

Managing Visitor Pressures in 2021

Mid-season Stakeholder Briefing

National context

Simon Jones

National Visitor Management Strategy and Steering Group

VisitScotland

NatureScot

Cairngorms National Park

Forestry & Land Scotland

Highland Council

Police Scotland

Transport Scotland

Loch Lomond & The Trossachs National Park

- **Three workstreams:**

- Education and Marketing
- Investment and Infrastructure
- Prevention, Regulation & Reassurance

Infrastructure and Investment

- Rural Tourism Infrastructure Fund £6.2M for 2021
- Scottish Government 2022 Spending Review will clarify future funding
- **Longer term:**
 - RTIF Investment Planning Fund £70k towards Loch Lomond and The Trossachs investment planning for the next three years
 - Inform future joint strategic RTIF bids (multiple partners)
 - Includes incorporating provision for public transport to key hotspots – cater for people not just cars
 - Better destination integration with active travel and transport hubs

NatureScot

Better Places Green Recovery Fund

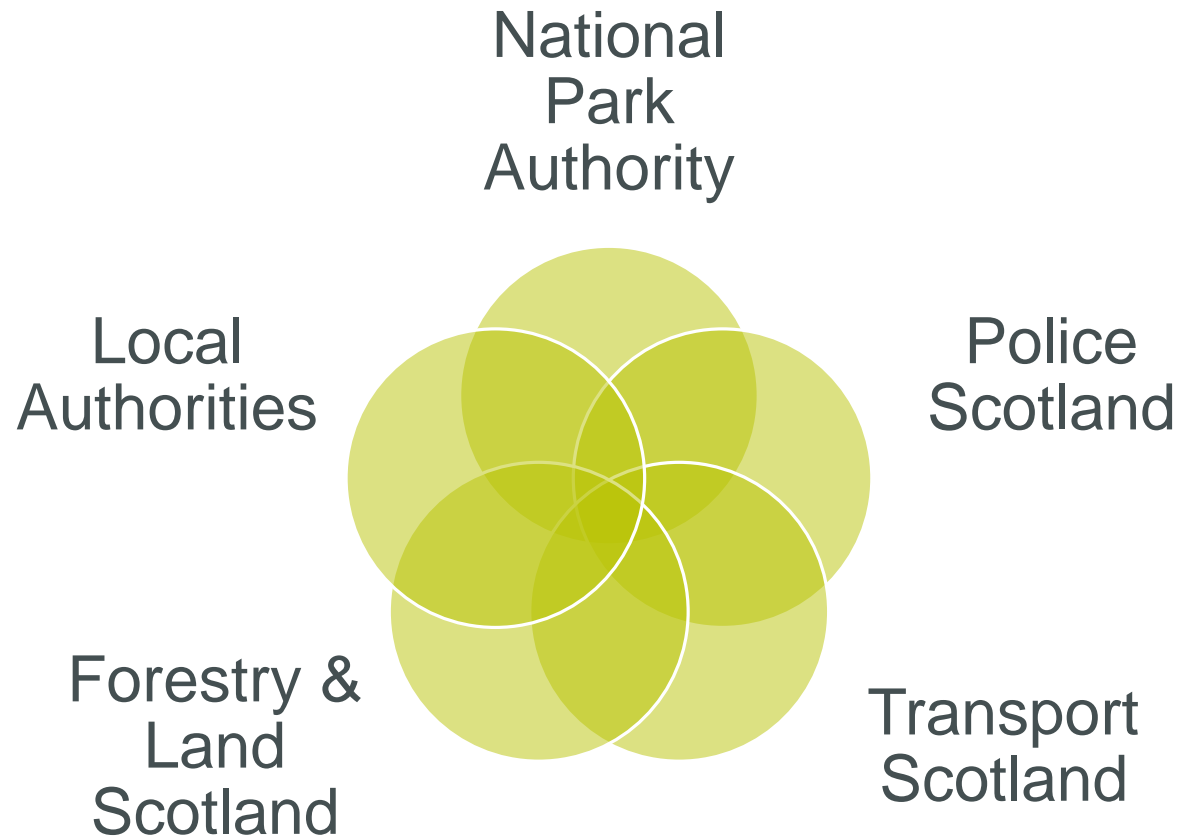
- Two rounds of funding worth £3.15M
- Successful applications worth £282.5K in National Park from communities and charities
- Seasonal Rangers and Site Staff
- Temporary Toilets and Bins
- Path Upgrades
- Other Infrastructure Improvements

