
SCOTLANDS NATURAL CAPITAL

Valuing Our Rural Environment



 Cairngorms National Park

WELCOME

The stunning beauty of the Scottish landscape has been an inspiration and motivator for visitors for centuries.

It is important to remember that the rural visitor economy is central to sustaining our local economies, communities.

We will be looking at

- the importance of the rural visitor economy,
- its long term sustainability
- suggestions for delivering sustainable tourism with which communities rely.



Mountain biking in
Rothiemurchus,
Cairngorm National Park

WHAT MAKES TOURISM IN SCOTLAND?

ENDURING



HUMAN



DRAMATIC



Value of Rural Tourism to Scotland

19%

Of Domestic
Visitor Spend is in Rural
Destinations

2.4
million

Domestic
Visitor Trips
Per Year to Rural
Destinations

44%

Of International
Visitor Trips involve
visiting Rural or Coastal
Areas

£1.3
billion

Value of Domestic
Visitor Spend to
City Destinations

£541
million

Value of Domestic
Visitor Spend in
Rural Areas

21%

Of Domestic
Visitor Trips are to
Rural Areas

28%

Of International
Visitor trips to Scotland
visit a National Park

5.4
million

Domestic Visitor Trips
Per Year to Cities

Sources: GBTS / IPS

Sustainable goals for sustainable growth

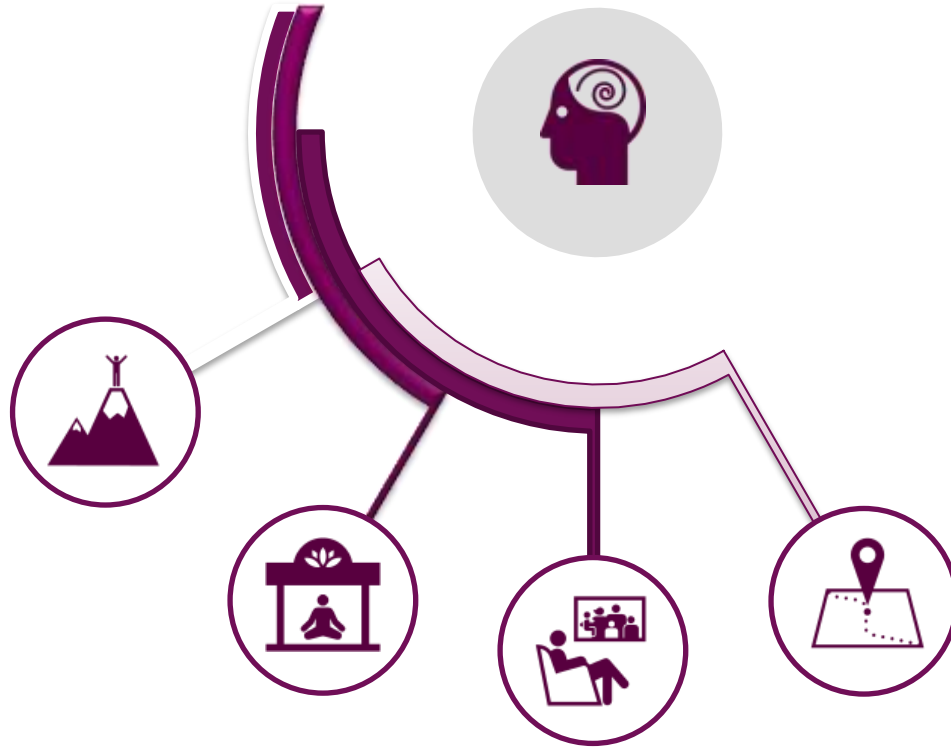


Tourism, as a growth sector of the economy is central to supporting national and regional economies, especially in rural areas but it is recognised that locations popular with visitors can put pressure on the landscape, services and infrastructure.

What is sustainable tourism?

Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities

TRENDING TOWARDS TRANSFORMATIONAL TOURISM

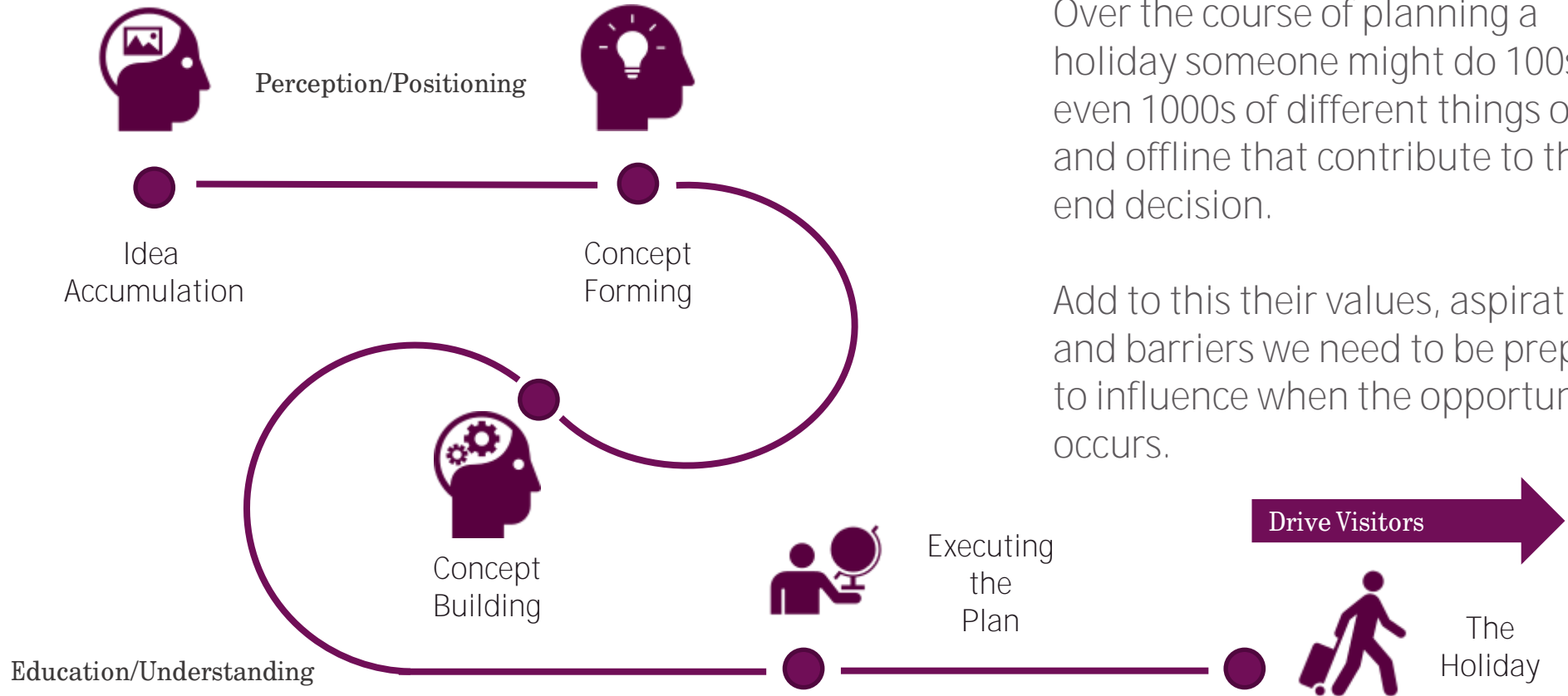


Personal Fulfilment is increasingly a driver for decision making

Destination is a backdrop to fulfilling our objectives

Icons by Adiomia

The evolving Customer Journey



Over the course of planning a holiday someone might do 100s, or even 1000s of different things online and offline that contribute to their end decision.

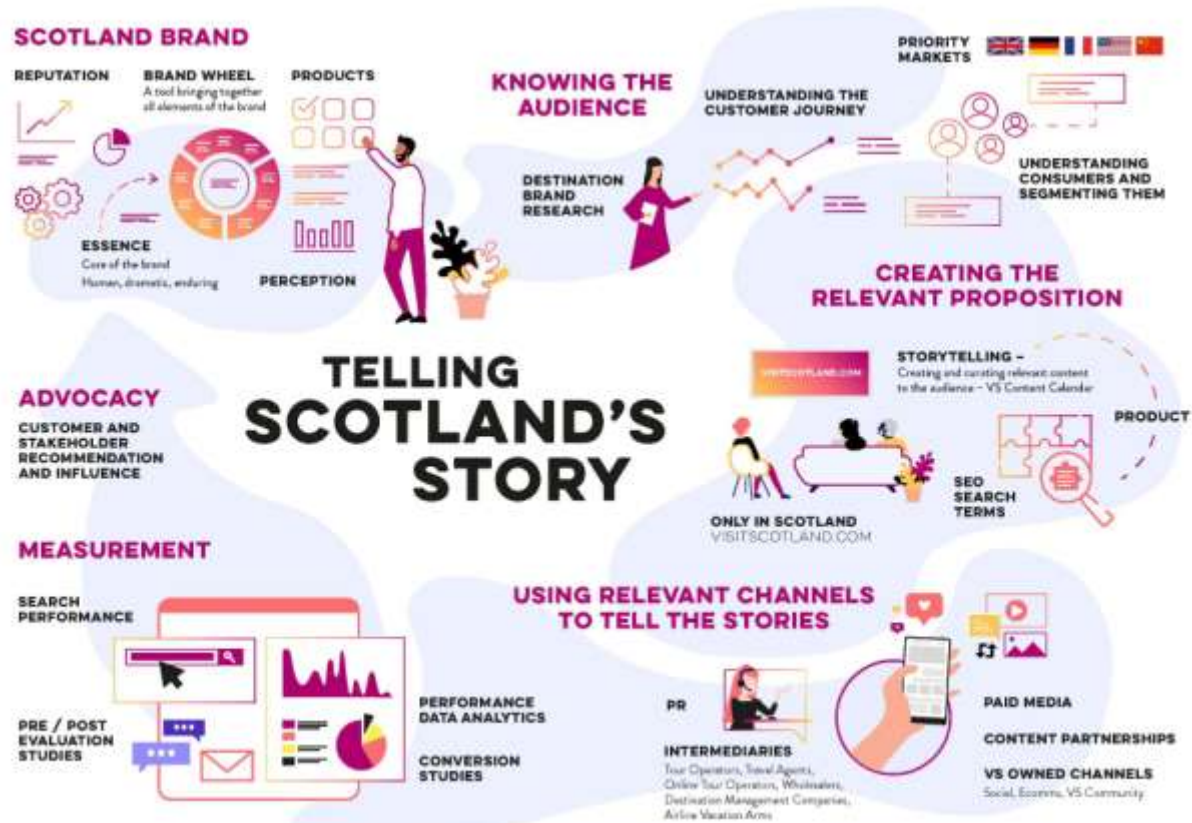
Add to this their values, aspirations and barriers we need to be prepared to influence when the opportunity occurs.

