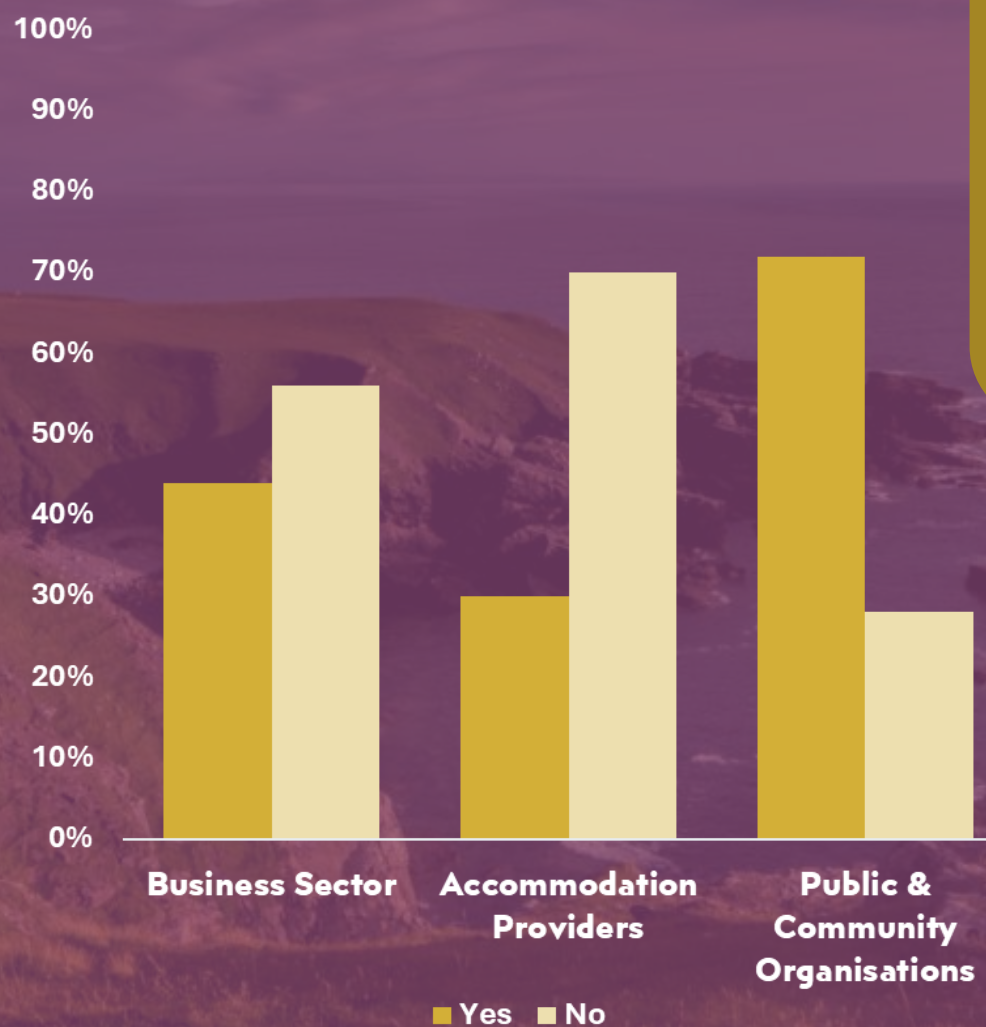
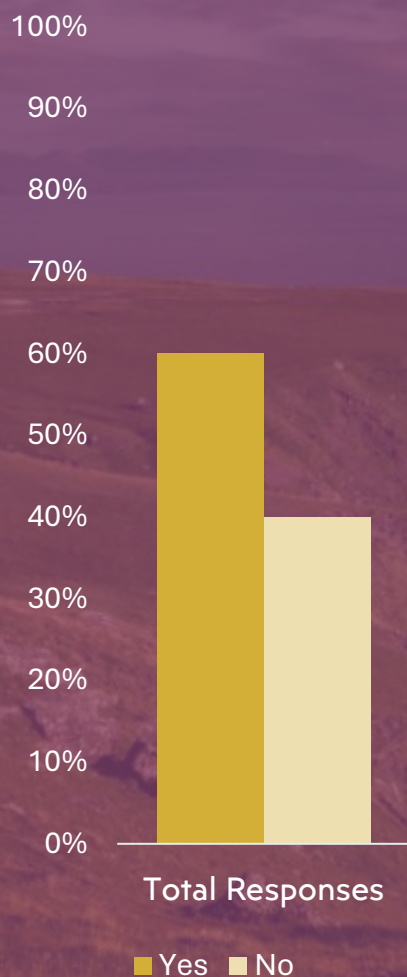
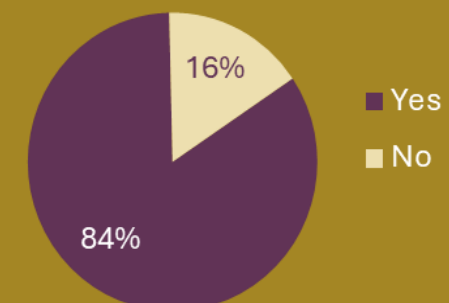


