



## **Outcome 1: The economy is diverse and thriving**

Performance Information as at June 2019

**Outcome Lead: Jennifer Nicoll, Highlands and Islands Enterprise**

**Outcome 1: The economy is diverse and thriving**   **Outcome 2: We have infrastructure that supports sustainable growth**   **Outcome 3: Education, skills and training maximises opportunities for all**   **Outcome 4: Children and young people have the best possible start**   **Outcome 5: People live active, healthy and independent lives**   **Outcome 6: People live in safer and stronger communities**

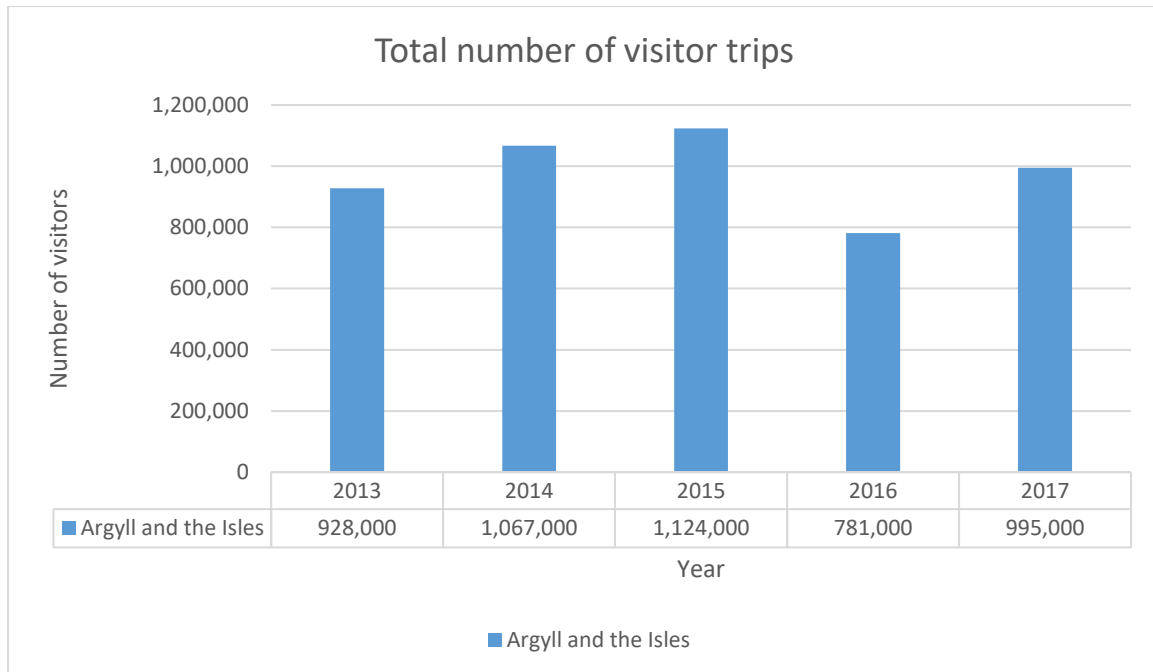
**Activities under Outcome 1: The economy is diverse and thriving**

<b>Activity</b>	<b>Activity Lead</b>	<b>Progress</b>
Finalise and agree a Rural Growth Deal for Argyll and Bute	Pippa Milne	Complete
Accelerate the growth of the Tourism sector in Argyll and Bute	Ishabel Bremner	Not known
Create the conditions that allows private sector organisations involved in Food and Drink production to flourish and grow	Ishabel Bremner	On track
Establish clusters of technology led enterprises at the European Marine Science Park and Sandbank Industrial Estate	Morag Goodfellow	On track
Develop and launch a customised marketing and promotion offer for Argyll and Bute as a place to live, work and invest.	Julie Millar	Complete

## Total number of visitor trips



Source: Visit Scotland

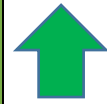


The number of UK residents visiting Argyll & Bute in 2017 has increased after falling to the lowest level seen in recent years in 2016. The uplift in domestic visitation has been driven by a 30% increase in the number of holidaymakers to the area, mitigating decreases in business travellers and those visiting friends and relatives in the region.

