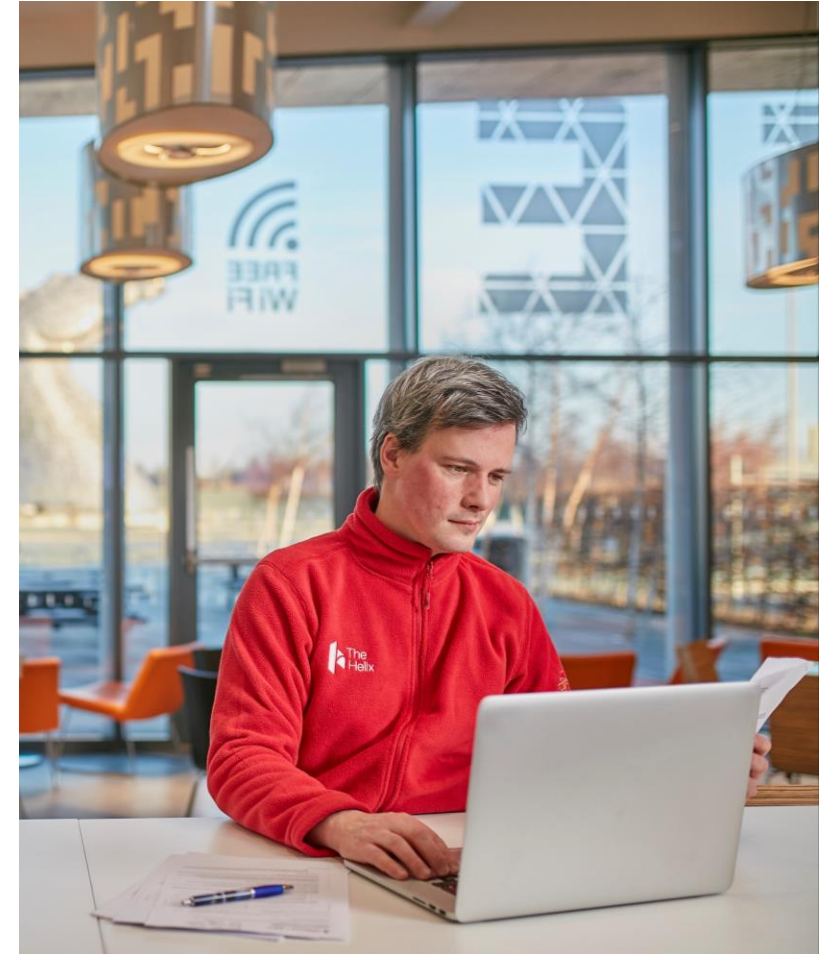
Mission: Pathway toward net zero

- Build on work already being done to protect Scotland's assets for the future.
- Establish a baseline carbon footprint of tourism & hospitality in Scotland
- Gain a standardised measurement and reporting process to demonstrate movement to Net Zero.
- Create a framework for decarbonisation.



Mission: Data & technology empowerment

- Data and technology have the potential to be hugely powerful enablers across the sector.
- Establish a data partnership to boost data access, enabling informed operational and strategic decisions.
- Give pioneers the access to the latest technologies, along with access to expertise to explore, trial, and implement these technologies.
- Create an AI Tourism & Hospitality Council with an AI community of practice.



Mission: Community led tourism

- Potential to be a global success story - we are already leading in this and community-led tourism is happening across Scotland.
- Embed understanding and develop recognition of community led tourism as core to Scotland's tourism offer.
- Development of measurement and reporting to show the value and contribution of community-led tourism.
- Putting communities at the heart of decision making around tourism.



Mission: Proud & valued people working for Scotland

- Together with the sector, reduce misconceptions about tourism and hospitality as a career of choice and ensure a greater understanding of opportunities.
- Attract and retain a talented and diverse workforce who are proud to work for Scotland, showcasing best practice.
- Reform the education and training of our people – engage with colleges, universities and others.
- Look at policy which impacts on our people, particularly in the rural context.