Are you in favour of a Visitor Levy Scheme (VLS) for Caithness & Sutherland?

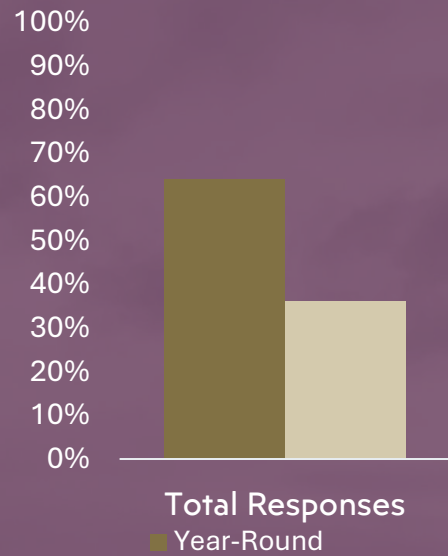


Main business or residence in Caithness & Sutherland or Highland

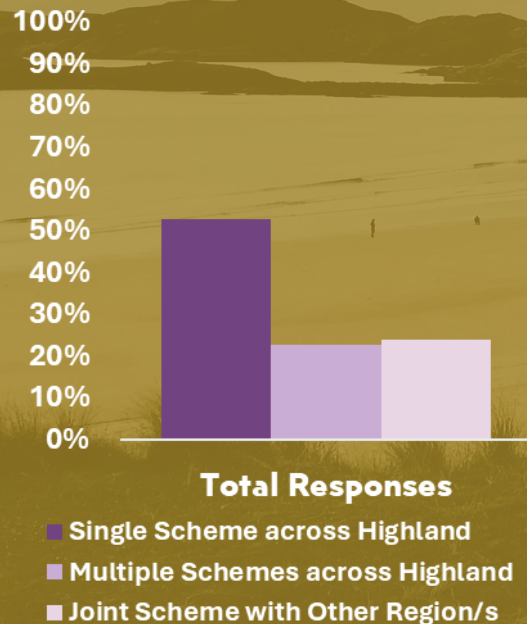


272 survey responses

Should a VLS be year-round or seasonal?



What kind of VLS would be most suitable for Caithness & Sutherland?



How should VLS funds be allocated after Council Core Programme? (public toilets, waste management, roads)

Infrastructure & Accessibility

Public transport development to underserved areas - **164**

Overnight parking and waste disposal/services for vehicle camping - **152**

Improved parking at visitor destinations/sites, road laybys, viewpoints, passing places - **144**

Footpath and cycle trails management and development - **138**

Public WiFi for visitors - **31**

Community & Sustainability

Wildlife and habitat management - **142**

Resourcing a Highland Outdoor Access Ranger service - **140**

Support for Highland tourism businesses, e.g. training, assisting groups, career support and development - **58**

Developing and supporting local tourism initiatives e.g. community tourism and voluntourism - **53**

Resourcing Destination Management Organisations for Highland, e.g. Venture North, Skye Connect, Visit Wester Ross etc. - **32**

Visitor Experience

Improving visitor signage to sites and development of visitor trails such as food & drink, arts & crafts - **70**

