



TOURISM AND CLIMATE CHANGE



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TOURISM IN SCOTLAND

Tourism in Scotland is worth £4.5B and employs in excess of 200,000 – 5% GDP and 9% of the Scottish workforce. Highlands and Islands – 20% of the workforce.

Tourism pays the wages of more people than the oil, gas and whisky industries combined and employs x4 more than agriculture and fishing



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It is the richness and diversity of Scotland's landscape, habitats, species and culture that contributes significantly to Scotland's quality tourism product.

Sustainable tourism is a key driver of economic activity across Scotland and sustains many small businesses and remote rural and island communities.



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Sustainable Tourism as defined by the World Tourism Organisation –

“Sustainable tourism meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future.”

The economic, social and environmental sustainability of European tourism is crucial for the viability, continued growth, competitiveness and commercial success of the economically highly-important sector.

Sustainable tourism development is linked to a growth in quality rather than in quantity.



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Sustainable tourism

- a more even spread of visitors throughout the year
- more tourism businesses actively enhancing and protecting the environment, for example by joining the Green Tourism Business Scheme
- greater investment in tourism people and skills
- a better integrated quality tourism product that meets visitors' demands and expectations and encourages them to stay longer and spend more
- a clearer understanding of tourism's impacts
- greater involvement of communities in tourism planning, development and marketing
- greater use by visitors of Scotland's public transport system



The Brand Promise

Combined = unique experience that Scotland offers



Dramatic

Strong, rich imagery

“The landscape is really beautiful. It is very colourful and it gives you the space to use your imagination”



Enduring

World famous icons

“This country breathes history”

Human

Respected and admired people

“I don’t know anyone who is half-hearted about being Scottish. I think one of the reasons why is because it’s a place to experience”



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Outdoor Activities - Value

Fishing	£114m
Cycling	£285m
Walking	£438m
Golf	£345m
Adventure	£362m
Wildlife Tourism	£ 85m (H&I)



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Impacts of Climate Change?? ± ??

- Flora and Fauna
- Winter Sports – Ski-ing
- Outdoor Activities
- Golf (SLR/storm surges)
- Algal blooms – shellfish/water sports
- Water (Sewerage) – accommodation/attractions
- Water (rivers/lochs) – fishing/water sports
- All year round destination
- Increased unreliability
- Utilities provision/transport linkages



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Tourism and Travel

Air Travel

Car Travel



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Climate Change and Tourism

Climate Change



Renewable Energy



Windfarm Developments



Tourism



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DECISIONS ! DECISIONS !

- WEATHER
- VALUE FOR MONEY
- EXCHANGE RATES
- QUALITY OF PRODUCT
- SHORT/CITY BREAKS
- BUDGET CARRIERS



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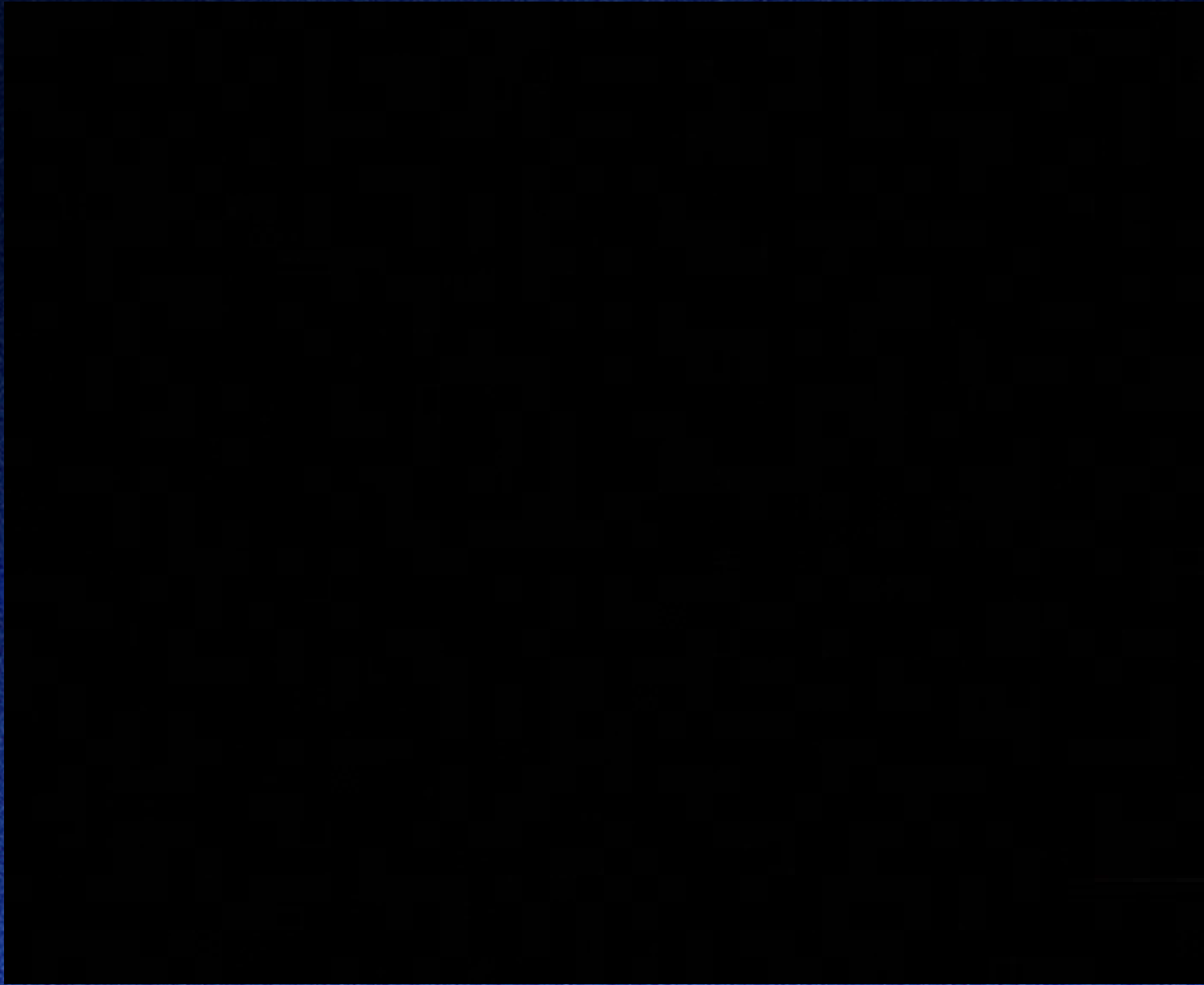
Quality

Great weather, poor welcome, poor food
= poor holiday

Poor weather, great welcome, great food
= great holiday



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