TARGETING the Solution

ONLY IN SCOTLAND

We're clear on our mission to contribute to building a sustainable visitor economy where tourism delivers the right balance of visitors across the country addressing regional and seasonal spread.

Following the campaign Journey

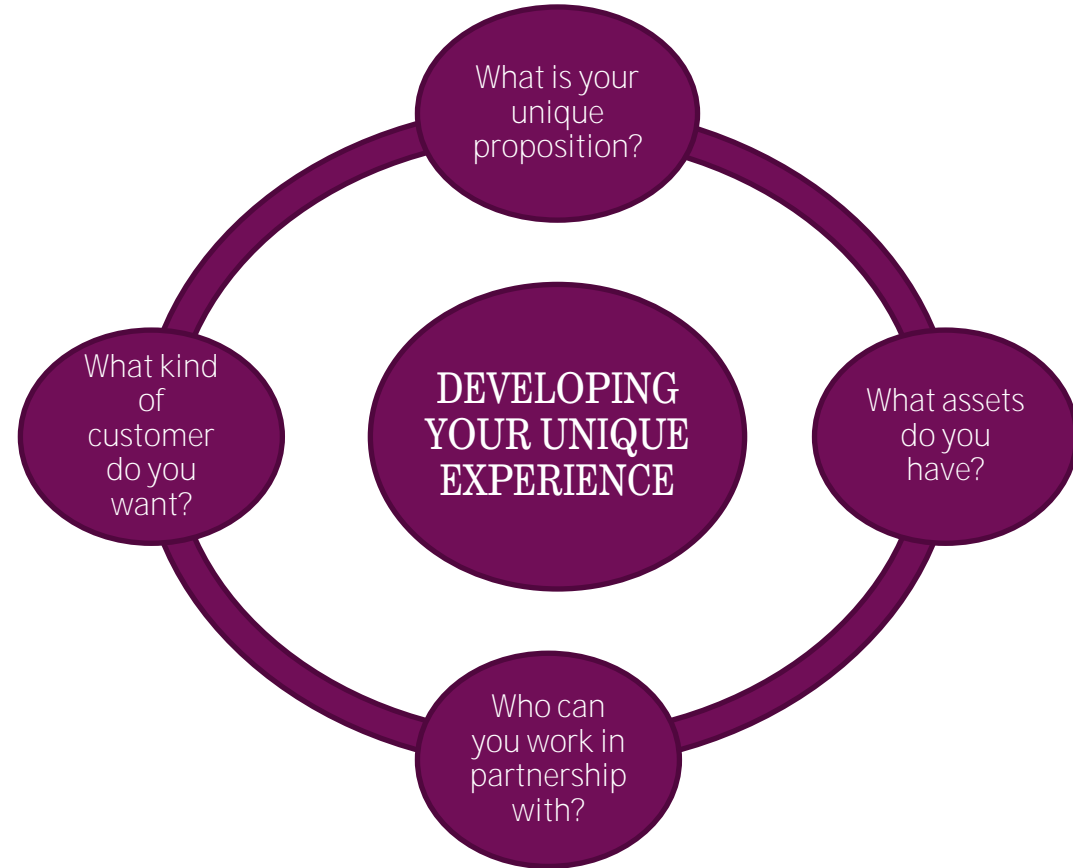


TELL YOUR STORY

Think visitor, think digital
– what are the barriers and how can they be overcome?

Which of the business management systems are right for your growth plans, and what distribution partners are best fit?

