

VisitScotland – Baseline Services Statement

Service Area: -	
Activity Area	VisitScotland’s core purpose is to deliver sustainable and inclusive economic growth throughout Scotland by growing the value and volume of tourism to the Scottish economy.
Statutory/Non-statutory Service	Mixture of Statutory & Non-Statutory
Description/Specification	<p>VisitScotland is the National Tourism Organisation for Scotland and has a crucial role to play in helping to deliver the Scottish Government’s core purpose of creating a more successful country, with opportunities for all of Scotland to flourish, through increasing sustainable economic growth.</p> <p>As a Non-Departmental Public Body we will also act as advisor to Scottish Ministers on tourism matters and policy affecting tourism and businesses which are part of the visitor economy. In so doing, we will work with our sponsor department to ensure tourism is taken into account across all Government policy. Similarly, we will work with our colleagues in Scottish Government to influence policy reserved to Westminster, but which may have an impact on the visitor economy in Scotland.</p>
Contact	<p>Jo Robinson Regional Director VisitScotland Lord Cullen House Fraser Place Aberdeen AB25 3UB</p> <p>01224 269183 / 07876 132051 Jo.robinson@visitscotland.com</p>
Existing Activity	<p>VisitScotland provides global online visitor information services at www.visitscotland.com which features downloadable area accommodation material and the Moray ‘Explore’ guide.</p> <p>As part of wider promotion of Scotland as a tourism destination to visitors both with the UK and from overseas, VisitScotland promotes Moray Speyside within marketing activity throughout the year.</p> <p>EventScotland as a Directorate of VisitScotland has the aim of strengthening and promoting Scotland’s events industry and runs two primary funding programmes, the International Programme and the National Events Programme, as well as the Themed Years Programme and VisitScotland Growth Fund, a marketing fund designed to support collaborative marketing projects from groups of tourism businesses operating at a local or national level.</p>

	<p>Working closely with tourism businesses and a wide range of organisations means that we can support and influence the growth of Scotland’s visitor economy. It’s one of the ways we support Scotland’s Economic Strategy and our industry strategy for growth.</p> <ul style="list-style-type: none"> • Online consumer information services www.visitscotland.com • Online industry information services www.visitscotland.org • iKnow services in Moray Speyside – Coo-van presence at major events, active recruitment of businesses into iKnow VIP programme. • Area accommodation & Explore guide print, distribution and fulfilment • Industry Relationship Manager – one-to-one support for industry. • Quality Assurance • Welcome Schemes • Corporate and industry communications aimed at sharing positive tourism stories and events with regional stakeholders and industry. • Support for collaborative marketing via Growth Fund - general and linked to Themed Years • Scotland, UK and International marketing across paid, owned and earned channels. • Event support through EventScotland www.eventscotland.org • Financial support for Moray Tourism Conference • Consumer and industry research/insight
Operational Times	VisitScotland provides online visitor information every day of the year. The local office supporting the Moray Speyside area is staffed Monday to Friday from 09:00 – 17:00
Equipment Levels	N/A
Staff Levels	The Moray Speyside area is supported by a number of VS teams. A Regional Director leads engagement with the region’s tourism businesses and the DMO
Key Performance Indicators	In addition to economic benefit performance targets, VisitScotland monitor performance against internal targets
Legislation/Policy	<p>VisitScotland was originally established as the Scottish Tourist Board under the Development of Tourism Act 19969. The Tourist Board (Scotland) Act 2006 officially changed the name of the Scottish Tourist Board to VisitScotland.</p> <p>Under the 1969 Act, the principal function of VisitScotland was to encourage British people to visit and to take holidays in Scotland, and to advise Government and public bodies on matters related to tourism in Scotland. The Tourism (Overseas Promotion) Act 1984 provides the authority for VisitScotland to market Scotland overseas.</p>

Existing Value of Contract/Service	<p>In 2018, Tourism was worth £5.1 billion to the Scottish economy. As the lead delivery agency for the visitor economy, VisitScotland focuses its resources on marketing Scotland as a tourism destination and the perfect stage for events, with the aim of attracting domestic and international visitors. In particular, we will work closely with the Scottish Tourism Alliance to contribute to the delivery of Tourism Scotland 2020 and to the development of a new Industry strategy for the period beyond 2020.</p> <p>VisitScotland will work to support the continued growth of tourism in Moray Speyside, from its current level of £129 million per year.</p>
Boundary Area	<p>VisitScotland operates across the country. The organisation recognises the geographical area proposed for the Tourism BID as 'Moray Speyside'</p>
Non-compliance Procedure	<p>N/A</p>
Additional Information or Notes	<p>Our vision is to be a leading National Tourism Organisation which makes a significant contribution to Scotland's economy and people the length and breadth of the country through our activities domestically and internationally. In delivering this vision we will ensure our activities are aligned to the two key pillars of Scotland's Economic Strategy, namely increasing competitiveness and tackling inequality.</p> <p>To deliver our core purpose and our vision we will adopt five strategies:</p> <ol style="list-style-type: none"> 1. Marketing: we will drive advocacy by inspiring a national movement, helping to facilitate this global advocacy with quality information, content and advice, and empowering and enabling the Scottish tourism industry, in particular our large SME base, to seize the opportunities that the digital economy presents 2. Events: we will support the delivery of the national events strategy, Scotland the Perfect Stage, working with partners to sustain, develop and promote Scotland's international profile as one of the world's foremost public-facing events destinations and as the perfect stage for events 3. Quality and sustainability: we will promote and facilitate the continuous improvement of total quality of the visitor experience in Scotland, building on the strong foundation and economic impact delivered to date by

the Quality Assurance Schemes and ensuring that a sustainable approach is taken to developing the industry

4. Inclusive tourism: we will strive to make tourism in Scotland inclusive and available to all, engaging with and listening to our partners and stakeholders to ensure that every corner of Scotland benefits from tourism
5. International engagement: we will work across a wide range of audiences, including other Team Scotland Partners such as Scottish Government, Scottish Development International (SDI) and VisitBritain; the international travel trade; Associations; other National Tourism Organisations; and academia, alumni and Diaspora networks to better understand international opportunities and optimise the potential that increased internationalisation of the tourism industry represents.

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