

PE1721/A

Visit Scotland's submission of 29 July 2019

Thank you for inviting VisitScotland to comment on the above petition.

The National Trust for Scotland (NTS) is a key member of the Heritage Tourism Group. Chaired by Historic Environment Scotland, membership of the group comprises Historic Houses Association Scotland, the Scottish Tourism Alliance (STA), the Scottish Government and VisitScotland.

This is the 'Asset Group' for the heritage pillar of Tourism Scotland 2020. So, in answering the petition's central call, NTS is already engaged with the strategy. I see from the Committee's website that the STA is also being contacted about the petition. In which case colleagues there will be able to advise on engagement from NTS with the work currently being undertaken by STA to refresh the strategy.

By way of further background on VisitScotland's work with NTS, we engage at a strategic level through their Director for Customer and Cause, and at a more operational level with the regional managers of NTS, then at property level via our Quality Assurance visits.

NTS is represented on our Industry Review Group, focused on Quality Assurance, and engaged in the working and steering groups for our Themed Years. This includes the Year of Scotland's Coasts and Waters 2020.

I trust this information is helpful to you and please do contact me again if I can be of further assistance.