

Argyll & Islands Strategic Tourism Partnership

Argyll & Bute Council Community Planning Partnership

VisitScotland: National Strategic Context

David Adams McGilp, Regional Director

Argyll & Isles Tourism Co-operative: Regional Priorities

Cathy Craig, Chief Executive Officer



OUTCOMES AND MEASUREMENT

Outcome	Spread		Spend		Sustainability		Satisfaction	
Measured by...	Destinations	Destination / place focus on locations with growth potential. Discoverable support to increase profile of quieter locations.	Year round spend Shop Local Community income opportunities	Destination Net Zero Action Plan Stakeholder tech projects (Civtech , data, sensors)	Positive local sentiment to tourism Community engagement Visitor management /RTIF			
Industry		Products and experience development to support geographical and seasonal spread Broader seasonal openings	Digital skills increases efficiency of operations Drive up sectoral offering Increase quality of products & experiences	Relevant business support Low impact sectors - adventure, agritourism, local food & drink	High industry satisfaction (Fair Work; profile of sector)			
Visitors	Year round visits Geographical distribution of visits	Availability of quality products & experiences Discoverable for higher value markets Year round spend	Availability of responsible, inclusive & regenerative experiences Availability of sustainable transport options	High visitor satisfaction				

VALUE OF MARKET

- Jan-Jun '19 vs '22
 - -8.7% Visitor Days
 - -15.7% Visitor Numbers
 - 228.91M economic impact
 - 8,392 direct employment
- 2023 Visitor Survey currently underway
- Local supply chain

OPPORTUNITIES

- Marine & Coastal tourism
- Active and wellbeing outdoors
- Community-focused experiences and products
- Online discoverability & bookability
- Green business development



SUPPORT PROVIDED FOR TOURISM SECTOR



Support for businesses to improve their product



Spread Visitors across the destination / journey to net zero