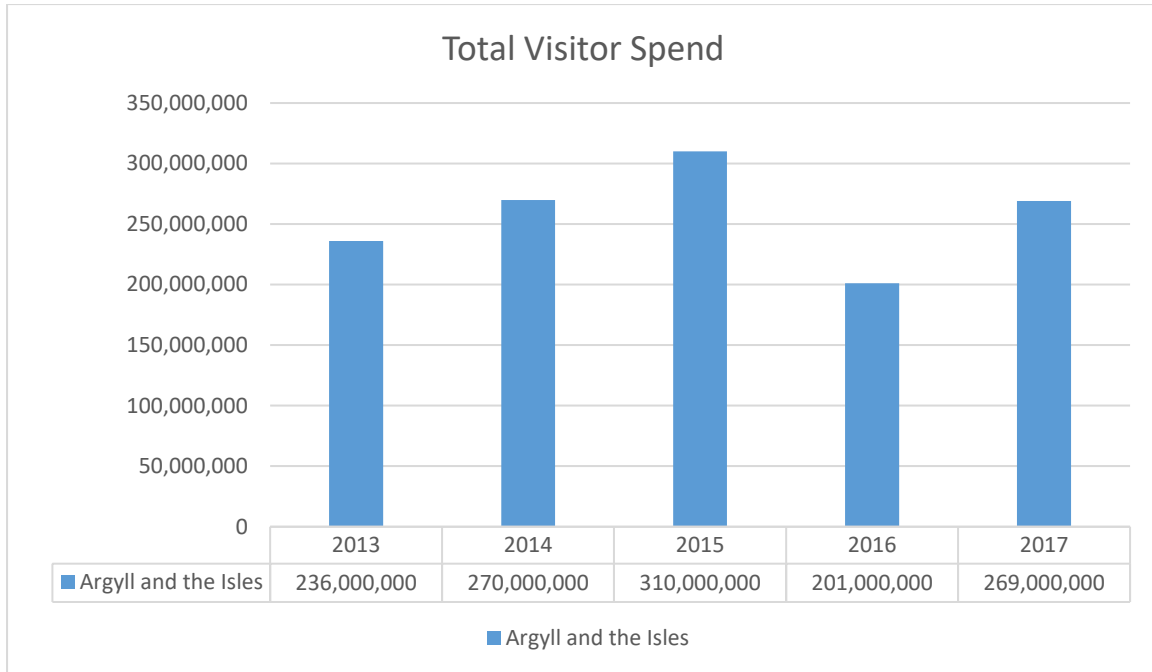
The number of international travellers holidaying in the area has grown by 6% and as a result of these higher spend individuals, the overall international spend has increased.

Source: Visit Scotland 'Insight Department: Visitors to Argyll & the Isles

## Total visitor spend



Source: Visit Scotland



During 2017, Argyll & Bute welcomed 154,000 international visitors, totalling 494,000 bed nights. This is over 2% in terms of value for total international tourism in Scotland for 2017.