National Park 2021 Season so far

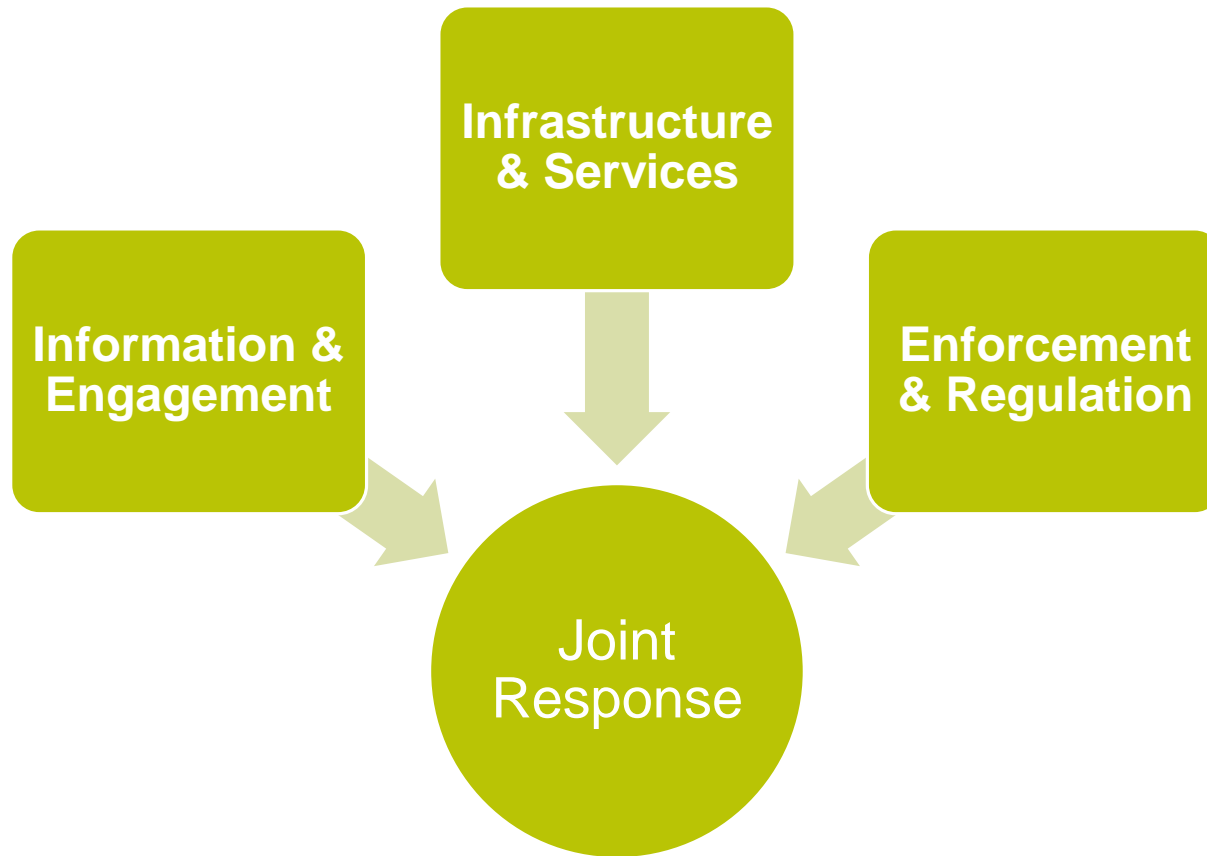
Kenny Auld

Matt Buckland

National Park Safe Recovery Action Group



Joint Response Visitor Management Plan



The season so far.....

- The National Park Safe Recovery Group
- Joint Response Visitor Management Plan
- Boots on the ground
- Infrastructure installations
- Using regulatory powers effectively

Looking ahead.....

- Place based Visitor Management Groups
- Rural Tourism Infrastructure Fund
- Safe Recovery Group Infrastructure Investment Subgroup
- New Place Team to help deliver infrastructure improvements
- New funding for Sustainable Visitor Transport work

Communications and engagement

Joanne Ford

Our approach



Communications and Engagement

Loch Lomond & The Trossachs National Park
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Even when the sun is shining, lochs will still be very cold so take care in the water.

Ranger Manager Leigh shares some very important water safety messages to help you [#EnjoyWaterSafely](#).

[#RespectProtectEnjoy](#)



Do the right thing with your litter.

LOCH LOMOND & THE TROSSACHS NATIONAL PARK | **RESPECT PROTECT Enjoy**



Key headlines

- Wider range of voices and channels
- 22 broadcast pieces sharing responsible behaviour messages
- More joined up partnership PR activity
- Car park updates reaching 1m+ on social media
- 55,000 views of car parks and toilets webpage
- Large increase in views of camping information
- New monthly stakeholder email update

National Communications

- National visitor management communications group (strategic and tactical)
- Key campaigns:
 - #RespectProtectEnjoy
 - Scotland is Stunning
 - Outdoor Access Code
 - 'I love it so I look after it'



Q&A