



*Visit
Scotland* | *Alba*[™]

CHRIS TAYLOR
DESTINATION DEVELOPMENT DIRECTOR
VISITSCOTLAND

#HTConf23



Highland Tourism Conference 2023 – Agenda

#HTC23

9:00 AM - 10:00 AM	<u>Pre-conference registration & exhibitor networking</u>		
10:00 AM - 12:00 PM	<u>Morning session</u>		
12:00 PM - 1:15 PM	Lunch		
Workshops 1:15 PM - 2:15 PM	<u>Facilitated Networking</u>	<u>An introduction to travel distribution - Reach new markets & get more high spend visitors across the year</u>	<u>Accessing the inclusive tourism market</u>
2:30 PM - 3:25 PM	<u>Afternoon session</u>		
3:25 PM - 3:30 PM	<u>Closing Remarks & Conference Close</u>		

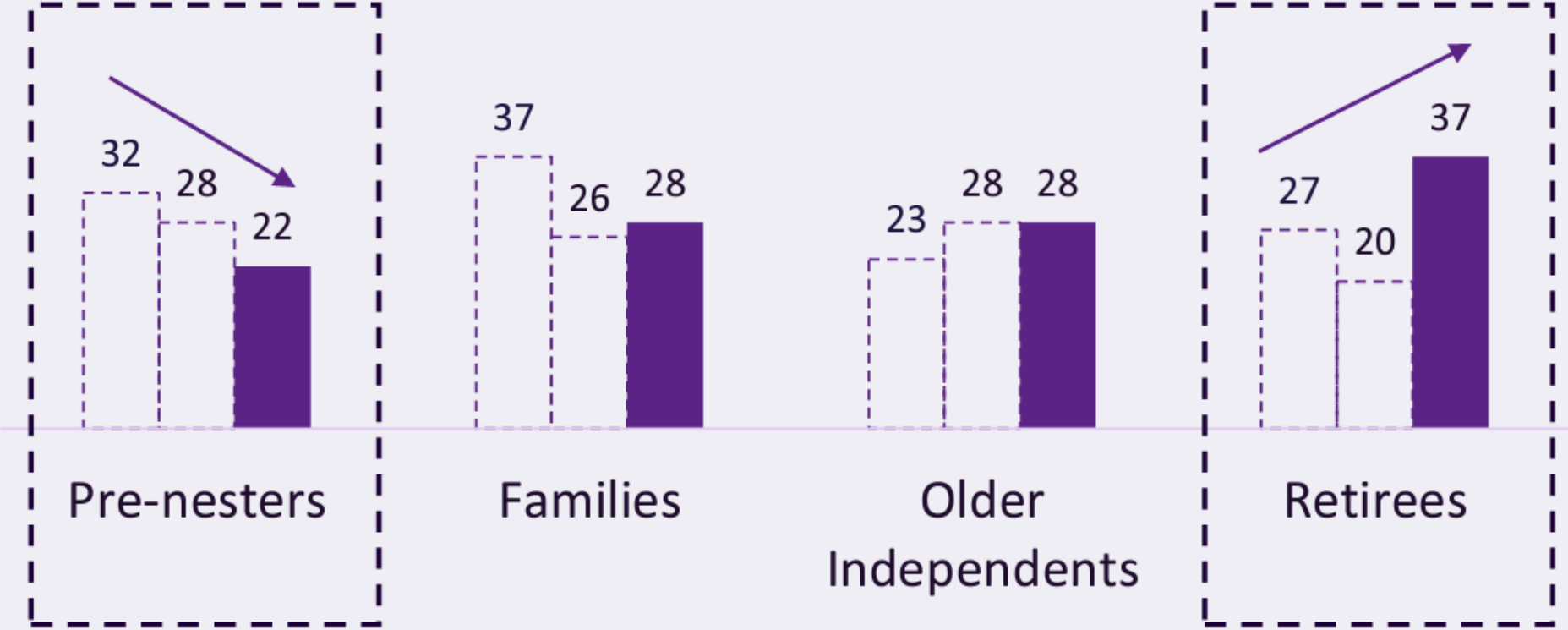
2023 – CHANGING TRAVEL LANDSCAPE



River Lochy, VisitScotland / Airborne Lens

Proportion taken a UK overnight trip by life stage (%)

