

OUTDOOR TOURISM GROUP



Purpose of Group

- To ensure co-ordination and coherent alignment of private sector priorities with public investment in line with Tourism Scotland 2020. Work collectively to ensure we are working together and not in tension. For example, if VS has developed a campaign plan for the outdoor sector, share with the group at the draft stage to obtain feedback and ascertain how it ties in with planned private sector activity.
- Ensure alignment between the groups and avoid competition and duplication. For example design and delivery of a joint leadership programme for the sector.
- Have oversight on the delivery of projects determined by the group as essential to driving growth of this sector and which are consistent with the strategy. This should be the focus of project-led investment by the relevant agencies.
- Work with the longer term aspiration to find meaningful efficiencies between day-to-day operations of each of the groups.

Objectives of the Group

Focus on key deliverable activities which will support the development of the stakeholder groups and secure sustainable growth for the outdoor tourism market. This will involve the identification of 3 key projects based on agreed priorities. Since the first meeting in May 2014, the following priorities have been identified and those in *italics* are the current focus of the group's activities:

1. **Industry Leadership:** *supporting leaders in the sector and encourage more leaders to step forward.*
2. **Raising the Profile of Sector with Customers (Marketing):** *developing strong relationships with VS to ensure effective profile and marketing of the outdoor sector.*
3. **Supporting a professional, skilled workforce:** *leadership (see above) and Guide Training (Wild Scotland developing guide programme)*
4. **Need for Better and More Robust Market Intelligence**
5. **Benefits of Working Together**
6. **The Long-term Sustainability of Industry Groups**
7. **Embracing technology:** in particular online booking capabilities of the sector.

Membership of Group

Nature & activity tourism industry groups. These groups will represent a sector of the activity tourism operators and will be focussed on driving growth, improving quality and raising the profile.

Current Membership

- British Marine Scotland
- Cycle Tourism Forum
- Developing Mountain Biking in Scotland
- Go Rural
- Sail Scotland
- Scottish Country Sports Tourism Group
- Scottish Land & Estates
- Ski Scotland
- Wild Scotland
- Highlands & Islands Enterprise
- Scottish Enterprise
- VisitScotland
- University of Highlands & Islands
- Scottish Natural Heritage
- Forestry Commission Scotland
- **Secretariat** currently provided by Scottish Tourism Alliance

Frequency of Meetings

Three times a year.

November 2014