

Priority F

We will commit and coordinate our resources to ensuring Stirling becomes a must visit destination; with heritage, culture, environment and economic strategies working hand in hand to encourage tourists to stay for a minimum of three days and two nights.

Stirling is blessed with world class heritage and landscape and we must ensure all of our communities are taking advantage of the enviable opportunities this affords us.

We will direct, but not limit, our services and resources towards the following considerations:

- 1) We recognise that tourists have different expectations of destinations and facilities, dependent on the length of time they intend to visit and stay. We will focus, without limiting our efforts, on growing the average length of visitor stay to 2 nights and three days
- 2) We recognise the quality of our built environment must complement the quality of our heritage and landscape environment and will work to ensure it does.
- 3) We will bring industry, communities and partner organisations together to deliver a collaborative and unified approach to growing the tourism industry across Stirling's communities, supporting economic growth and opportunities for all
- 4) We will have greater investment and focus on delivering essential tourism infrastructure, new tourism products and on supporting the growth of tourism related businesses
- 5) We will significantly grow and resource our culture and events programme, supported by stronger destination marketing.
- 6) Will have ensure greater investment and focus on; delivering essential tourism infrastructure, developing new tourism products, supporting the growth of tourism related businesses,
- 7) We will support the creative arts, their ideas and their ambitions across Stirling Council
- 8) We will increase the cycling and walking routes around the Stirling Council area and promote our area to activity focused tourism
- 9) We will make Stirling a Good Food City
- 10) We will promote Stirling as a City of Sport and look to attract more elite facilities and headquarters, while ensuring facilities are available to all of our citizens