2021 2022 2023



'Cost-of-living' impact on UK holidays and short breaks (%)



CONSUMER INSIGHTS

Changing behaviour creates opportunities and challenges

- **Strong demand and spend from international markets**
- **Slight increase in UK households holidaying at home**
- **Demand for ‘added value’ and ‘cost saving’ opportunities**
- **Booking things to see and do in advance**
- **1 in 3 booking a package through intermediary**
- **Trading conditions remain challenging**
- **Visitors looking for sustainable options**

TOWARDS MORE RESPONSIBLE TOURISM

Better places for people to live, work and visit



VS Responsible Tourism Overview

Purpose

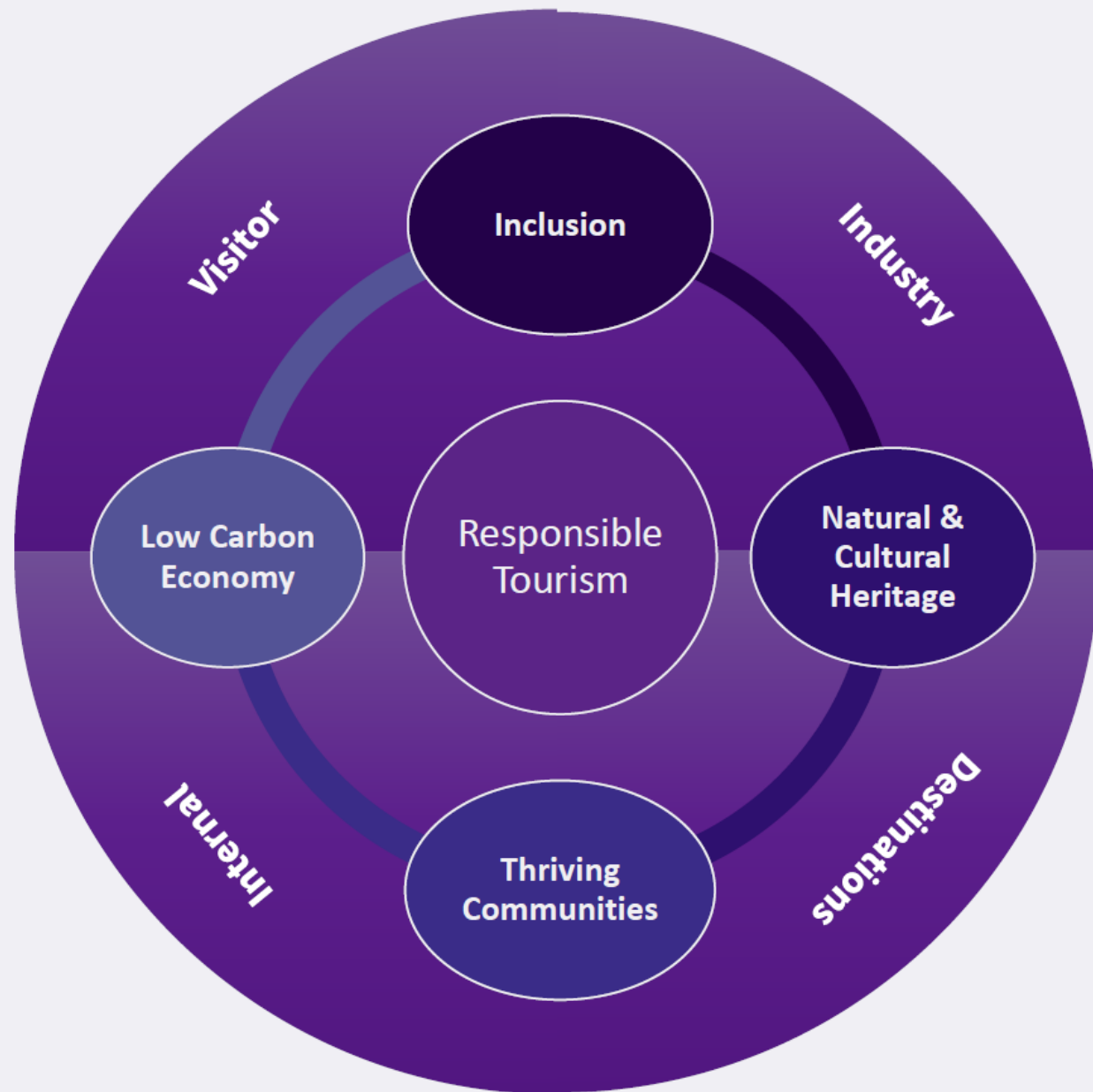
Responsible Tourism considers not only the needs of the visitor and the industry, but also the host communities and the environment.

