

## **EX101. Tourism 2020 Update on Progress**

The Executive considered a report by the Director of Development Services providing an update on the Council's tourism activity since the launch of the Falkirk Area Tourism Strategy 2015-2020 and seeking agreement to participate in the formation of a VisitFalkirk partnership.

The Falkirk Area Tourism Strategy – *Tourism Falkirk 2020* sought to make Falkirk a destination of choice with high quality, value for money and world-class attractions offering memorable customer experience delivered by skilled and passionate people. There were three key targets:-

- increase visitor expenditure in the Falkirk area by over 20% over the next five years to 2020;
- increase overnight visitor accommodation (serviced bedrooms and self-catering units) in the Falkirk area by 20% over the next five years to 2020, and
- to develop a Falkirk Area Tourism Partnership to take ownership of, to review and to implement the strategy.

Councillor Mahoney, seconded by Councillor C Martin, moved that:-

The Executive:

- (1) notes the contents of the report in relation to tourism growth in the Falkirk area, as presented in the 2015 STEAM report;
- (2) notes that an application had been submitted to the Visit Scotland Growth Fund, seeking support for marketing activity, and
- (3) agrees in principle to the formation of a new Visit Falkirk organisation to take forward marketing activities jointly with key partners, with a further report to be supplied on the details of this proposal.

Councillor Alexander asked the mover of the motion to expand it by agreeing to investigate the feasibility of providing enhanced access to tourist information in Falkirk town centre.

Following discussion, Councillor Mahoney, as mover of the motion with the consent of Councillor C Martin, as his seconder and Convener, altered the text of the motion accordingly.

### **Decision**

**The Executive:**

- (1) noted the contents of the report in relation to tourism growth in the Falkirk area, as presented in the 2015 STEAM report;**
- (2) noted that an application had been submitted to the Visit Scotland Growth Fund, seeking support for marketing activity.**

- (3) agreed in principle to the formation of a new Visit Falkirk organisation to take forward marketing activities jointly with key partners, with a further report to be supplied on the details of this proposal, and**
- (4) agreed to investigate the feasibility of providing enhanced access to tourist information in Falkirk town centre.**