

VISITOR MANAGEMENT GROUP – STRATEGIC FRAMEWORK

Vision: To grow the value of the visitor economy in Scotland, ensuring tourism is a force for good, with visitor management a central component towards sustainable management and growth.

Scotland Outlook key priorities Thriving Places	Passionate People	Memorable experiences	Diverse businesses
Strategic pillars Protect our environment (natural and cultural)	Respect our communities	Enhanced visitor experiences	Thriving tourism sector
What we will do Invest in Scotland's current and future visitor management infrastructure and services	Monitor and evidence challenges in partnership with destination organisations, land managers and communities, to inform decision making and identify opportunities to minimise impact and maximise benefits.	Coordinate messaging and marketing activity to ensure we inform and educate visitors (day and overnight) about how to enjoy the outdoors in an engaging, responsible and positive way.	Inspire business groups and businesses to promote responsible tourism and facilitate the provision of services to deliver this ambition, with minimum impact.
Outcomes Visitor pressure at iconic locations is mitigated and people (day and overnight visitors) are dispersed to parts of Scotland with capacity to offer better visitor experiences Solutions developed to reduce the impacts of tourism on climate change and nature	Destinations, communities, land managers and businesses are actively involved in developing solutions to deliver quality and well-managed visitor experiences and benefit from tourism, providing skilled employment for local workforce	Visitors make informed, responsible choices. Scotland's natural places are made more accessible to a wider and more diverse audience	Tourism businesses are resilient, sustainable and profitable, providing experiences and services to facilitate dispersal and minimise impact.
Enablers Co-ordinated marketing and communication with strong and consistent messaging to ensure responsible choices and behaviour targeted at wide and diverse audience – both planned / predictable visits and spontaneous (weather reactive) demand			
Collaboration and partnerships toward solutions and improvements in visitor management across Scotland, at a local and national level, including development of a cohesive annual action plan.			
Priorities for (long term) infrastructure and operational / ranger services investment agreed to make the case for where we see opportunity to add value to our communities and protect the environment, leveraging both public and private sector investment			
Gather data and evidence for informed decision making, sharing knowledge and best practice to improve and enhancing our capabilities			
Develop innovative digital monitoring methodologies to offer real-time solutions to dynamic dispersal challenges			