Vision

Scotland is a globally recognised leader in responsible tourism for a sustainable future

Mission

VisitScotland will play a lead role in the development of responsible tourism practices, making Scotland one of the most economically, environmentally and socially sustainable destinations in the world.



SPIRIT OF THE HIGHLANDS & ISLANDS

- Crowdsourcing content
- Promote Natural & Cultural Heritage
- Inspire visits to quieter locations
- Focus on capacity off-season
- Community sourced content
- £1.6m project, funded by the Natural & Cultural Heritage Fund
- Jointly delivered by High Life Highland and VisitScotland



Paid for by
 Spirit Spiorad
 of the Highlands and Islands
 Scotland | Alba

Support the Guardian
 Available for everyone, funded by readers
 Subscribe → Contribute →

Search jobs Sign in Search - UK edition -

The Guardian
 News website of the year

News Opinion Sport Culture Lifestyle More ▾

Paid content About ▾

The Guardian Labs

Spirit of the Highlands and Islands

Red deer, winter walks and malt whisky: the Scottish Highlands and islands through the eyes of local people

Guidebooks and travel blogs will get you so far, but there's nothing quite like being told by a local to visit an ancient tomb or a hidden first world war relic this autumn and winter



📍 The lighthouse on Bressay, in Shetland. The island is also noted for its archaeological sites. Photograph: mauritius images GmbH/Alamy

The Highlands – people and their passions
 Scotland's Highlands and islands are renowned for their natural beauty, rich

Paid for by

Spirit Spiorad
 of the Highlands and Islands
 Scotland | Alba

About this content

Arusa Qureshi
 Wed 12 Oct 2022 13:07 BST

f t



Guardian Labs with VisitScotland
 Paid partnership | 19 October at 10:28

The autumn and winter months can be unexpectedly rewarding when it comes to the sighting of creatures great and small – if you know where to look.

Spirit of the Highlands #SpH10FTTheHighlandsAndIslands

THEGUARDIAN.COM
 'Sighting an orca is unforgettable': where to spot magnificent winter wildlife in the Scottish Highlands an...



News Opinion Sport Culture Lifestyle More ▾

Paid content About ▾

Spirit of the Highlands and Islands

'Sighting an orca is unforgettable': where to spot magnificent winter wildlife in the Scottish Highlands and islands

The autumn and winter months can be unexpectedly rewarding when it comes to the sighting of creatures great and small – if you know where to look.



EU MEDIA ACTIVITY



VisitScotland - Schottlands Fremdenverkehrsamt (DE) Sponsored

Wer hat Lust, diesen Frühling die Wunder der schottischen Highlands und Inseln zu entdecken?

discoverhighlandsandislands... Schottlands Highlands und Inseln rufen [Learn more](#)

VisitScotland - Schottlands Fremdenverkehrsamt (DE) Sponsored

Wie viele atemberaubende Natur- und Kulturwunder wirst du diesen Frühling entdecken?

