

Introducing “Giant Strides”

Evolving our strategy for a changing market



We have awoken the giant...

- £411m GVA (2017-18)
- More than **10,000** jobs across Scotland
- 64% growth over the last 5 years
- More than **268,000** hours of volunteering adding at least £2.4m to the economy

‘**Awakening the Giant**’ was the first Marine Tourism Strategy to be adopted in Scotland. Created to capitalise on the significant potential of Scotland’s marine and tourism sectors the strategy brought together isolated groups to drive *marine tourism* in Scotland

The marine tourism sector has come together; creating jobs, securing investment, driving inclusive growth, commissioning new research and influencing government policy.

A lot has changed since the publication of ‘**Awakening the Giant**’ and we now have the opportunity to unlock the full potential of marine tourism in Scotland. Our next strategy must be fit for new challenges and embrace the future to; drive long term sustainable growth, support remote and fragile rural economies, invest in our workforce and the natural capital upon which we depend, play a full part in achieving a net-zero carbon economy and to support current and future generations to benefit from spending time in Scotland’s great outdoors.

Whilst some sectors may view these challenges with trepidation, marine tourism, being so close to the natural environment and so deeply embedded in communities, is extremely well placed to be a leading light in this new tourism landscape.

Giant Strides: a strategy fit for the changing market

Vision:

For Scotland to be a world leader in marine tourism.

Mission:

To evolve Scottish marine tourism to meet changing consumer, workforce, community and environmental needs in order to increase the industry's overall economic contribution to over £0.5 billion by 2025.

This vision challenges the marine tourism sector to evolve and be the first - and one of the very best - at providing a world class marine tourism experience.

Strategic themes:

We will deliver our vision and mission by focusing on four strategic themes:

Our waters: clean and blue

To be custodians of the natural environment we use; investing in natural capital and developing sustainable destinations with our partners.

Our experiences: authentic and seamless

To provide authentic and seamless experiences both digitally and physically to create special and lasting memories.

Our businesses: profitable and sustainable

To support our businesses to be more sustainable, more profitable and more ambitious.

Our people and our communities: valued and healthy

To establish marine tourism as a first choice career, as a force for good across the communities we are part of and to inspire more people to engage in our activities.

Strategy into action: making words count

The vision, laid out in this strategy, is ambitious and will only be achieved through collaboration and engagement with key stakeholders at community, regional and national levels. The right levels of investment and support will be essential to drive lasting and meaningful change and for us to take the giant strides we are aiming for.

We need your help

The final strategy will only be as good as the input you provide. Please take this opportunity to have your say and help us make it as effective and results-focussed as it can be.