



Roman Bridge, Glan Lyon

# Scotland: Destination Net Zero

Perthshire Tourism Partnership, 20 June 2022

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SCOTLAND | ALBA



# THE CONTEXT





# RESPONSIBLE TOURISM

*Responsible Tourism requires the tourism industry, government, public sector, communities and visitors to collectively respond and **manage their economic, social and environmental impacts**, maximising the **positive impacts** and minimising the negative ones, **making all forms of tourism sustainable.***

*Responsible Tourism considers not only the needs of the visitor and the industry, but also the host communities and the environment.*

***Creating better places for people to live and visit.***



 Queens View





Support  
Scotland's  
transition to a  
**low carbon  
economy**



Ensure Tourism  
contributes to  
**thriving  
communities**



Ensure tourism in  
Scotland is  
**inclusive**



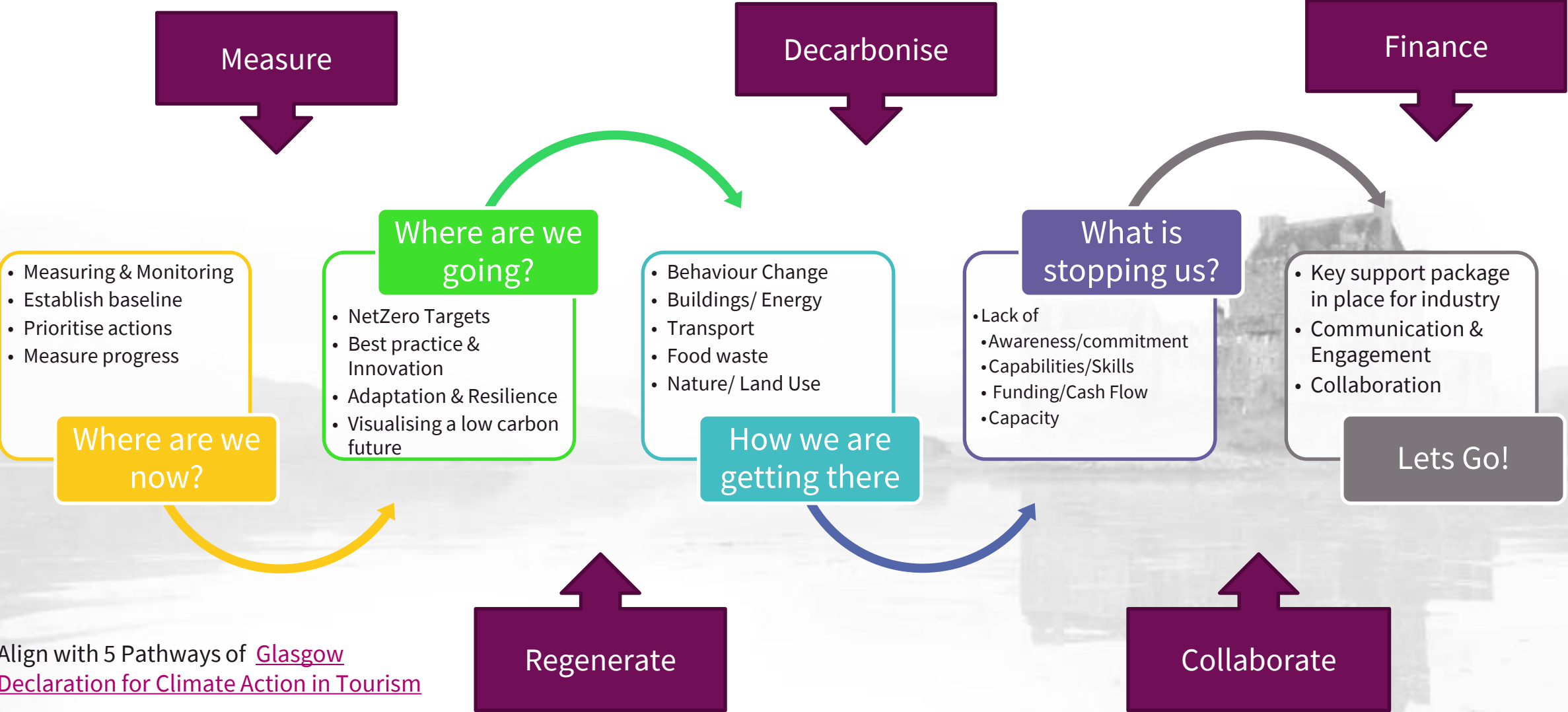
Support the  
protection, and  
considerate  
enjoyment of  
**Scotland's  
Natural &  
Cultural Heritage**







# SCOTLAND: DESTINATION NET ZERO







## Research and Insights

- Scottish Baseline Emissions
- Industry Research
- Net Zero events
- DNZ Action plan



