

Chief Executive's Report

December 2006 – February 2007

Events

- STF ran a successful Open Meeting at Inchyra Grange Hotel on 5th December. The agenda outlined the key themes within the TFFC and also focussed on licensing regulation issues. Highland 2007 made a presentation to delegates.
- E-Commerce Roadshows. STF managed and facilitated five e-commerce roadshows in Tarbert, Oban, Fort William, Inverness and Elgin. The events were run in partnership with HIE, VisitScotland, VisitScotland.com, Tiscover and Plan B. HIE have indicated an interest in running a winter 2007/08 programme.

External/outreach meetings

- TFFC Monitoring Group planning
- CoSLA briefing meeting
- Macdonald Hotels & Resorts planning meeting
- West Lothian Tourism Forum AGM – speaker
- Oban & Lorne Tourism Association AGM - speaker
- Challenge Fund meeting
- Edinburgh Glasgow Collaboration Project – Laura Gordon, Director
- VisitScotland Board private dinner (AR, IG, PT)
- TFFC Sustainability Group meeting – Stirling
- DEFRA Consultation on Measures to Reduce Carbon Emissions (SMcC)
- E-commerce road shows: Tarbert, Oban, Fort William, Inverness, Elgin
- TFFC Market Intelligence and Innovation Monitoring Group (SMcC)
- Stevenson College – Alison Chambers, Head of Tourism (SMcC)
- People 1st planning meeting
- Scottish Retail Consortium
- TransportScotland – Malcolm Reed, CEO
- VisitScotland Sales, Communications & Marketing meetings (SMcC)
- BHA Scotland Committee
- Edinburgh Chamber of Commerce STW planning meeting
- CoSLA – Briefing to Economic Development Executive Group (AR, SMcC)
- Scottish Environment Week launch
- Scottish Renewables – potential linkage with renewable sector

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STF Manifesto

During the quarter STF circulated the manifesto *Profitable Growth for a Sustainable Future* to business leaders and MSPs. Face to face political briefings took place with:

- Fergus Ewing MSP, SNP Tourism Spokesperson
- Chris Ballance MSP, Scottish Green Party Tourism Spokesperson

Consultation

During the quarter STF made formal responses on behalf of members regarding:

- Non Domestic Water Rates – Scottish Executive
- Scottish Register of Tartan Bill – Private Members Bill
- Christmas and New Year's Day Retail Trading (Scotland) Bill. Stage 1 debate – Private Members Bill
- Draft Guidelines and Regulations. Licensing (Scotland) Act 2005 – Scottish Executive

British Hospitality Association

STF took on the role of Scotland secretariat for BHA. The role is mainly administrative around the Scotland Committee meetings.

Scottish Tourism Week

Extensive work was carried out regarding preparations for Scottish Tourism Week 2007. STF staff was involved in securing venues, setting agendas, securing speakers, finalising sponsorship deals, developing press links and developing print and display collateral for events.

Scotland United

The revised Scotland United conference took place at Cameron House on 19th/20th November. Planned as a smaller strategic event engaging with senior business leaders the event attracted 62 delegates. The findings were in the main in line with the key issues outlined within the STF Manifesto: *Profitable Growth for a Sustainable Future*. The event was run with no public sector sponsorship.

Membership

During the quarter the following businesses joined STF:

- Streets Ahead Self Catering
- The Gleneagle Hotel
- Enterprise Rent-a-car
- City Inn Hotels Ltd
- Scotland by Design
- UK Tax Free Refund Ltd

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Administration

STF registered for VAT as from the 1st December 2006.

An extensive database 'clean up' campaign updated our permission based contacts.

Project Management

Alan Rankin continued to manage the Pride & Passion project as part-time director. The P&P project is gearing itself up for a series of Discovery Tours in February March.

Alan Rankin attended the TIG management meeting as a member of the group.

Membership Communications

The STF Weekly News Digest continued to establish itself as the industry standard for Scottish tourism news coverage.

STF in the press

- **23 Nov** Further comment from STF on Christmas and New Year's Day Trading (Scotland) Bill as MSPs vote for the bill at Stage 1 Debate, with strong indication that the New Year legislation will be stripped out at next stage - **The Scotsman**
- **23 Nov** STF is mentioned in Melanie Reid's opinion column which argues in favour of the bill - **The Herald**
- **22 Nov** Alan Rankin gives STF comment on Christmas and New Year's Day Trading (Scotland) Bill on BBC TV lunchtime news - **Reporting Scotland**
- **21 Nov** STF have backed The Scotsman's campaign over a decision on a second Firth of Forth crossing, Alan Rankin points out it would be disastrous for tourism if coach access is restricted on the bridge - **The Scotsman**
- **03 Dec** Patricia Ferguson, Tourism Minister participated in an online debate on The Sunday Herald website. STF asked her three questions relating to key points in the manifesto, concerning skills, e-commerce and our call for the establishment of an Access Development Fund. Read her answers to these and other questions here - **The Sunday Herald**
- **Dec 27** Nov Donald Trump's golf development plans lodged with Aberdeenshire Council -STF comment - **The Scotsman**

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- **11 Dec** STF Chief Exec Alan Rankin addressed STF member organisation West Lothian Tourism Forum at their AGM - **West Lothian News**
- **December Issue** Alan Rankin interviewed about STF's ambitions for the industry in the Tourism supplement by Holyrood Communications. This supplement also includes articles on sustainable tourism, marketing Scotland, local authorities' investment in tourism, skills and training, the growth of e-tourism, Cairngorms National Park Authority and HIE's strategy for developing tourism in the Highlands and Islands. **Holyrood Tourism Supplement**
- **06 Jan** Feature in Destination UK (print publication only) on Scottish Tourism Forum's concern over the regulations and guidelines for the Licensing Act, including STF Chief Executive Alan Rankin's quote that: "The regulations, as they are set out, will only act to disincentivise investment in our industry." – **Destination UK**
- **12 Jan** STF Chief Executive Alan Rankin comments on the IPS stats rise in overseas visitors to Scotland Survey – **The Scotsman**
- **24 Jan** An editorial in The Herald on the end of the Route Development Fund references STF's manifesto suggestion that a wider access fund should be established - **The Herald**
- **08 Feb** Piece to camera (at Drumsheugh Gardens) for Scottish Television by STF Chief Exec Alan Rankin – commenting on Jamie McGrigor's Private Members Bill on Tartan Registry – **STV tea time news**
- **08 Feb** STF Chief Exec disagrees with Fergus Ewing of the SNP's contention that VisitScotland should be merged with the enterprise bodies. Article also includes a sidebar on Scottish Tourism Week™ 2007– **The Scotsman**



Alan Rankin
February 2007