

Glasgow 2014 – Delivering a Lasting Legacy for Scotland

VisitScotland welcomes the opportunity to comment on The Scottish Government's 'Glasgow 2014 – Delivering a Lasting Legacy for Scotland' consultation paper.

We agree that hosting the Commonwealth Games 2014 presents Scotland with an opportunity to boost the international profile of the nation.

Background

VisitScotland, as Scotland's National Tourism Organisation, has a strategic role to develop Scottish tourism in order to get the maximum economic benefit for the country. It exists to support the development of the tourism industry in Scotland and to market Scotland as a quality destination.

Tourism is crucial to Scotland's cultural and economic well-being. It sustains a great diversity of businesses throughout the country, generating £4.2 billion for the economy and employing 200,000 – 9% of the Scottish workforce. Of this £4.2 billion, almost £1b comes from business tourism. Overall, tourism provides jobs in the private and public sectors and stimulates the regeneration of urban and rural areas.

As a result of significant collaboration with the private sector and input from public sector agencies throughout 2005, the Scottish Government published a Tourism Framework for Change in March 2006. Central to this document is the ambition to increase tourism revenues to Scotland by 50% by the year 2015 and in that timescale make the country one of the world's foremost tourist destinations.

This ambition is now common currency in both public and private sectors in Scotland, and the expectations of businesses on the ground have been raised as to how they might contribute to and benefit from such growth. By focusing on increasing spend rather than visitor numbers, the 50% ambition also follows a sustainable tourism strategy.

Main comments

We note that the section, *A Wealthier & Fairer Scotland*, contains the following as a potential objective: 'Position Scotland as an attractive place to visit'. Given that VisitScotland's key priorities are to attract visitors to Scotland and add value to the visitor experience, this is the section our response will focus on.

While the 2014 event has the potential to contribute to the shared tourism industry ambition of growing tourism revenues by 50% by 2015, the legacy of the Games will obviously extend beyond the 2015 year, with a predicted increase in visitor numbers to Glasgow of 4% in each of the three years following the Games.

As the national marketing body for Scotland, we see potential in the following areas:

- **Increased visitation from other Commonwealth countries**, with spread across all of Scotland, i.e. potential for encouraging visitors to explore beyond the Glasgow area. VisitScotland can offer programmes, incentives and marketing to achieve this.

VisitScotland's marketing already encourages all visitors to explore all different parts of Scotland across all seasons of the year, which helps provide a more sustainable tourism growth while benefiting both urban and rural areas.

- **Increased inward investment** if the Games are used to showcase Scotland as a place to invest. While VisitScotland's focus is obviously on tourism specifically, one of the key areas that will drive tourism growth is capital investment.

New hotels and resort developments have the potential to add up to £200 million of tourism revenue in the next ten years but more is needed to stimulate additional growth – new shops and restaurants, new facilities, new visitor attractions. There are numerous opportunities for private sector investment at all levels, large and small, and the public sector also has an important role to play in encouraging and facilitating this investment by creating the right environment in which to do business.

Investment has been identified as one of the five key drivers of tourism growth. More info can be found on our corporate website:

http://www.visitscotland.org/about_us/tourism_prospectus/tourism_prospectus-capital_investment.htm

- **Business tourism benefits:** business tourism is worth almost £1b a year to the Scottish economy and there is significant scope for increasing the value of this around the 2014 Games – increased awareness and promotion of Scotland as a world-class place to hold conferences and meetings. VisitScotland can work with all convention bureaux and EventScotland to maximise this benefit. For more information on Business Tourism:

<http://www.conventionscotland.com/content/>

- **Additional business benefits through the Business Club:** since 2002 Scotland has been looking to maximise the opportunities that the hosting of major international sporting and cultural events can offer to the country. Such events have the potential to generate significant benefits such as financial benefit, social and economic impact, sports development and legacy opportunities, as well as international profile as an events and tourism destination.

In looking to further develop and maximise the benefits from events hosted in Scotland, including, but not limited to the Commonwealth Games, it is apparent that there is significant potential to harness these events in a way that provides additional benefits to Scotland's business environment through a formalised and sustainable programme, such as a business club.

In 2007/08, in consultation with its stakeholders, EventScotland, VisitScotland and Scottish Enterprise jointly commissioned a study to look at the potential for such an initiative, focusing on the following objectives:

- To support the delivery of the Scottish Government's strategic objectives, particularly in respect of a wealthier and fairer Scotland, but ensuring linkages to all key areas.
- To capitalise on major events in Scotland as international business development and networking opportunities.
- To use major events as an opportunity for senior politicians and business figures to raise the profile of Scotland as a globally important nation and a good place to do business.
- To demonstrate a measurable economic return on the investment from the hosting of events in Scotland
- To formalise a transparent mechanism to engage the business community with event inventory that currently exists for events in Scotland (e.g. tickets, hospitality etc)
- To ensure that Scotland's event strategy provides access to markets, networking and business development opportunities for businesses of all sizes and across all sectors
- To develop a mechanism to ensure that Scottish businesses have the greatest possible opportunity to win contracts to supply products and services related to major events
- To build the capacity of Scottish businesses and individuals to support the delivery of major events both domestically and internationally.

The findings of this study are still under consideration, however the overarching feedback has been that such an opportunity exists in Scotland to develop such an initiative, but could and should be developed in order to capitalise on the regular hosting of major events in Scotland, rather than just for the Commonwealth Games. This would therefore create a lasting business and economic legacy for Scotland up to 2014 and beyond.

Additional

- In order to maximise the benefits of the emerging Legacy structure in Scotland, we believe that the current process should not only be looking to develop the plan for 2012 and 2014 in terms of resources, actions and responsibilities but also develop a strong Legacy Policy and a Legacy Framework. These will guide Scottish investment in order to maximise legacy and offer a practical resource in assisting with this process.

- It should be noted that Glasgow currently already has a tourism strategy, created with input from VisitScotland, through to 2016, with a strategic target to achieve total sustainable tourism related jobs in the city of 40,000, up from 28,000 – i.e., strategies are already in place and can also be used as the vehicles for achieving a legacy of increased employment and future revenue generation.

9 May 2008