

RENFREWSHIRE'S TOURISM TODAY



TOURISM PLAN • 2024-2027



INTRODUCTION

Tourism and hospitality's importance to Renfrewshire lies in over 6,000 jobs and 400 businesses in the area, with a value of £120m p.a.

The product is diverse with an extensive cultural and heritage offer, urban and rural experiences, vast areas of green spaces for outdoor activities and wide-ranging accommodation all appealing to a broad demographic. 3.5m people are within 1½ hours drive time.

The Tourism Plan is for everyone in tourism and hospitality, not just the public sector. Successful destinations can only succeed if stakeholders are fully immersed in planning and taking action – in marketing, product development and communication.

Post COVID, there is a chance to recalibrate the area's tourism offer, as well as strengthen tourism's role in stimulating the economy. Crucially, in Paisley, continuing investment in Paisley's cultural infrastructure - including Paisley Museum, the Town Hall and the Learning and Cultural Hub, as well as Paisley Abbey – together with the hosting of successful events and an energetic cultural programme, are changing perceptions of the area and offer new opportunities for heightening profile and footfall.

The rural villages and country parks, including Castle Semple, demonstrated their appeal during COVID and the quality of the rural and active outdoors visitor experience can be substantially built upon too.

OUR VISION

A new mindset and bold new approach to tourism, putting our communities, our people, our visitors, our businesses, and our environment at the heart of everything we do.

TOURISM TODAY



6,000

RENFREWSHIRE JOBS



£120M

INDUSTRY VALUE
PER YEAR



+400

RENFREWSHIRE
BUSINESSES



+1M

EST. VISITS TO
ATTRACTIONS



9M

GLASGOW AIRPORT
PASSENGERS



19M

BRAEHEAD AND
XSITE CUSTOMERS



3.5M

PEOPLE WITHIN 1.5 HRS
DRIVE - RENFREWSHIRE'S
MARKET

TOURISM TOMORROW EMBRACING THE GROWTH OPPORTUNITY

Development of the Tourism Plan

Following surveys and workshops, this Tourism Plan for Renfrewshire identifies the objectives and priorities to build the destination, capitalise on considerable investment to date, build our reputation and sustain and grow the industry and businesses in it over the next three years.

Tourism Plan Objectives:

- To grow the value of tourism in Renfrewshire
- To build Renfrewshire's reputation and visibility to attract visitors
- To enhance the benefits of tourism by delivering the very best for our visitors, our businesses, our people, our communities and our environment
- To prioritise actions for the private sector and tourism trade and the public sector to further build Renfrewshire's tourism offer

Why Now?

- Capital investment of £113m in Paisley's cultural infrastructure is nearing completion
- New investment in Castle Semple and Muirshiel Country Parks is now planned
- The impact of investment in destination marketing, with the visitor website - paisley.is with over 1.2m unique users - a one-stop-shop for visitor information as well as funded visitor campaigns and PR generating 1.2bn opportunities to see and hear something positive about visiting Renfrewshire.
- The importance of "greening" tourism in the drive to net zero emissions
- Greater engagement with industry players in the design and promotion of the tourism offer is needed

- Proximity to Glasgow Airport and Braehead and the importance of capitalising on Glasgow City Region, and 3½ million people living within a 1.5 hours' drivetime
- Increasing local and community tourism – encouraging residents to be visitors in their own area
- Build on the national tourism strategy – Scotland Outlook 2030 – with its priorities of building on the quality of people, places, businesses and experiences, with sustainability and industry collaboration and leadership at its heart



TOURISM PLAN PRIORITIES

The following sets out the priorities for Renfrewshire's visitor economy in the period 2024-2027.

1. Tourism Industry Collaboration

AIM: To get public, private and third sectors working together to support tourism, with private operators taking a stronger lead across the area

PROJECTS	OUTCOMES
Tourism Leadership Group	Recruitment and establishment of Tourism Leadership Group
Collaborative Marketing	Establish stronger basis for collaboration, with private sector developing a stronger lead over time
Capital project developments	Creating business opportunities and engagement arising from new cultural investment and capital projects across the region

2. Paisley

AIM: Build on the strengths of Paisley both as a destination and the gateway to Renfrewshire and capitalise on the £113m investment in the town centre

PROJECTS	OUTCOMES
Promotion of key cultural assets including e.g. the Museum, Abbey, Coats, Re-Marks	Marketing programme results in visibility and enhanced footfall/ visitation
Events at Paisley Town Hall	Events programme successfully attracts visitors/ participants to Town Hall conferences and meetings
Improved public realm and wayfinding	Enhanced welcome to Paisley for visitors

3. Rural Renfrewshire

AIM: Growing opportunities around outdoor activities, the natural environment and historic villages

PROJECTS	OUTCOMES
Castle Semple and Lochwinnoch	Enhance facilities to make Castle Semple and surrounds a truly regional asset
Supporting Villages' tourism offer	Increased capacity to attract and accommodate visitors
Active travel development	Increased infrastructure and quality of the area's rural active travel network