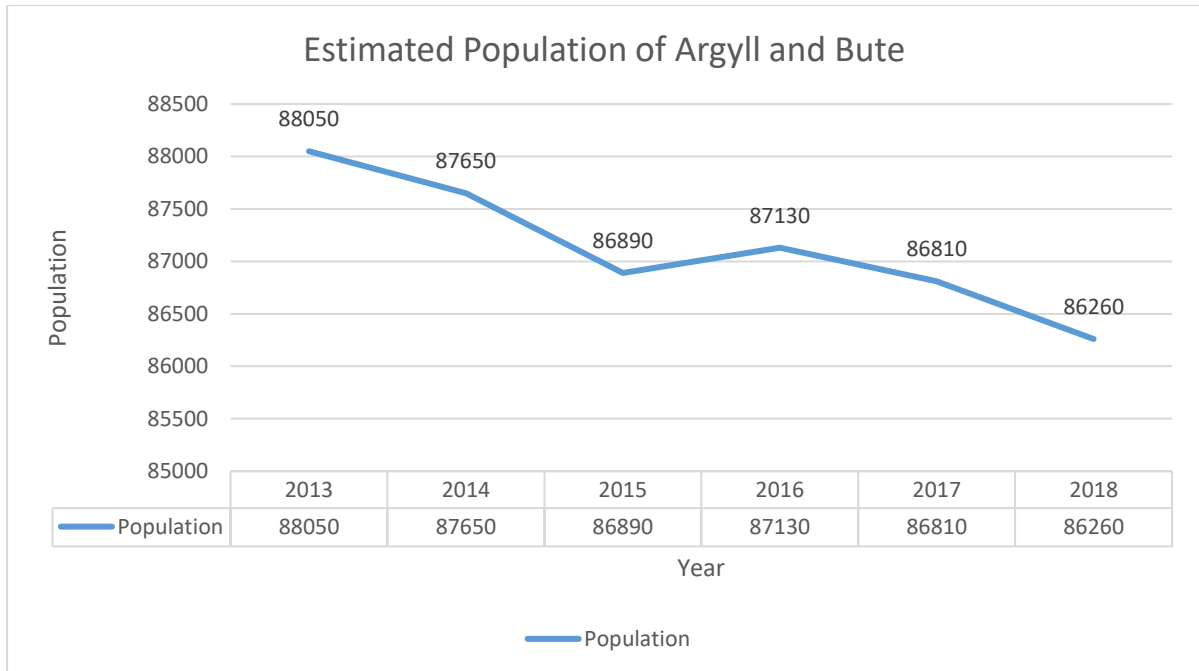
During 2017, Argyll & Bute welcomed 841,000 domestic visitors, totalling over 3 million bed nights. This is over 7% in terms of value of total domestic tourism in Scotland for 2017.

