

Scotland's National Tourism Strategy Performance Tracker

FAQs

What is the Scotland Outlook 2030 (SO2030) Tracker?

The SO2030 Tracker is an indicator framework to monitor progress against the specific objectives set out in Scotland's national tourism strategy

[Scotland Outlook 2030](#)

Why has it been developed?

The [Tourism and Hospitality Industry Leadership Group \(THILG\)](#) is responsible for championing our National Tourism Strategy. The THILG appointed a working group to deliver a bespoke indicator framework in recognition of SO2030's increased range of economic, social and environmental objectives compared to previous tourism strategies.

Who is it for?

The SO2030 Tracker has been prepared for industry, public bodies, partner organisations and other interested parties.

When will it be updated?

The SO2030 Tracker will be updated annually at the beginning of each year.

What year does the SO2030 Tracker relate to?

The SO2030 Tracker uses the most up to date verified data at publication date. Data lags differ for each indicator.

Where will it be available?

The SO2030 Tracker will be hosted on VisitScotland's corporate website – www.visitscotland.org. Industry, public bodies and partner organisations can provide a link to the SO2030 Tracker on their websites.

How has it been prepared?

The SO2030 Tracker has been developed through a collaborative process between THILG members, and Scottish Government and VisitScotland economists and statisticians.

What criteria has been used to select the specific indicators?

The data needs to be **measurable** (quantitative rather than qualitative). Each indicator must **relate** to at least one of the SO2030 objectives and the data source needs to be **reliable, robust** and, preferably, statistically **representative** – ideally national/official statistics. The primary focus is on indicators that are **updated annually** and the data source for each indicator needs to be **recurring**, rather than a one-off survey. As this is a national strategy, the primary focus is at a national level. Finally, the data for the indicator must be **currently available**.

What is being done to address data and information gaps?

Community sentiment questions have been added to the Scottish Household Survey and options are being scoped out to define appropriate indicators aligned with SO2030 Net Zero ambitions.

How is performance assessed?

Performance is compared relative to the previously available period (e.g. year on year change).

For the purposes of the SO2030 Tracker, any difference within +/- 5% of the prior year's figure suggests that the position is more likely to be maintaining than showing any change. An increase of 5% or more suggests the position is improving while a decrease of 5% or less suggests the position is worsening.

How can it be used?

The indicators can be used to monitor progress against the themes and objectives set out in SO2030 that are aimed at making Scotland a 21st century leader in tourism.

Will Trackers be prepared for other regions?

No, this has been prepared for a specific national purpose and directly aligns with national strategic objectives. Many of the indicators are also only available at a national level.

Sub-national breakdowns are available for some indicators. Details on their sources is available in the section titled "About the Scotland Outlook 2030 Performance Tracker", found in the SO2030 Tracker document.