

Scotland Outlook 2030 (SO2030) Tracker FAQs

- **What is the SO2030 Tracker?**
 - The SO2030 Tracker is an indicator framework to monitor progress against the specific objectives set out in Scotland's national tourism strategy, Scotland Outlook 2030 (SO2030).
 - The Tracker is available [here](#).
- **Does the SO2030 Tracker monitor industry performance?**
 - No, the SO2030 Tracker is not intended to be a barometer of industry performance. Its purpose is to monitor progress against the objectives set out in Scotland's national tourism strategy, Scotland Outlook 2030.
- **Where can I find out more detailed information about current industry performance?**
 - The [Business Insights and Conditions Survey in Scotland](#) provides regular, timely statistics on how current conditions are affecting businesses in Scotland, including impact on financial performance, workforce, trade and resilience.
 - The Scottish Government's [Industry Statistics database](#) provides a range of economic statistics for industry sectors in Scotland, including for the tourism sector. A sector briefing for the tourism sector, which draws on this data, is also available at the above link.
 - The latest data on domestic and overseas tourism visits and spend in Scotland is available from the [Research and Insights section of the VisitScotland website](#).

Why has the SO2030 Tracker been developed?

- Scotland's Tourism and Hospitality Leadership Group ([ILG](#)) is responsible for championing our national tourism strategy.
 - The ILG appointed a working group to deliver a bespoke indicator framework in recognition of SO2030's increased range of economic, social and environmental objectives compared to previous tourism strategies.
- **Who is it for?**
 - The SO2030 Tracker has been prepared for industry, public bodies, partner organisations and other interested stakeholders.
 - **When will it be updated?**
 - The Tracker is updated annually at the beginning of each year.
 - **What year does the SO2030 Tracker relate to?**
 - The Tracker uses the most up to date verified data at publication date.

- The reference year differs by indicator, depending on the timeliness of each data source. Most indicators in this update relate to 2024 or 2023.
 - The reference year for each indicator is made clear in the Tracker.
- **Does the Tracker reflect the current situation (present day)?**
 - No. The Tracker uses the most up to date data however there is a data lag for the majority of indicators. This is due to the time required to collect, process and validate nationally important datasets.
 - The Tracker provides the data source and time period used for each indicator.
- **Where will the Tracker be available?**
 - The SO2030 Tracker is hosted on VisitScotland's corporate [website](#). Industry, public bodies and partner organisations can provide a link to the SO2030 Tracker on their websites if they wish.
- **How has it been prepared?**
 - The SO2030 Tracker has been developed collaboratively between ILG members, and Scottish Government and VisitScotland economists and statisticians.
- **What criteria has been used to select the specific indicators?**
 - The data needs to be **measurable** (quantitative rather than qualitative).
 - Each indicator must **relate** to at least one of the [SO2030 strategic priorities/outcomes](#) and the data source needs to be **reliable, robust** and, preferably, statistically representative - ideally Accredited official statistics.
 - The primary focus is on indicators that are **updated annually** and the data source for each indicator needs to be **recurring**, rather than a one-off survey. As this is a national strategy, the primary focus is at the national level. Finally, the data for the indicator has to be **currently available**.
- **What is being done to address data and information gaps?**
 - Questions to gauge community sentiment towards tourism have been added to the Scottish Government's [Scottish Household Survey](#) and options are being scoped out to define appropriate indicators aligned with SO2030 Net Zero ambitions.
- **How is performance assessed?**
 - Performance is compared relative to the previously available period (e.g. year on year change).
 - For the purposes of the Tracker, any difference within +/- 5% of the prior year's figure suggests that the position is more likely to be maintaining than showing any change. An increase of 5% or more

suggests the position is improving while a decrease of 5% or more suggests the position is worsening.

- Some indicators (those based on Annual Population Survey and Annual Survey of Hours and Earnings data) are subject to additional significance testing. Further information on the need for this is provided at the foot of the 'Indicator measures and sources' table within the Tracker.
- **How can it be used?**
 - The Tracker can be used to monitor progress against the objectives set out in SO2030 that are aimed at making Scotland a 21st-century leader in tourism.
 - The Tracker helps to guide the work programme of the ILG and shapes how the group responds to key issues.
 - **Will Trackers be prepared for other regions?**
 - No, the Tracker has been prepared for a specific national purpose and directly aligns with national strategy objectives. Many of the indicators are only available at a national level.
 - Sub-national breakdowns are available for some indicators. Details on indicator sources is available in the 'Indicator measures and sources' table within the Tracker.
 - **What has been updated in the 2026 version?**
 - The Tracker was updated in late February 2026 using all available information.
 - Data was unavailable to update the following three 'Passionate People' indicators due to declining Annual Population Survey response rates that have increased volatility and uncertainty in the data (further information on this is available in the Tracker):
 - Percentage employed who are disabled
 - Percentage employed from a minority ethnic background
 - Percentage of tourism employment that is contractually secure
 - It was not possible to update the following two Memorable Experiences indicators¹:
 - Percentage of visitors reporting that their trip in Scotland enhanced their physical, mental and emotional wellbeing (9 or 10 out of 10)
 - Percentage of visitors to Scotland with access requirements stating it was very easy to get around during their trip (9 or 10 out of 10)

¹ This is major study typically carried out every three to four years

- It has also not been possible to update the Scottish island community sentiment data.
- **What will be updated in the next version?**
 - The next version will include Scotland-wide data on community sentiment towards tourism from the Scottish Household Survey 2025. This data is expected to be available in the latter half of 2026.