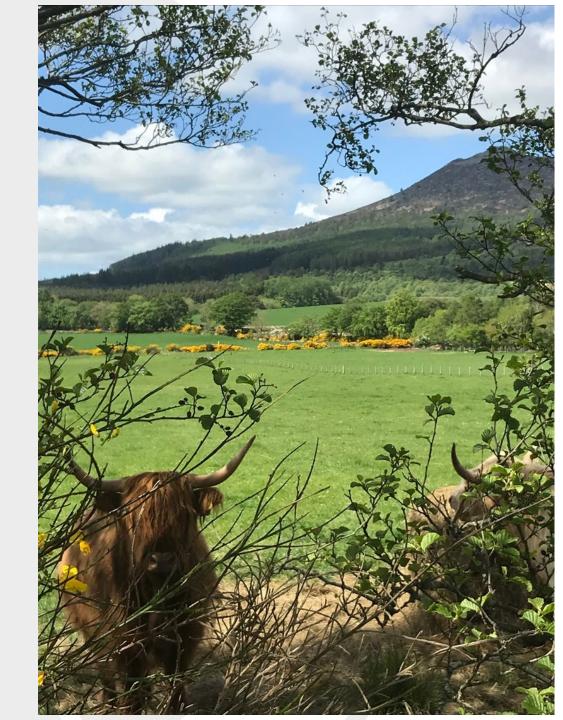
Introduction to Scotland's Visitor Management Strategy

Ken Massie Head of Regional Leadership & Development, VisitScotland



- 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

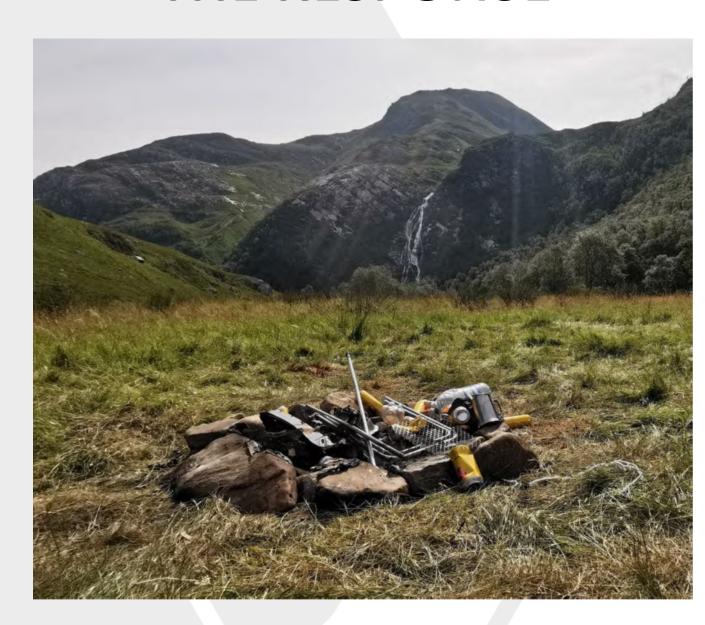




- A national partnership
- Coordinated and collaborative
- Visitor Management Summit
- Senior decision makers
- A strong sense of purpose



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
- Action Log
- Steering group
- New politicians
- An autumn summit







