

Response ID ANON-8YJQ-KD1B-E

Submitted to **Draft Edinburgh Tourism Strategy 2030**

Submitted on **2019-12-13 17:34:20**

Introduction

1 Are you answering as a:

Trade association

Other (please specify)::

Business/Organisation/Association details

4 We may want to publish and attribute any comments you make to your business/organisation/association in our results. Are you happy for us to do this?

Yes

5 What is your business/organisation/association name?

What is your business/organisation name?:

European Tourism Association (ETOA)

Postcode

6 What is the first half of your postcode?

What is the first half of your postcode?:

EC1R

Five priority areas

7 How important are the five priority areas identified in the draft tourism strategy for Edinburgh?

How important are the five priority areas identified in the draft tourism strategy for Edinburgh? - PLACE:

Very important

How important are the five priority areas identified in the draft tourism strategy for Edinburgh? - PEOPLE:

Very important

How important are the five priority areas identified in the draft tourism strategy for Edinburgh? - ENVIRONMENT:

Very important

How important are the five priority areas identified in the draft tourism strategy for Edinburgh? - PARTNERSHIPS:

Very important

How important are the five priority areas identified in the draft tourism strategy for Edinburgh? - REPUTATION:

Very important

Nurture and Develop our PLACE

8 How much do you agree or disagree with the following in relation to the theme 'nurture and develop our PLACE'?

Place: How much do you agree or disagree with the following? - Ultimate Goal:

Strongly agree

Place: How much do you agree or disagree with the following? - Ambitions:

Strongly agree

Place: How much do you agree or disagree with the following? - Principal Recommendations:

Strongly agree

9 Please provide any comments you may have in relation to the theme 'nurture and develop our PLACE':

Please provide any comments you may have in relation to the theme 'nurture and develop our PLACE':

We support the ambition for Edinburgh to be a great place to visit and that potential indicators for success take into account both visitors and residents satisfaction.

Improving connectivity and developing online and physical wayfinding infrastructure (particularly important for first time visitors) is noted and encourage this to be considered in the city centre transformation project.

Furthermore, we support the introduction of data driven solutions to manage visitor capacity. Not only should this improve the visitor experience but also residents attitude towards tourism.

Nurture and Develop our PEOPLE

10 How much do you agree or disagree with the following in relation to the theme 'nurture and develop our PEOPLE'?

People: How much do you agree or disagree with the following? - Ultimate Goal:

Strongly agree

People: How much do you agree or disagree with the following? - Ambitions:

Strongly agree

People: How much do you agree or disagree with the following? - Principal Recommendations:

Strongly agree

11 Please provide any comments you may have in relation to the theme 'nurture and develop our PEOPLE':

Please provide any comments you may have in relation to the theme 'nurture and develop our PEOPLE':

Nurture and Develop our ENVIRONMENT

12 How much do you agree or disagree with the following in relation to the theme 'nurture and develop our ENVIRONMENT'?

Environment: How much do you agree or disagree with the following? - Ultimate Goal:

Strongly agree

Environment: How much do you agree or disagree with the following? - Ambitions:

Strongly agree

Environment: How much do you agree or disagree with the following? - Principal Recommendations:

Strongly agree

13 Please provide any comments you may have in relation to the theme 'nurture and develop our ENVIRONMENT':

Please provide any comments you may have in relation to the theme 'nurture and develop our ENVIRONMENT':

We support the city's ambition to reduce carbon emissions but disagree that reducing tourism-related traffic is a potential indicator for success. Private hire coaches, especially tourism coaches where the load factor is high, are the most environmentally mode of transport per passenger per km and are an efficient user of road space. We are happy to share evidence to support this.

Nurture and Develop our PARTNERSHIPS

14 How much do you agree or disagree with the following in relation to the theme 'nurture and develop our PARTNERSHIPS'?

Partnerships: How much do you agree or disagree with the following? - Ultimate Goal:

Strongly agree

Partnerships: How much do you agree or disagree with the following? - Ambitions:

Strongly agree

Partnerships: How much do you agree or disagree with the following? - Principal Recommendations:

Strongly agree

15 Please provide any comments you may have in relation to the theme 'nurture and develop our PARTNERSHIPS':

Please provide any comments you may have in relation to the theme 'nurture and develop our PARTNERSHIPS':

We support the recommendations that recognise the importance of partnerships and engagement in the implementation of the 2030 strategy. ETOA represents over 1,250 businesses worldwide operating in European tourism destinations and we have experience working with international destination stakeholders such as national and local governments and destination management organisations. We are happy to be involved in the development of this strategy alongside our members, some of which are members of the Edinburgh Tourism Action Group. Please contact policy@etoa.org.

Nurture and Develop our REPUTATION

16 How much do you agree or disagree with the following in relation to the theme 'nurture and develop our REPUTATION'?

Reputation: How much do you agree or disagree with the following? - Ultimate Goal:

Strongly agree

Reputation: How much do you agree or disagree with the following? - Ambitions:

Strongly agree

Reputation: How much do you agree or disagree with the following? - Principal Recommendations:

Strongly agree

17 Please provide any comments you may have in relation to the theme 'nurture and develop our REPUTATION':

Please provide any comments you may have in relation to the theme 'nurture and develop our REPUTATION':

Comments

18 Please provide any further comments you may have in relation to the draft Edinburgh Tourism Strategy 2030:

Please provide any further comments you may have in relation to the draft Edinburgh Tourism Strategy 2030.:

Consulting and collaborating with tourism stakeholders is key to the successful introduction of any tourism strategy and we welcome the approach taken so far.