*Source: Visit Scotland 'Insight Department: Visitors to Argyll & the Isles*

## Estimated Population



Source: National Records of Scotland

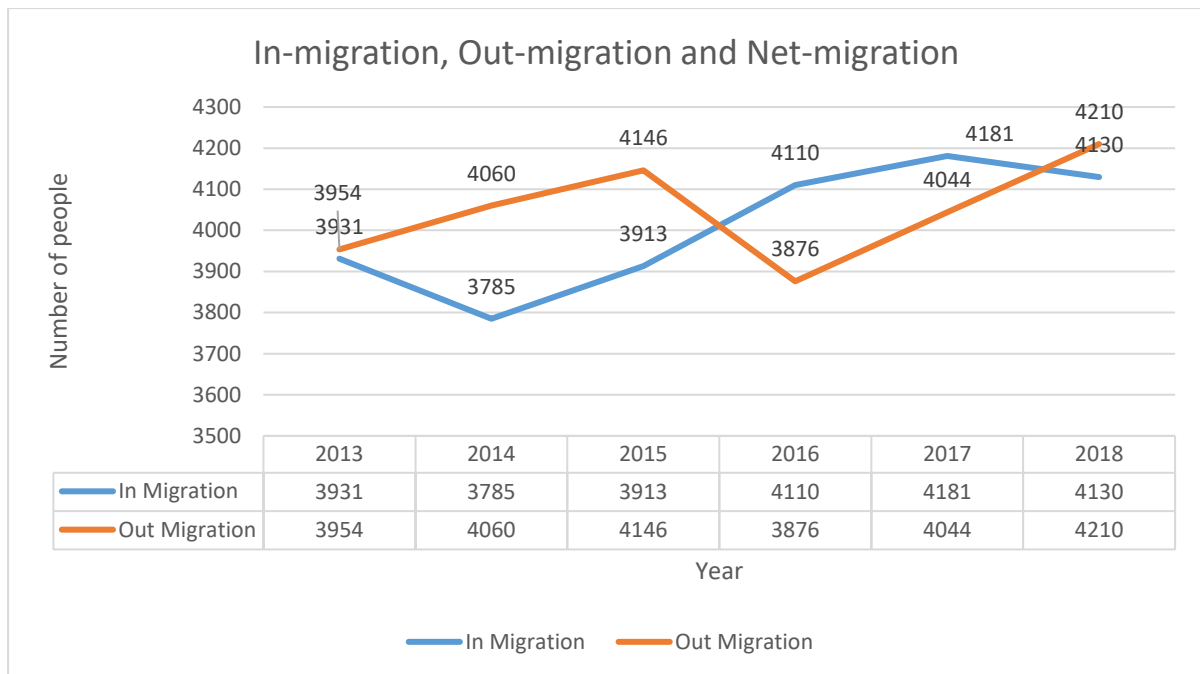


The estimated population of Argyll and Bute was 86,260 in 2018 showing a continued decrease.

## Net-Migration



Source: National Records of Scotland

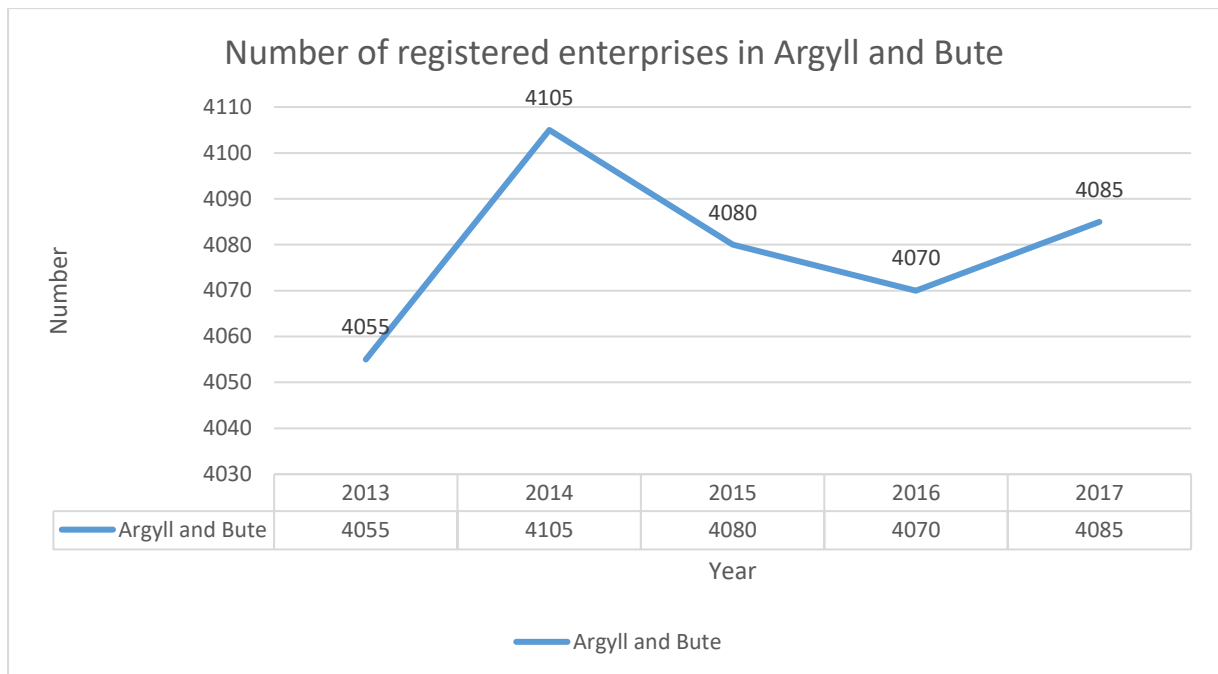


2018 saw a continuing trend of more people migrating out of Argyll and Bute than coming into the area.

