

## Building for a Sustainable Future

STF Open Meeting: Wednesday 3<sup>rd</sup> June 2009

Loch Lomond & The Trossachs National Park Authority, National Headquarters,  
Carrochan, Carrochan Road, Balloch, G83 8EG  
Telephone Number: 01389 722600

### Agenda

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| 9.30  | <b>Registration &amp; Refreshments</b>   |  |
| 10.15 | <b>Introduction and welcome</b>  | <b>Iain Herbert</b><br>Chief Executive<br>Scottish Tourism Forum   |
| 10.30 | Economic position and update from VisitScotland  | <b>Riddell Graham</b><br>VisitScotland   |
| 10.50 | Digital Marketing – Making the Best of 2009 Opportunities.   | <b>Keith Legge</b><br>Chief Executive, SYHA<br><b>Louise Nowell,</b><br>Head of Sales and Marketing,<br>SYHA |
| 11.10 | Sustainable Business – building sustainable communities  | <b>Dr Michael Cantlay</b><br>Convener<br>Loch Lomond & The Trossachs<br>National Park                        |
| 11.35 | <b>Refreshment Break and networking</b>  |  |
| 12.00 | Thistle Award winner for Sustainable Tourism and Gold Level GTBS. Find out how to develop an environmentally responsible self-catering practice. | <b>Ross Anderson</b><br>East Lochhead Self Catering<br>Holiday Cottages                                      |
| 12.25 | Creating a sustainable investment with the development of Blythswood Square, Glasgow.  | <b>Peter Taylor, OBE</b><br>Townhouse Collection   |
| 12.50 | Creating sustainable economic opportunities through the canal network for the wider tourism industry communities.                                | <b>Alasdair Burns</b><br>British Waterways   |
| 13.15 | <b>Open Debate</b><br>The above speakers will answer your questions  | Chaired by <b>Iain Herbert</b><br>Chief Executive<br>Scottish Tourism Forum                                  |
| 13.35 | <b>Closing Remarks</b>   | <b>Iain Herbert</b><br>Chief Executive<br>Scottish Tourism Forum   |

13.40 – 14.40 <b>Networking Buffet Lunch</b>
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