Mission: Sustainable transport

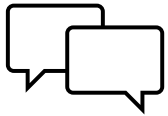
- Continued dialogue and engagement with transport stakeholders to represent the needs of our sector.
- Promote and encourage measures to increase the availability and connectivity of transport in Scotland.
- Use measurement tools at our disposal to understand modes used and the views of visitors.
- Focus must be on geographical, financial and physical accessibility.



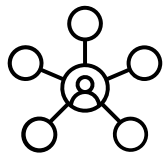
How will we achieve the Missions?



Identify areas of opportunity



Engage and influence within and beyond our sector



Work in collaboration



Sharing updates with industry

Measurement

- The ILG will monitor progress in relation to the national tourism strategy and its priorities.
- Scottish Government and VisitScotland analysts have been working with the ILG to develop a framework to monitor SO2030.
- A framework of indicators has now been developed to track against these strategic priorities.
- Work includes identifying and where possible filling gaps in measurement.



THE ROLE OF THE SCOTTISH TOURISM ALLIANCE

The STA's core purpose is to represent the industry, informing key stakeholders of the need for support to overcome challenges as well as capitalize on opportunities, both now and in the future.

Working constructively with politicians, senior policy makers and civil servants, the STA seeks to influence the investment and positive policy changes needed to create the best possible conditions for the sector to survive, thrive and grow sustainably.

The STA is there to support the enablement of the strategic missions identified by the THILG so that the vision set out in Scotland Outlook2030 can be realised.

KEY POLICY ASKS OF SCOTTISH AND UK GOVERNMENTS



Ensure the right policy and regulatory landscape is in place that reduces red tape:

minimising the burden of regulation and accompanying costs for industry and visitors, and fostering a long-term relationship between government and business through better joined up policy making from the outset and ongoing transparency.



Support a sustainable and professional tourism and hospitality workforce:

attracting, developing and retaining a skilled, committed, diverse and valued workforce, with the principles of Fair Work enshrined in the sector and affordable housing available for workers and their families.



Position Scotland as a world-leading visitor destination:

striving to be competitive on price, delivering a high-quality visitor experience for all, and recognising the essential role of marketing Scotland to UK and international audiences as a must-visit tourism destination.



Recognise tourism as a force for good:

develop a better relationship between visitors and local communities, with a focus on the wider benefits tourism delivers and the importance of long-term investment in destination organisations in enhancing and delivering world-class managed visitor destinations.



Deliver better transport and digital connectivity:

ensuring an enhanced and seamless visitor experience and protecting the sustainability of our local communities and businesses, while realising innovation and future-proofing opportunities for the sector.



STA KEY BUDGET ASKS OF THE SCOTTISH GOVERNMENT PROTECT- RESTORE - INVEST

- **PROTECT** our businesses by passing on the 40% business rates relief and reform the rates system. Place no further costs or burden on them.
- **PROTECT** our at-risk Destination Management Organisations (DMO'S) and **RESTORE** tourism funding, including the recent cuts to the VisitScotland in year budget.
- **INVEST** in future proofing the sector and raising the bar when it comes to reinforcing our quality, using the sector to showcase innovation, AI, and sustainability.
- **INVEST** in a ring-fenced fund to support the delivery of the strategic actions of the THILG ,to ensure we deliver on our vision and ambitions for the sector and Scotland as a whole.



A KEY DATE FOR YOUR DIARY SCOTTISH TOURISM MONTH 2025 THE SIGNATURE CONFERENCE MARCH 10/11, @ EICC

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Most importantly make sure you set out to enjoy every day of your life to have and continue to deliver many more unique and memorable experiences.





THANK YOU

For listening and for your time, please connect with and follow the STA.

Take a look at our [Policy Agenda](#) and the [Scotland Outlook 2030 strategy](#) when you have a minute.



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