## Number of registered enterprises



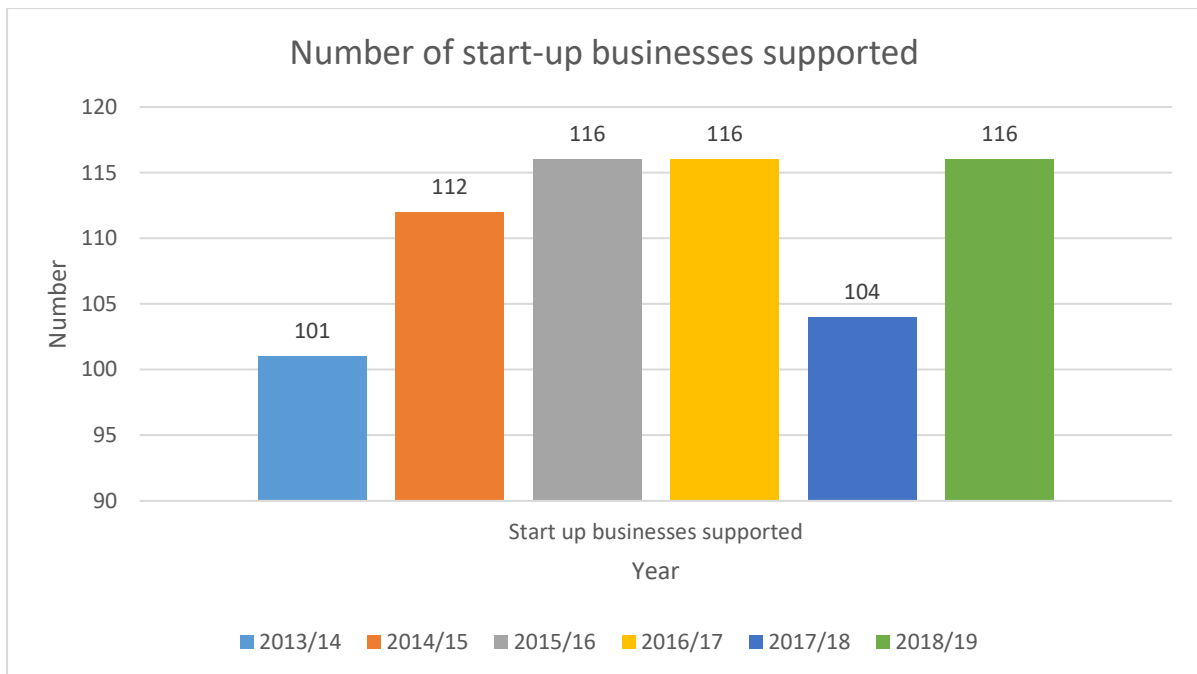
Source: Scottish Government



The number of registered enterprises in Argyll and Bute was 4,085 in 2017, an increase from the previous year.