## Awareness and Engagement

- On-line NetZero Portal [Visitscotland.org](https://visitscotland.org)
- Climate Action Guidance
- Best practice case studies

## Supporting Places

- Recharge in Nature
- Destination Climate Action Leaders
- Mountain Resorts (Glenshee, Lecht, Ben Nevis, Glencoe)



## Supporting Businesses

- EV Charge Point support
- Hospitality Zero- food waste
- Sustainable Certification Fund



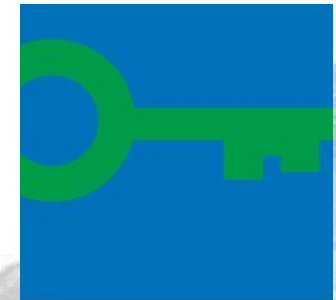


# CERTIFICATION FUNDING

- As part of the Destination Net Zero programme, sustainable tourism certification programmes have applied for grant funding to put towards business's membership fees.
- A total of £60,000 was allocated to 3 successful programs
  - Green Tourism, £50k, ~ 150 new businesses
  - Green Key, £5k, 10 new businesses
  - Earth Check, £5k, 10 new businesses
- **Certification programme providers will offer a discounted membership to tourism businesses for one year of up to a maximum £500 per business**
- If membership fee per business is less than £500, the grant amount per business must equal the amount of the relevant membership fee
- **SPECIAL OFFER- UNESCO Trail businesses** in combo with grant in Year 1 (2022/23) receive 50% off in year 2 and 3 from Green Tourism
- <https://www.visitscotland.org/supporting-your-business/responsible-tourism/green-certification-schemes>