Supporting/attracting events for visitors and locals - **69**

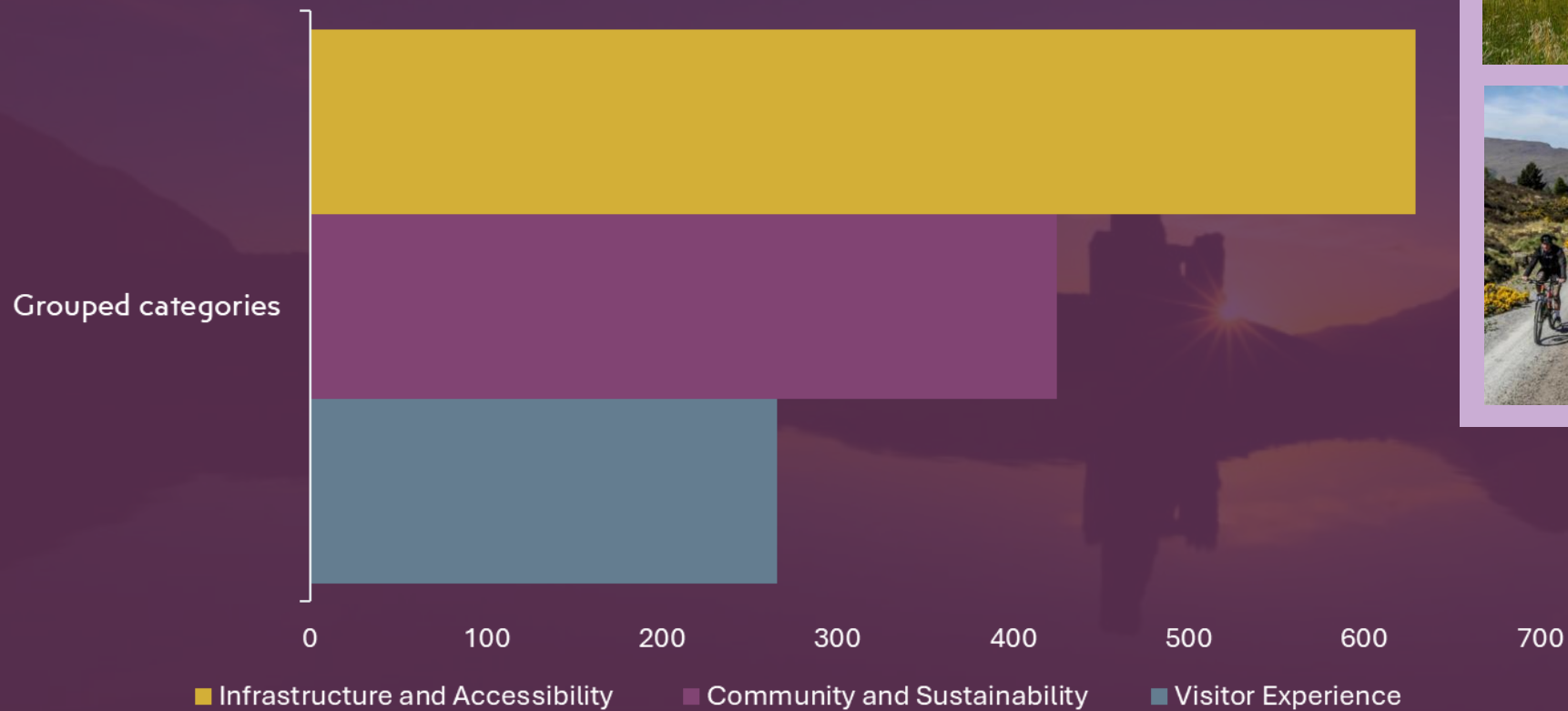
Information services and resources for visitors, maps, leaflets, visitor centres - **57**

Responsible marketing and destination promotion - **49**

Digital visitor infrastructure such as apps or websites, digital support for tourism businesses - **21**

How should VLS funds be allocated after Council Core Programme?

(public toilets, waste management, roads)



Who should be invited to join a Visitor Levy Forum?

Popular suggestions...