**Number of start-up businesses supported**

Source: Argyll and Bute Council



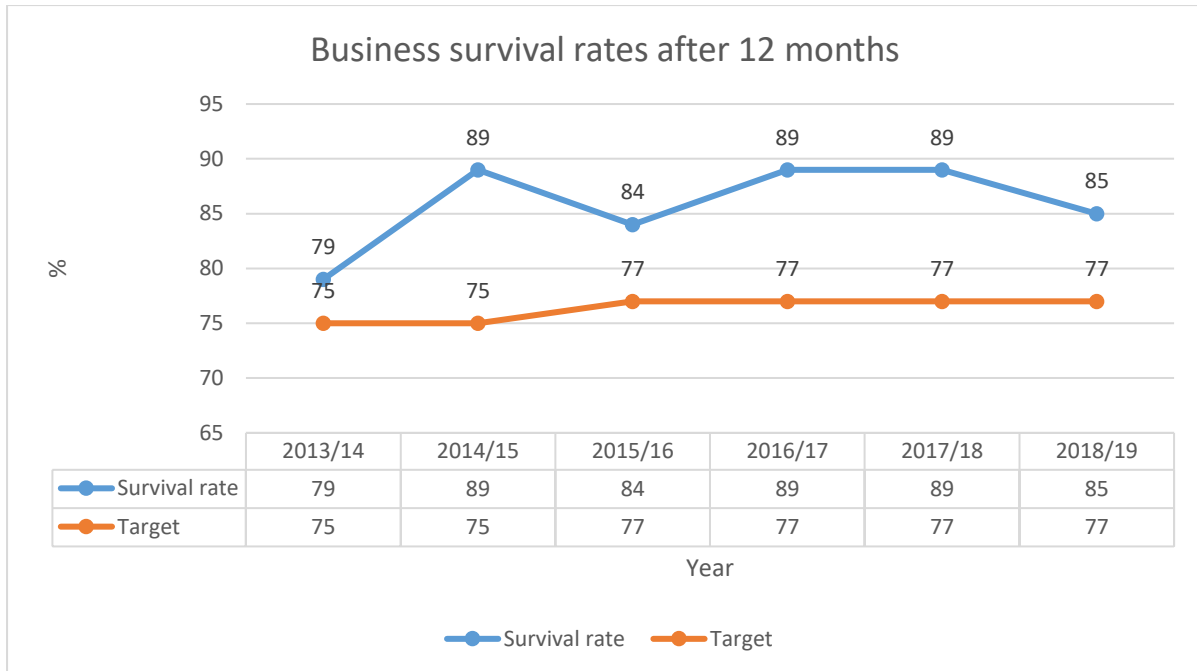
115 start-up businesses were supported by Argyll and Bute Council's Business Gateway team.