Green  
Tourism

Green  
Meetings



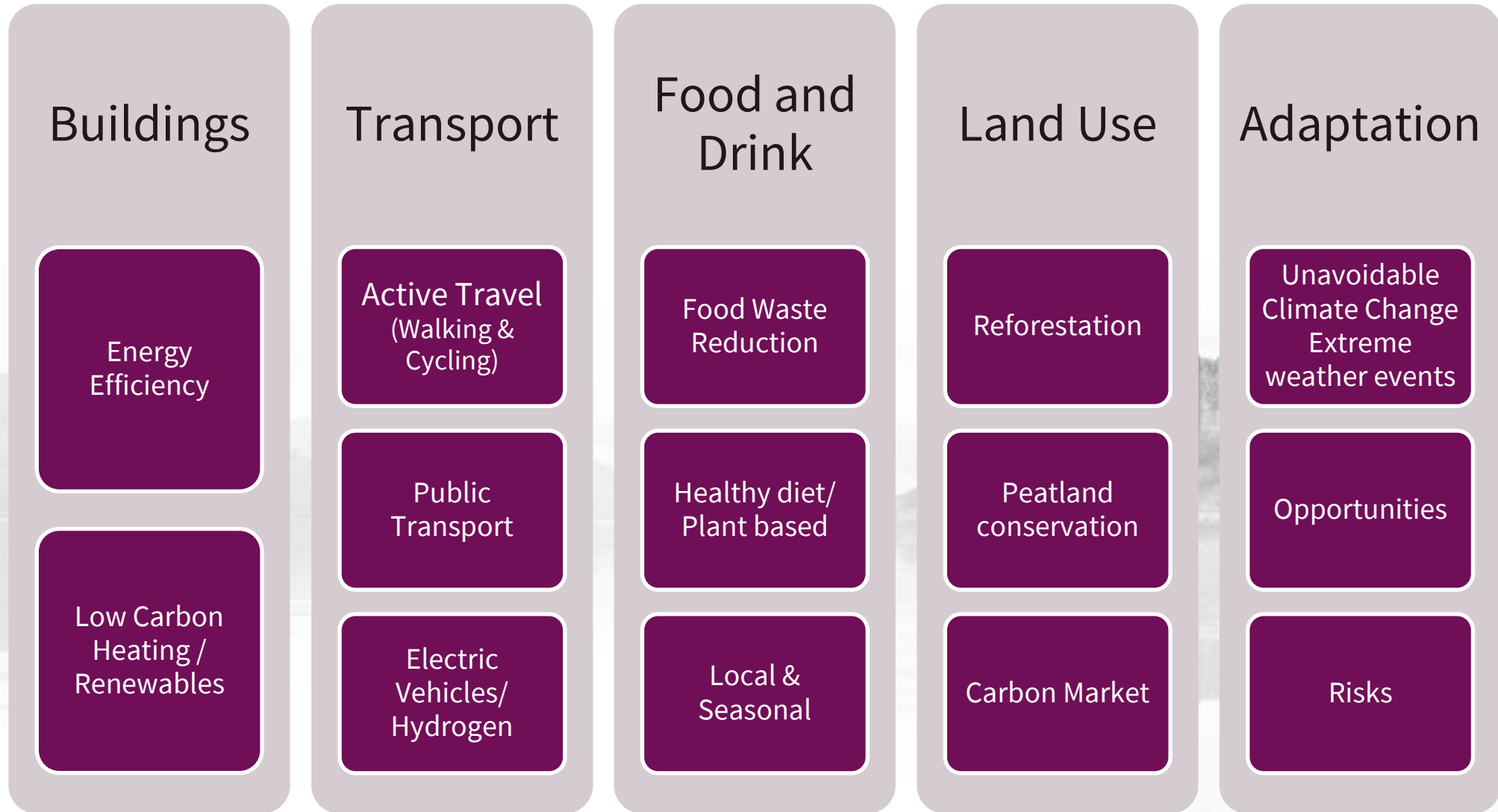
Green Key



EARTHCHECK



# ACHIEVING NETZERO THROUGH...





# WHAT CAN BUSINESSES DO...

- Undertake an **energy assessment** or **work with Business Energy Scotland advisors** to identify and prioritise opportunities to save money and cut carbon
- Provide guests with **information** on the business's actions and how they can help; Get staff involved
- Promote **low carbon transport** and opportunities for walking, cycling and being active
- Install an **Electric Vehicle** charge point , switch to EVs
- Promote quality **local food & drink** from your region and in season, offer good range of **plant based options**
- Reduce food **waste** and single use plastics
- Support biodiversity and **nature positive** projects in your destination
- Climate Emergency Training to build own and staff awareness
- Join the Tourism Declares Initiative or Glasgow Declaration





# How can visitors play their part ?

- Who to target?
- **Trip planning**- When? How long? Where?
- **Travel**- Getting here and Getting around
- **Go green**- choose green businesses, Respect the landscape, Reduce waste
- **Support local**- Local food & drink, Arts and crafts, Communities and Social enterprises



Comrie Croft



**71%** (+10% on 2021) of  
travellers want to  
make effort in  
next year to travel  
more sustainably<sup>2</sup>

**78%** intend  
to stay in a  
**sustainable  
accommodation**<sup>2</sup>

**61%**  
pandemic has  
made them  
**want to travel  
more  
sustainably**<sup>1</sup>

**31%** said  
that they **didn't  
know how to  
find them**<sup>1</sup>

**49%**  
believe there  
**aren't enough  
sustainable travel  
options**<sup>1</sup>

Source: Booking.com Sustainable Travel Report 2021<sup>1</sup>& 2022<sup>2</sup>



# PROMOTION

- Promote responsible tourism commitment and **tell your story** using all available channels
- Provide **clear and engaging information** at all stages of the visitor journey
- Use **certification** to provide credible evidence and build consumer confidence
- Make it easier for consumers **to live their values**, even on holiday





# PROMOTION

## THE BLOG

### 10 ECO-TOURISM TIPS FOR YOUR HOLIDAY IN SCOTLAND

[f](#) [t](#) Mairi Scobie - May 17, 2021 - [View Comments](#)

## THE BLOG

### 21 ECO-TOURISM PLACES TO STAY & VISIT IN SCOTLAND

## THE BLOG

### WAYS TO REDUCE YOUR CARBON FOOTPRINT WHILST TRAVELLING IN SCOTLAND

[f](#) [t](#) Willem Laurentzen - October 1, 2021 - [View Comments](#)

If you love to explore Scotland's majestic landscapes, it makes sense to take steps to ensure you leave it undamaged for generations to come. Explore your local area or learn how to travel from Fort William to Inverness or from Glasgow to Edinburgh without needing a car.

## THE BLOG

### 9 FUN AND SUSTAINABLE THINGS TO DO IN GLASGOW

[f](#) [t](#) Annierose Knox - September 29, 2021 - [View Comments](#)



## THE BLOG

### 14 FARMS IN SCOTLAND TO VISIT FOR LOCAL FOOD EXPERIENCES

[f](#) [t](#) Mairi Scobie - August 28, 2020 - [View Comments](#)

## THE BLOG

### 4 WAYS TOURISM BUSINESSES ARE BECOMING SUSTAINABLE

issues taking to minimise their communities? Here are becoming more

## HOLIDAYS

### ACCESSIBLE HOLIDAYS IN

## THE BLOG

### 10 EASY WAYS TO TRAVEL SCOTLAND BY PUBLIC TRANSPORT

[f](#) [t](#) Alasdair Peoples - November 12, 2021 - [View Comments](#)

ation on attractions, activities,

lusive  
oodland





# TREADLIGHTLY CAMPAIGN



<https://youtu.be/XhtNfDl-gpE>



# WORKING IN PARTNERSHIP



Growing number of partners as program developing....







# COMMUNICATE AND COLLABORATE







**Thank you  
&  
Questions**



Birnam Oak

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