

EX27. TOURISM STRATEGY 2015-2020

The Executive considered a report by the Director of Development Services proposing that a policy development panel is established to develop a tourism strategy for the period 2015-2020.

The Council area had seen a build up of tourism facilities over the last 20 years, such as the Helix Park, John Muir Way and the Kelpies

It was recommended that a tourism strategy, to replace the current tourism action plan for 2014, is developed for the period 2015-2020. The strategy would generate the longer term thinking and industry co-operation needed to capitalise on the offers developed thus far and to maintain the growth momentum.

Decision

The Executive:-

- (1) agreed that a tourism strategy is prepared for the period 2015– 2020;**
- (2) agreed that a policy development panel be established to develop the strategy;**
- (3) agreed that the panel will compromise 5 members (3 from the Administration and 2 from the Opposition) and will be chaired by Councillor Mahoney with nominations for the remaining places to be submitted to the Chief Governance Officer; and**
- (4) requested that the Director of Development Services prepare a draft strategy for the Executive's approval by November 2014.**