**Business survival rates after 12 months**



Source: Argyll and Bute Council

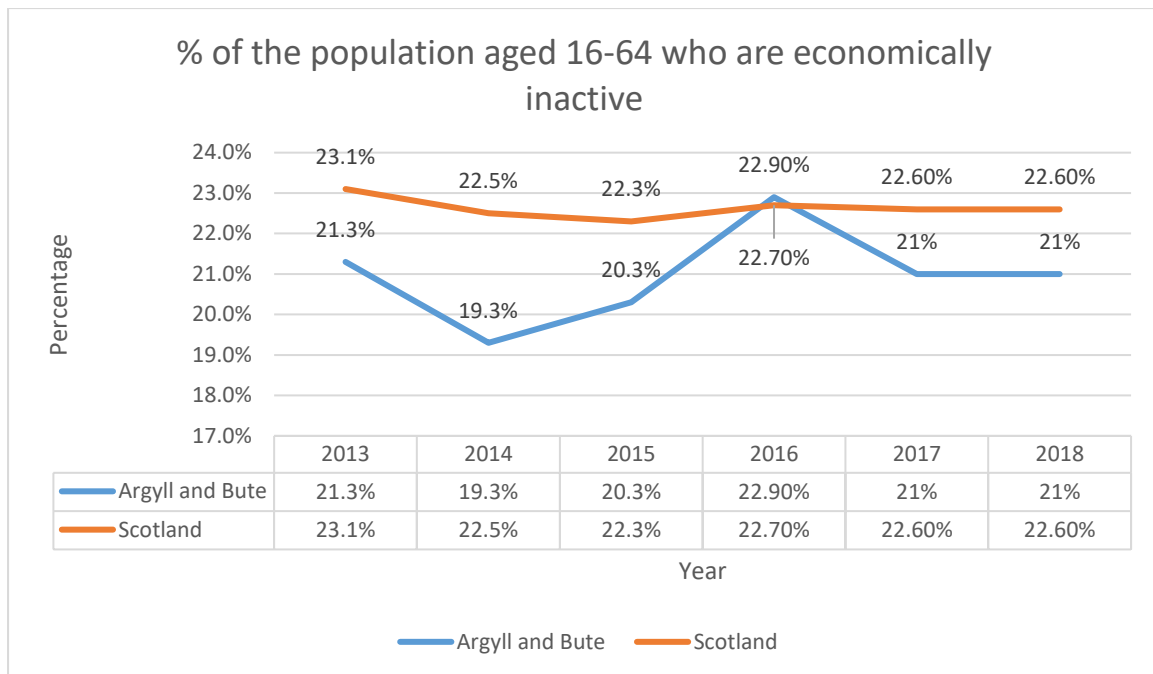


Data is taken from the Business Gateway National Unit reporting dashboard. For the rolling 12 month data reported as at 15/4/19: Argyll and Bute sample size was 136. Argyll and Bute generated 21 responses. This is a 15% response rate, just above the national response rate however absolute numbers are low so the reported % survival rate should be treated with caution.

## % of the population aged 16-64 who are economically inactive



Source: Scottish Government

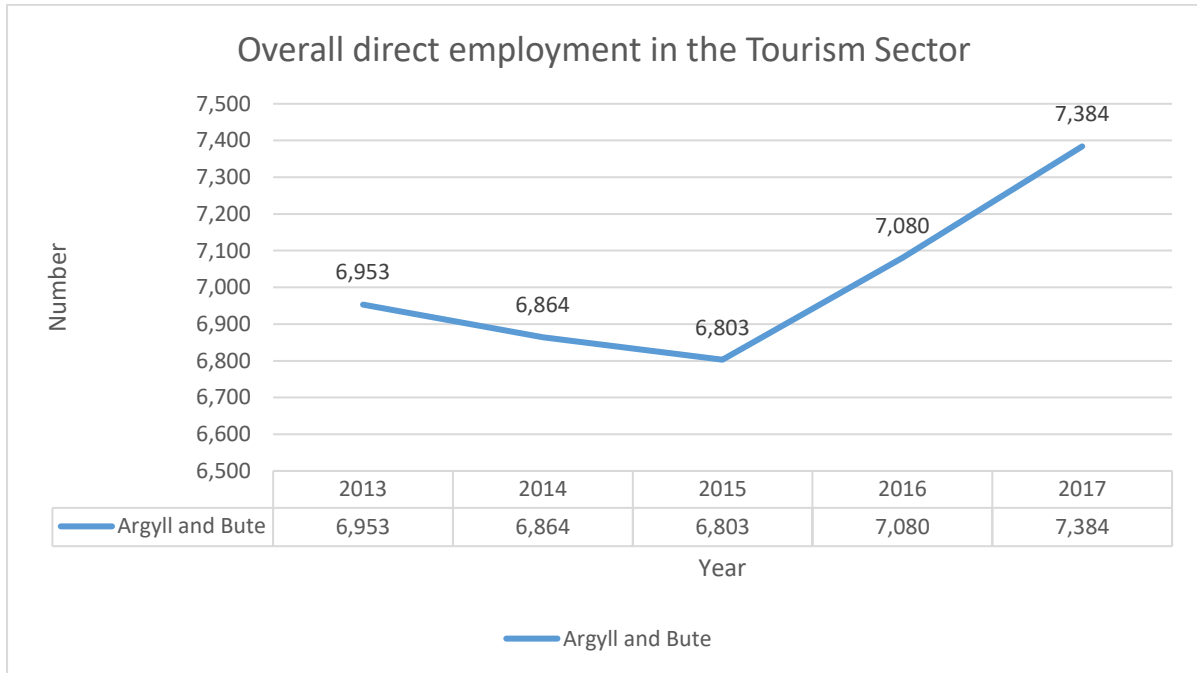


The % of the population aged 16-64 who are economically inactive people in Argyll and Bute is lower than Scotland as a whole and has stayed the same as in 2017.

**Overall direct employment in the Tourism Sector (approximate)**



Source: STEAM



The number of FTE jobs within the tourism sector in Argyll and Bute is at its highest level since 2013, with approximately 7,384 Full Time Equivalent jobs.