Community Councils

Local Businesses

Visitor Levy Forum Representatives

Community Representatives

Tourism & Business Development Organisations



Percentage of additional comments concerned with:

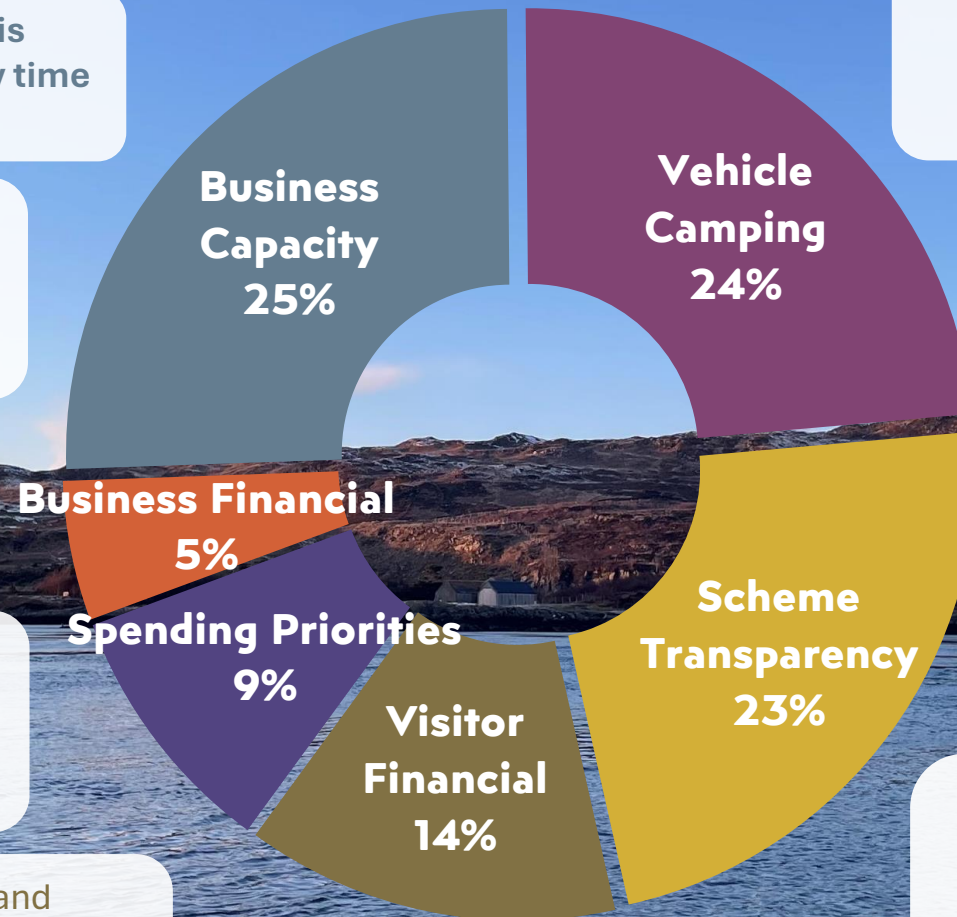
“Being a business my main worry is how this levy will be collected and the impact on my time as to how it is then passed to the council”

“With the introduction of Short Term Licenses AND now a levy, small independent accommodation providers like ourselves will be unable to sustain our businesses!”

“Are such schemes better managed by specialists who understand the tourism sector such as Venture North?”

“Management implications of returning funds to HC on a regular basis. How will HC confirm what percentage of the VLS is actually spent on development in an area?”

“Overcharging may be off-putting for people and might reduce people stopping more places. **However, through peak season I think a small charge is reasonable for use of local services etc.**”



287 comments from
196 additional responses

“Yes don’t make it so high that small businesses can’t carry on!! Make it simple not hundreds of forms and proof etc!!”

“Currently, the council, visit Scotland etc, are busy providing facilities for those motorhomes too cheap to pay for proper campsites.”

“There should be a means of charging non site using campers and motorhomes a levy.”

“Balanced Fair and transparent scheme with low-cost operating model for VLS so that maximum money goes on prioritised schemes and not bloated bureaucracy in whatever form.”

“There would need to be some assurance that levies raised directly benefitted the communities that suffer so from the issues caused by over-tourism. **It would be good to be able to decide how this should be achieved on a very local basis.**”