Introduction

VisitScotland’s Grant in Aid is provided through the Scottish Government’s Energy, Enterprise and Tourism Budget, with some project funding provided via the Europe and External Affairs Budget. This funding is for the delivery of Scotland’s programme of Winter Festivals and part funding for the Years of Focus and Homecoming Scotland 2014. An element of funding for the Years of Focus and Homecoming Scotland 2014 comes from the Energy, Enterprise and Tourism Budget.

Furthermore, as this budget supports the promotion of Scotland it provides a framework of support to the work of VisitScotland in promoting Scotland overseas to key markets.

For example activity funded through the budget builds on links with other countries including Canada, the USA, India and China. It also supports activity to stimulate growth within our events industry - another key activity of VisitScotland, with major events secured and supported through the events directorate EventScotland.

VisitScotland welcomes the Scottish Government’s commitment to these key elements as set out in the European and External Relations budget as they support VisitScotland’s work in promoting Scotland as an exciting and inspirational destination to visit and as the Perfect Stage to host international and national events.

Budget areas directly relevant to the work of VisitScotland

VisitScotland welcomes the Scottish Government’s commitment to take forward plans to implement the USA, Canada and South Asia Country Plans as well as updating and implementing the China Plan. This activity will help VisitScotland’s international work in key existing and emerging markets. The North America activity is further strengthened with the continuation of the Scotland Week programme.

1. The Team Scotland approach, which has been so successful in promoting Scotland as a future host of The Ryder Cup, will continue. The Scottish Government is continuing its work with VisitScotland, EventScotland, Scottish Development International and other partners to design, fund and deliver a programme of promotional activity around The 2012 Ryder Cup in Chicago. This will complement the work already being done to promote Scotland as the Home of Golf by VisitScotland and also by EventScotland through the support for major golf events in Scotland each year. Activity delivered through the GIA from the Energy, Enterprise and Tourism Budget.
2. VisitScotland and EventScotland will continue to lead work on the years of focus - legacy activity from the successful Homecoming Scotland 2009. Having already delivered on Food and Drink in 2010 and Active this year, the tourism and event organisations are working with Creative Scotland and others to deliver the Year of Creative Scotland in 2012 and with other relevant partners, the Year of Natural Scotland in 2013.

3. A key part of VisitScotland’s Winning Years campaign are the Olympic and Paralympics Games in 2012 and also the Commonwealth Games in 2014. The Scottish Government’s financial commitment to develop and create a cultural programme will, amongst other things, boost tourism and enhance Scotland’s international image which in turn will help VisitScotland generate additional visitors in future years. This activity will also help to reinforce Scotland’s reputation as the perfect stage for major events, supporting the delivery of the major events strategy.

4. As in 2009 the delivery of Homecoming Scotland 2014 will be the job of VisitScotland and EventScotland and the budget supports activity in the planning, development and promotion of the next inspirational celebrations.