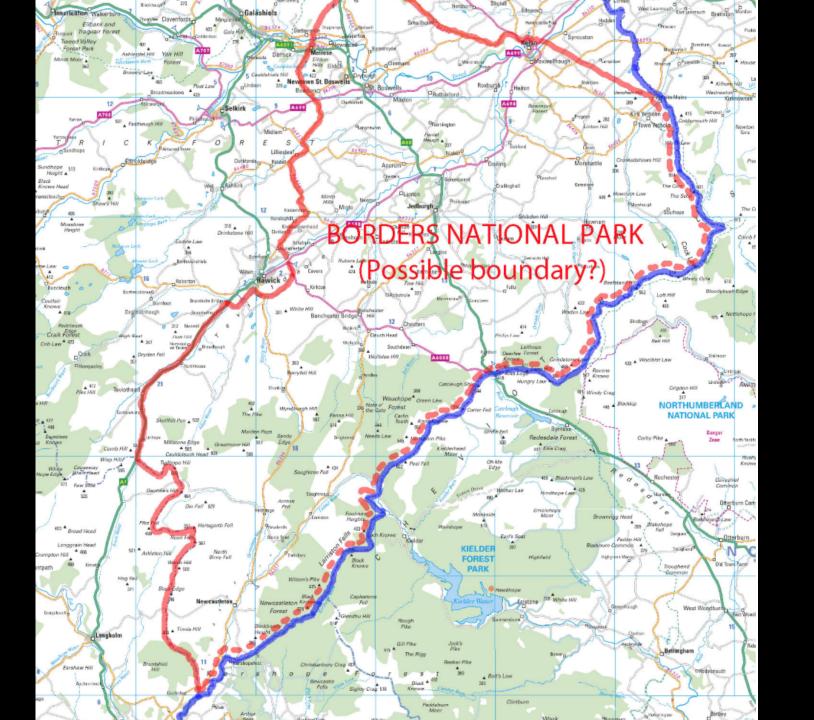


BACKGROUND

- 10 National Parks in England
- 3 in Wales
- National Parks (Scotland) Act 2000
- Rough Guide readers voted Scotland favourite destination with most welcoming people 2017, and in 2019 the world's most beautiful country
- 2 National Parks in Scotland





WHAT HAS THE SCOTTISH BORDERS GOT TO OFFER?

BEAUTY

CULTURAL HERITAGE

ACCESSIBIL ITY

ECOLOGICA L VARIETY

GOOD FACILITIES



"I never knew this area was so beautiful."

"I've travelled extensively across the world and am convinced that the A68 is one of the most scenic routes I've driven"

"People just drive through or fly over on their way elsewhere"

"Our wonderful landscape is the Borders' best kept secret"



TOURISM

In Scotland overall, 2019 was the strongest it had been in the ten years till then for overnight tourism; tourist businesses grew (15,000 -17,500); and GVA per head increased from £1.5 billion to £2.5 billion.



However, in the **Scottish Borders** 2013-19, there was a drop in domestic tourism spend and overseas spend remained more or less the same, therefore a decrease in real terms

CAPACITY TO GROW TOURISM
SBC, PARTNERS AND TOURISM BUSINESSES HAVE WORKED HARD TO IMPROVE TOURISM & SOME IMPORTANT INITIATIVES UNDERWAY & ON THE HORIZON BUT..DIFFICULT TO GET WIDESPREAD MARKETING IN A



MINORITY CONCERNS

- more planning restrictions
- more levels of bureaucracy
- pressure on services and infrastructure
- house-price increases reducing affordable housing stock
- more badly behaved visitors



RECOGNISING CONCERNS CAN CREATE OPPORTUNITIES

- Planning 'lite' every NP can be tailored to local needs
- No addition to bureaucracy
- Services and infrastructure unlikely to feel any difference
- NP strategy can include more affordable home building
- Walkers tend not to stray from good, well-maintained paths
- Visitor management study
- Farming subsidies post Brexit to be even more closely linked to public money for public good and regeneration than before

OTHER ECONOMIC BENEFITS FROM THE 'SCOTTISH BORDERS NATIONAL PARK'

 Marketing of local produce - textiles & woollens, farm, distilleries, breweries

Professionals & Trades to support growing and new tourism businesses

- More opportunities for young people
- Local shopkeepers
- Transport public and private
- Longer term desirability of home-working in a NP