

Sustainable Tourism Objective reduce tourism transport impact

Reduce impact of tourism transport, promote use of environmentally friendly transport, encourage longer stays in Scotland, work with industry and Government to prepare for future shifts in travel behaviour, including providing infrastructure

Reason for focus

Switched on Scotland

Scottish Government Roadmap to widespread adoption of plug-in vehicles



Scotland free from emissions from petrol and diesel vehicles by 2050

National Performance Framework Indicators

public/active travel
traffic congestion
carbon footprint



Plan for Scotland
2016/17

saltirecard
smart ticketing roll out

Climate Change Plan  publication in 2017

National Walking Strategy  walking as part of everyday journeys

Cycle Action Plan  10% of everyday journeys by bike

Where we are

 1 in 6
arrive by train

 £2 million
Green Bus Fund

 1 in 3
explore on foot

50% of tourists choose
car-free travel



What's next?

Our 2020 Target

x% more tourists using low emissions transport by 2020

Project Champion: tbc

Available support:

Journey Planner in a Box
EV/charger help to buy grants
EV Myth Buster guide
EV charging map promotion
Walking action plan
Car-Free Tourism toolkit

What's
already
happening

Call to Action



What you can do

- ➔ add traveline widget to your website
- ➔ promote use of public transport to guests
- ➔ install EV charge point
- ➔ promote walking and car free routes

Reducing the impact of tourism transport

Reducing the impact of tourism transport, promoting the use of environmentally-friendly transport and longer stays in Scotland while working with Government and industry on infrastructure and to prepare for future shifts in travel behaviour form a [key objective](#) in building Scottish tourism's sustainability.

Sustainability is an underpinning principle of the national strategy for Scottish tourism growth, [Tourism Scotland 2020](#). Collectively we aim to grow visitor spend to at least £5.5bn by 2020 but we need to do that in a way that works long term, will enhance Scotland's communities and improve our natural environment so that it can benefit us now and in future generations.

Sustainable transport tourism features in our [strategic sustainability framework](#) to support this sustainable growth. With Scotland at the forefront of climate change activity, the Scottish Government has pledged to rid the country of emissions from petrol and diesel vehicles by 2050 and has developed a range of policies and plans to support this pledge. A reduction in our reliance on fossil fuels to maintain our transport system and increased development in our infrastructure will protect our industry and our assets from the impact of transport emissions, providing a secure industry for generations to come and more options for our guests to see the best that Scotland has to offer.

MAKING TOURISM TRANSPORT GREENER AND BETTER

Making changes in how we travel is a long term task so a target hasn't yet been defined but will, instead, work towards encouraging more tourists to use low emissions transport options when they are in Scotland. Initiatives like the [Traveline](#) service and the work of [Energy Saving Trust](#) to debunk the myths of electric vehicles and help fund a change are encouraging more and more guests to leave the 'gas guzzler' behind. Transform Scotland is also supporting the transition to a Scotland that is free from petrol and diesel vehicle emissions.

DO ONE THING

A lot of good work is already happening – but we still need to do more. Sustainability starts with assuming greater *personal* responsibility for change so why not commit to doing a minimum of one thing? Here are a few suggestions:

- Think about adding the [Traveline widget](#) to your website. This will make it easier for guests to get to you via public transport
- Promote use of public transport to your guests using the [sustainable travel checklist](#)
- Install an EV charging point and consider an electric vehicle for commercial use with a loan or grant from [Energy Saving Trust](#)
- Promote local walking and [car free](#) routes to your guests
- Work with public transport operators to design special travel deals for your guests