

STF Open Meeting, Macdonald Inchyra Grange, 5th Dec 2006

Sponsored by Macdonald Hotels & Resorts

Delegate Evaluation Results

Thanks to all of you who handed in evaluation forms – this feedback provides invaluable input for future event organisation.

67% of delegates who attended the event completed an evaluation form - a fantastic response and one which ensures that the results below are a representative sample of your views.

Overall, the reaction to the event was very positive with **100%** of you evaluating the day within the 'good to excellent' range; 14% said it was 'Excellent', 69% said it was 'Very Good' and the remaining 17% thought it was Good.

You rated the various elements of the day in the following order (most popular first):

- Janet Hood, BII Scotland
- Alan Rankin, STF
- Marketing and event registration/Riddell Graham, VisitScotland
- Alison Bell, Highland 2007
- Delegate Information/Networking Opportunity
- Venue/ Overall
- Food/Hospitality
- Location/Eddie Brogan, Scottish Enterprise
- Q & A session
- Duration of the event
- Kirsten Foubister, Scottish Executive

Janet Hood, BII Scotland	170
Alan Rankin, STF	167
Marketing and event registration	162
Riddell Graham, VisitScotland	162
Alison Bell, Highland 2007	160
Delegate Information	156
Networking Opportunity	156
Venue	154
Overall	154
Food/Hospitality	151
Location	150
Eddie Brogan, Scottish Enterprise	150
Q & A session	142
Duration of the event	141
Kirsten Foubister, Scottish Executive	138

You told us that the **Main Reason for Attending** was

Networking	41%
To be updated/info	35%
The bigger picture	12%
Representing associations	6%
To hear new ideas	3%
To support STF	3%

You told us that the **Most Useful Aspects** were:

Networking	35%
Info on key issues	20%
All Useful	9%
Speakers	9%
Getting the big picture	9%
VisitScotland Presentation	3%
Scottish Exec Presentation	3%

Only a few of you noted aspects which were **Not Useful**:

Three of you did not like the Scottish Exec presentation and a few others noted the following comments;

- “some presentations a bit wordy“;
- “billed as how we do it but most speakers were from the public sector – valuable info but it could have been more varied“;
- “main presentations didn’t say anything new“:
- “Janet Hood’s presentation not directly relevant but extremely interesting.”

When asked to **compare the event to previous events** the majority of those who had attended STF meetings before thought that this meeting was better than others, with many noting an approval of the new format. Some thought it was ‘as good’ but one voice of dissent felt it wasn’t as good.

Other comments included:

- “Good balance of presentations and discussion”
- “Good networking opportunities”
- “Always difficult for operations in the north to be part of these opportunities because of geographic difficulties in time and travel”
- “Good opportunity to link tourism and licensing initiatives throughout Scotland”
- “Need more info on various groups with industry representation & who their chairs are”
- “Q & A's were too rushed”
- “More time should be allowed for general questions”
- “Possible to have breakout sessions to capture structural feedback/ideas? Do more on STF manifesto?”
- “No mention of the importance of cultural tourism by any of the speakers.”

Sincere apologies to the two delegates who noted the room was too cold – our cautious temperature control was as a result of many complaints about the room being too hot at the last meeting.

**Scottish Tourism Forum
December 2006**