4. Business Tourism

AIM: To grow this sector by addressing opportunities for conferences, events, academic and corporate meetings

PROJECTS	OUTCOMES
Renfrewshire business tourism assets and performance	Defining the scale of opportunity from business tourism for Renfrewshire
Business events programme	Increased use of Paisley Town Hall and Museum to generate footfall and revenue and encourage hotels and other venues to host events
Glasgow Convention Bureau	Stronger collaboration with Glasgow Convention Bureau
Professional Conference Organisers	Ensure PCOs regularly include Renfrewshire venues for events they are organising
Tourism Ambassadors	Recruit Ambassadors to help mentor potential new venues

CROSS-CUTTING THEMES

Underpinning the priorities above are cross-cutting themes that impact across the Plan:-

- **Product and Skills Development**

Making sure new products and experiences are being developed and supported to keep the destination offer fresh and exceeding visitor expectations

- **Visitor Marketing and the Quality of Visitor Experiences**

To continue to market and promote the destination building on 5 years of brand investment

- **The Environment and Sustainability**

Utilising the area's green assets, responding to visitors' concerns about the environment, and supporting the journey to net zero

- **Infrastructure and Transport**

Supporting development around active travel provision linking key tourism destinations

- **Events**

Building on Renfrewshire's successful events programme to attract new events and festivals to the area to drive additional visitor numbers and highlight further opportunities for events to support regeneration of communities



Paul Fraser
MD, Ingliston Estate
and Country Club



As one of the largest hospitality operators in Renfrewshire, we operate a multi-faceted business that capitalises on our location close to the airport and Glasgow – delivering over 200 live events annually, filling our 32 bedrooms and 14 lodges consistently. Equestrian lovers, business delegates and our new five star motorhome park are testimony to us thriving on innovation and development. We welcome the tourism plan to support future collaboration and innovation across the industry and wish it well

James Mackie
MD, Barnhill Farm Shop



Barnhill Farm is a testament to introducing visitors to products that are predominantly “made in Renfrewshire, by people from Renfrewshire”. By rearing our own cattle, sheep and pigs, we are able to showcase our slow reared heritage breeds, with our own butcher counter. We bake our own bread and cakes, create in-house gelatos made with local milk, roast our own coffee, squeeze our own orange juice and much more. We’ve been overwhelmed by the number of visitors we attract from outwith Renfrewshire, who have found us on social media or been recommended.

Caroline Warburton,
Destination
Development Director
VisitScotland



With many visitors looking for destinations where they can escape, reset and connect with nature, Castle Semple Country Park is a key asset in Renfrewshire’s tourism offer. On the doorstep of Scotland’s biggest city, the park is an important resource for locals and visitors, with access to country and coastal walks, wildlife and woodlands, cycle paths and water sports, as well as offering environmental education and being a Scottish Cycling Disability Hub. VisitScotland will continue to work with Renfrewshire Council, RSPB Scotland and other partners on the support and development required to ensure that the park successfully provides a responsible and inclusive experience for every visitor and sets an example for other parks in the region.

Dr Victoria Hollows
Chief Executive, OneRen



The once-in-a-generation investment made by Renfrewshire Council and partners in Paisley’s key cultural assets will unveil the rich vibrancy of the region’s history, while making an ambitious statement about the future. The curtain is up on the big stage that is the iconic Paisley Town Hall and we’re opening a new chapter with a fabulous new central library. Paisley Arts Centre will follow and in 2024, we will open the doors on the refurbished Paisley Museum.

Paisley will be to Glasgow, what Brooklyn is to Manhattan – a home to vibrant arts, culture and events that everyone will want to experience.

MEASUREMENT

The tourism plan aims to enable growth across the tourism sector, in line with Renfrewshire's Economic Strategy and the National Strategy Tourism Outlook 2030.

Measurement will take place across a range of outcomes, including:

- Increasing visits, both day trips and overnight stays
- Increasing spend
- Increasing jobs
- Economic impact to the region

This will be monitored using the STEAM (Scottish Tourism Economic Activity Monitor) model, which is used by many local authorities.

NEXT STEPS TOURISM LEADERSHIP GROUP

We have to do things differently if we want Renfrewshire to build its reputation and appeal.

We have to acknowledge proximity to Glasgow and West Central Scotland. We need to find practical ways to collaborate, innovate, learn from each other, market the destination and nurture new businesses entering the sector.

We're looking to recruit like-minded people involved in tourism and hospitality who want to make things happen to form the tourism leadership group.

This industry-led group will recognise the opportunities, lead on change and as the key starting point will determine the actions to deliver the priorities in this plan.

Get in touch to help us grow tourism in Renfrewshire.



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GET INVOLVED!

For further information on how you can get involved in Renfrewshire projects, contact:
regenerationandplace@renfrewshire.gov.uk



Renfrewshire
Council