

Introduction to Scotland's Visitor Management Strategy

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- **Why was this needed?**
- **The triggers**
- **The response**
- **The strategy development**
- **Where we are now**



THE TRIGGERS

- Pre-pandemic visitor pressure
- Lockdown easing
- Facilities restrictions
- Community impact
- Countryside and Coast



- **A national partnership**
- **Coordinated and collaborative**
- **Visitor Management Summit**
- **Senior decision makers**
- **A strong sense of purpose**

THE RESPONSE



STRATEGY DEVELOPMENT

- Outlook 2030 – National Tourism Strategy
- Recognising the opportunity
- Strategic Framework
- Strategic pillars
 - Information and education
 - Investing in infrastructure and services
 - Delivering across Scotland
 - A world leader



Where we are now

- Education and Marketing
 - Investment and Infrastructure
 - Prevention, Regulation and Reassurance
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- Action Log
 - Steering group
 - New politicians
 - An autumn summit



A photograph of the Calanais Standing Stones on the Isle of Lewis, Scotland. The stones are arranged in a circular formation on a grassy field. The sun is setting behind the stones, creating a dramatic sky with orange and yellow hues and long, dark shadows. The text "Thank you" is overlaid in the bottom left corner.

Thank you

 **Calanais Standing Stones, Isle of Lewis**