Rullven Barracks, Cairngorms-Nationalpark

discoverhighlandsandislands... Schottlands Highlands und Inseln rufen [Learn more](#)

VisitScotland - Schottlands Fremdenverkehrsamt (DE) Sponsored

Bereit, diesen Frühling deinen Entdeckergeist zu wecken?

Machrie Moor Standing Stones, Isle of Arran

discoverhighlandsandislands... Schottlands Highlands und Inseln rufen [Learn more](#)

VisitScotland - Schottlands Fremdenverkehrsamt (DE) Sponsored

Wohin wird dich dein nächstes Abenteuer führen?

Lirel, Shetland
Euan Myles / Promote Shetland

discoverhighlandsandislands... Schottlands Highlands und Inseln rufen [Learn more](#)

VisitScotland (Default) Sponsored

Hoe ziet jouw perfecte voorjaarsvakantie eruit?

discoverhighlandsandislands... De Schotse Hooglanden en eilanden lonken [Learn more](#)

VisitScotland (Default) Sponsored

Hoeveel adembenemende culturele en natuurwonderen ontdek je dit voorjaar?

Castle Stalker, Argyll en de eilanden
Airborne Lens

discoverhighlandsandislands... De Schotse Hooglanden en eilanden lonken [Learn more](#)

VisitScotland (Default) Sponsored

Wil je dit voorjaar op ontdekking gaan?

Buckle, Moray Speyside
Wild Scotland / Stephen Sweeney

discoverhighlandsandislands... De Schotse Hooglanden en eilanden lonken [Learn more](#)

VisitScotland (Default) Sponsored

Waar gaat je volgende avontuur naartoe?

The Old Man of Hoy, Orkney ...see more

discoverhighlandsandislands... De Schotse Hooglanden en eilanden lonken [Learn more](#)

Schottlands Highlands und Inseln rufen

[Mehr erfahren](#)

VisitScotland | Alba

Spirit Spiorad

De Schotse Hooglanden en eilanden lonken

[Ontdek meer](#)

VisitScotland | Alba

Spirit Spiorad

Krijg zin om op ontdekking uit te gaan

Schottlands Highlands und Inseln rufen

[Mehr erfahren](#)

VisitScotland | Alba

Spirit Spiorad

INFLUENCER ACTIVITY RESULTS

Greig McBride,

Travel & History Enthusiast.

Instagram

89K followers

Badenoch - Key themes :

- Cultural heritage and Shinty
- Stories, folklore & tales
- Natural heritage
- History

RESULTS:

Total views- 365K

Total likes- 18,424

Total saves- 1445

Total comments- 235



7 COLLABORATIONS

7 DESTINATIONS

1 M PEOPLE REACHED

- Community engagement across the region - Over 670 stitchers involved
- Working with The Great Tapestry of Scotland on artistic design.
- Authentic stories gathered from the community; revealing unexpected aspects of the areas' character, culture and heritage.
- Digital Tapestry in development.



What does success look like?

Outcome				
What it means for the...	<p>industry</p> <p>Spread of customers through the year and across Scotland</p>	<p>Increased yield from each visit (added value, extended stay, local spend)</p>	<p>Improved environmental footprint (supply chain, climate action, etc)</p>	<p>Improved end-to-end stakeholder experience (including suppliers, staff, visitors, communities)</p>
<p>visitor</p> <p>A range of experiences with year-round and regional interest</p>	<p>Value for money and extension of trip/experience</p>	<p>Considerate of environmental and local impact of travel decisions</p>	<p>Personally enriching, quality experiences</p>	
<p>community</p> <p>A balance of visitors year-round</p>	<p>Increased spend felt locally per visitor</p>	<p>Conservation of local wildlife, nature and culture</p>	<p>Benefits of tourism felt locally (employment, infrastructure, and economic return)</p>	

"NEVER DOUBT THAT A SMALL GROUP OF THOUGHTFUL, COMMITTED INDIVIDUALS CAN CHANGE THE WORLD. IN FACT, IT'S THE ONLY THING THAT EVER HAS."