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 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.



SCOTTISH TOURISM ALLIANCE POLICY AGENDA

2024 - 2028

OUR INDUSTRY
MANIFESTO TO
SUPPORT SCOTLAND
IN BECOMING A
WORLD LEADER IN
21ST CENTURY
TOURISM



SCOTTISH TOURISM IMPACT

EMPLOYMENT

175,900 jobs in tourism in 2023 –
7% of Scotland's workforce



BUSINESSES

15,830 registered tourism enterprises
in Scotland in March 2023 – with 97%
small businesses and accounting for
52% of employment in the sector

VALUE

Contributed £3.4bn GVA to the
economy in 2021, whilst still in
recovery



EXPORTS

£1.1bn in 2019, accounting for 1.3% of
Scotland's total exports

INTERNATIONAL

1.4m international visits to
Scotland and £1.5bn spending
between Jul and Sep 2023





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.



TOURISM & HOSPITALITY INDUSTRY LEADERSHIP GROUP (ILG)

Scotland Outlook 2030

Responsible tourism for a sustainable future

Vision

Scotland - we will be the world leader in 21st century tourism.

Mission

Together we will grow the value and positively enhance the benefits of tourism across Scotland by delivering the very best for our visitors, our businesses, our people, our communities and our environment.



Scotland Outlook 2030

Responsible tourism for a sustainable future



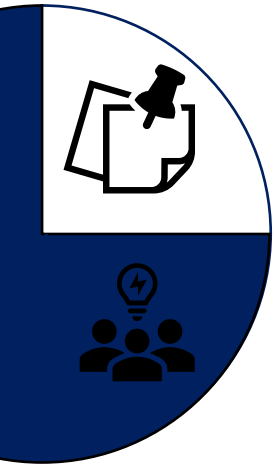
Our Diverse Businesses

Our Passionate People

Strategic Priorities

Our Thriving Places

Our Memorable Experiences



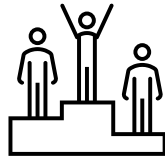
How will Scotland Outlook 2030 be achieved?



Purpose of the ILG



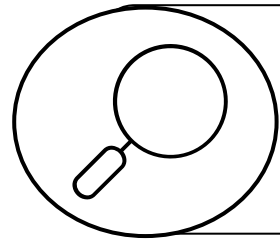
To provide strategic direction to drive Scotland's ambition to be the world leader in 21st century tourism.



- Champion Scotland Outlook 2030
- Provide strategic leadership



- Advocate core principles of Scotland Outlook 2030
- Engage collaboratively



Who is the ILG?

Who is the ILG?

A network of individuals from the public, private and the third sector.

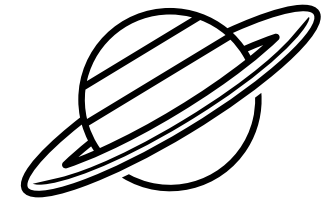
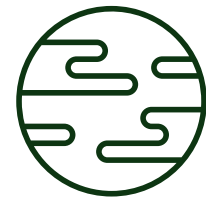
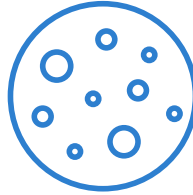
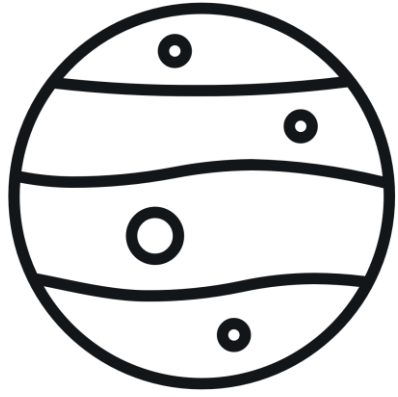
18 industry members

Nine organisations



What did we find out in our first year?

- 1 Scotland Outlook 2030 remains **relevant, aspirational and ambitious** and is aligned to NSET.
- 2 A mix of short, medium and long term **actions** were identified to support the delivery of Scotland Outlook 2030.
- 3 **Many opportunities and challenges** will arise during the lifetime of the strategy impacting the four strategic priorities and their outcomes.

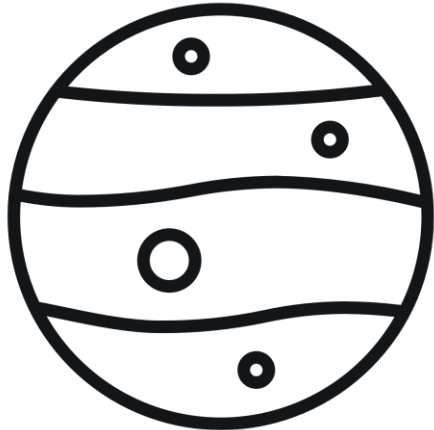


Five missions

Five Missions – the ILG focus

Proud and valued people working for Scotland

Community-led tourism



Embracing rapid technological change

Sustainable transport



Net zero acceleration



Where can the ILG add the most value?

ILG area of influence



**Strategic
game changing
actions**



Drives ILG agenda

Actions & initiatives over & above core activity

Scotland as a global leader in community-led tourism

Deep dive to
encourage and
develop
understanding

ILG as advocates
for community-
led tourism

How we measure
success

Net Zero acceleration

Go beyond existing
activities

Embed in other
missions

Mission content

With rapidly changing technology, tourism
must lead, not follow

Opportunities for
tourism trailblazers to
experiment & explore

Ethical and innovative
adoption of AI

An outstanding resilient and flexible workforce, proud of what they do

Engage career decision makers

Promote diversity across the sector

Identify relevance to existing groups

Sustainable transport: a joint endeavour to build the resilience of Scotland's tourism & hospitality sector

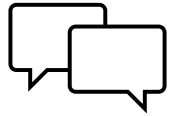
Actions required:
consumer behaviour &
infrastructure

Customers addressed:
visitors & supply side

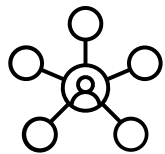
How will we achieve the Missions?



Identify areas of opportunity



Engage and influence within and beyond our sector



Work in collaboration



Sharing updates with industry



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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