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scottishtourismalliance.co.uk



The Scottish Tourism Alliance



SCOTTISH
TOURISM
ALLIANCE

Your voice in tourism matters



INTRODUCING THE SCOTTISH TOURISM ALLIANCE

The Scottish Tourism Alliance (STA) is the largest member organisation and leading representative body for Scotland's tourism and hospitality industry.

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 investment and positive policy changes to create the best possible conditions for the sector to survive, thrive and grow sustainably.



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.

Our Top 10 Priority Areas of Focus

Ensuring that Scotland stays a competitive destination – Marketing, Investment, VAT
Seeking to influence favorable policy to help counter the “Rising Costs of Doing Business”
The Transient Visitor Levy, making it work for the industry and not damage Scottish Tourism
Making sure that tourism is understood by all, its importance and value, ensuring that is on every politicians’ local and national and all business agendas.

Protecting DMO sustainability

Skills, and Fair Work addressing workforce availability

Transport, connectivity and housing

Support to help drive innovation

Taxation, Regulation

Ensuring the New Deal For Business works for tourism and hospitality



THANK YOU

For your time and for your support, please stay connected and follow the STA
Take a look at our [Policy Agenda](#) when you have a minute.



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