How can we work together to promote Only in Scotland Experiences?



How can you get involved?

1

Download the toolkit from [VisitScotland.org](https://www.visitScotland.org) to get a guide to scene setting, background info and how to get involved with our market activity and support.

2

Connect with us through our social channels and share Only in Scotland across your own

3

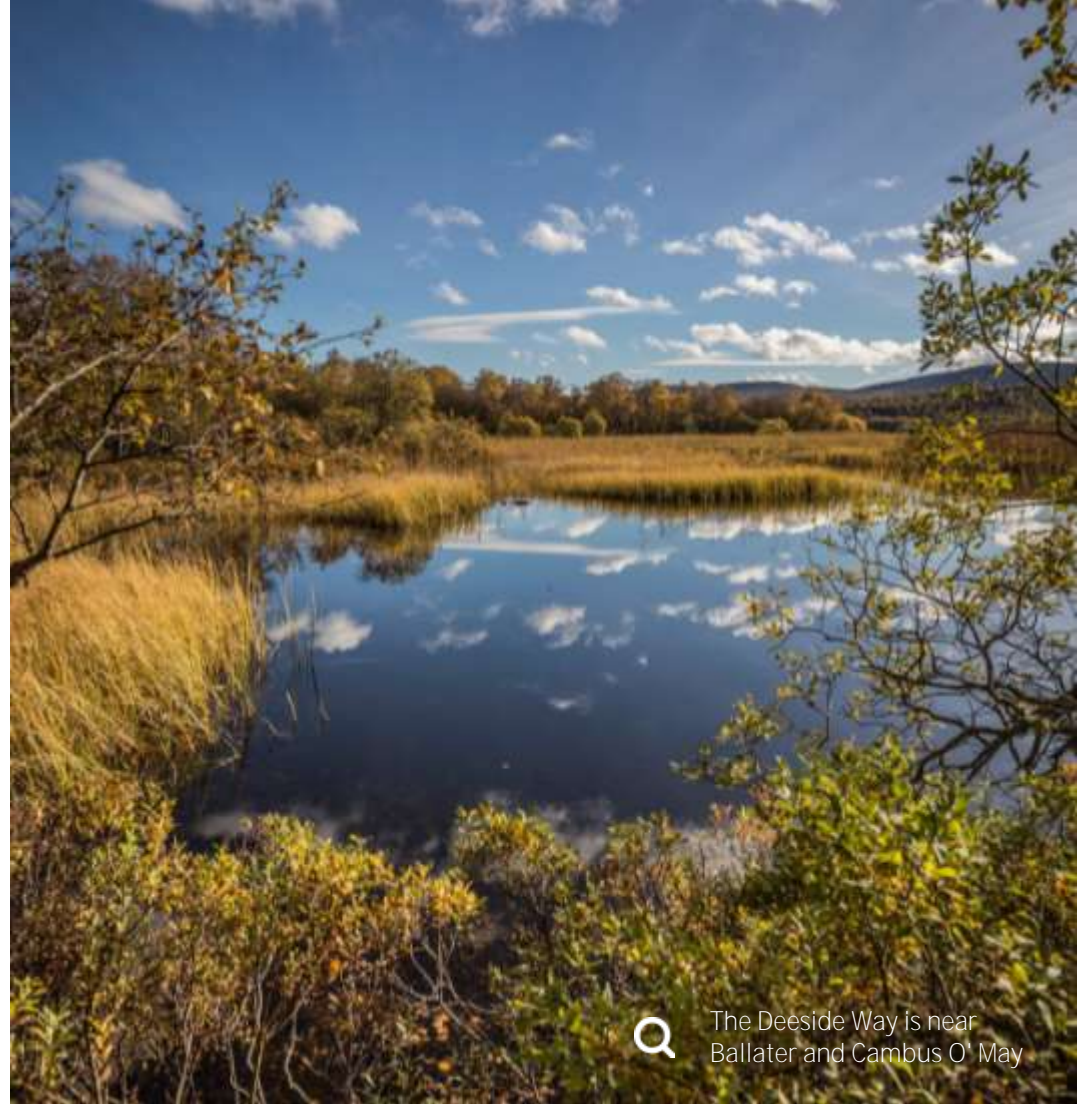
Visuals speak volumes – Use images and videos from the VisitScotland media library across your channels

IN CONCLUSION..

Managed tourism is widely seen to be among a range of global solutions and strategies for the global transition to future sustainability.

It is ultimately in the interests of the visitor economy to have authentic local culture and heritage, pollution or waste free habitats and vibrant active communities.

It is collaboration and support delivered through managed and sustainable tourism policies and promotion we can achieve success.




The Deeside Way is near
Ballater and Cambus O' May

Thank you

Questions



 A springer Spaniel nestles in the heather of the Braemar countryside.