

2 March 2010

Press Release

Scottish Tourism Week – “Delivering for Scotland – The Highland Question” Seminar 8 March, Drumossie Hotel, Inverness

Scottish Tourism Week, in its fifth year, was initiated by Scottish Tourism Forum (STF) to raise the profile of the industry’s importance, encourage business to business networking and to bring together the public, private and elected sector towards a positive single agenda.

Iain Herbert, CE, STF commented *“Scottish Tourism Week demonstrates the success and profile of the sector and this week will engage with over 640 tourism businesses brought together by the forum to work to a common agenda. Scottish tourism is, and must be seen as the foundation block for the Scottish economy as the industry’s reach far outweighs the economic figures commonly associated with it. The tourism sector provides the shop window for Scotland, assisting all Scottish based industries and this year the focus for Scottish Tourism Week is leadership and skills.*

Recognising the significance of the role of tourism nationally and regionally, Scottish Tourism Week will include a seminar ‘The Highland Question’ in Inverness on 8 March from 12.00 – 5.00pm. The seminar will debate diversification, innovation and the economic opportunities in the rural community. Richard Lochhead MSP, Cabinet Secretary for Rural Affairs and the Environment will open the seminar followed by speakers from VisitScotland, Highlands & Islands Enterprise, and from the private sector Marina Huggett, Tourism Excellence Consultancy and Caroline Gregory, The Lovat Hotel.

Richard Lochhead MSP, Rural Affairs Secretary said: *“Each year around 15 million visitors come to Scotland, spending over £4 billion, and almost a fifth of that is spent on food and drink. We know that visitors want to sample fresh, local, seasonal produce and are prepared to pay a premium for the privilege.*

“During challenging times we must play to our strengths and Scotland’s food and drink sector is undoubtedly one of the aces in our pack. That’s why we are working with the industry to build on the foundations of our national food and drink policy and successful Homecoming celebrations, supporting our farmers, fishermen and those employed in the food and tourism sector.”

From Westminster, we are delighted to welcome Tobias Ellwood MP, Shadow Minister for Culture, Media and Sport will speak, followed by **Tourism Question Time**, with representatives from Highland

Council, National Trust for Scotland, and from the private sector Gavin Ellis, Knockomie Hotel, Rene Looper, Tuminds and Iain Herbert, Scottish Tourism Forum.

The seminar will be followed by a drinks reception at 5.30 – 7.30 with canapés and wine.

Scottish Tourism Week was initiated in 2006 by Scottish Tourism Forum to raise awareness of Scottish tourism's contribution to the Scottish economy. Tourism in Scotland contributes £4.2b to the Scottish economy and employs over 210,000 people in over 20,000 businesses.

Full details the events, agenda and speakers can be found on STF website

www.stforum.co.uk/scottishtourismweek/stw2010.aspx

2 March	STW Industry Dinner	George Hotel, Edinburgh
3 March	STW Conference "Delivering for Scotland" (9.45-4.00)	Murrayfield, Edinburgh
3 March	MSP Reception	Scottish Parliament
4 March	TFFC Skills Group Launch (8am – 10am)	Hilton Hotel, Glasgow
5 March	Seminar: "The Rural Question" (9.30am – 1pm)	Easterbrook Hall Hotel, Dumfries
8 March	Seminar: "The Highland Question" (12.00 – 5pm)	Drumossie Hotel, Inverness
8 March	Highland Reception (5.30 – 7.30)	Drumossie Hotel, Inverness

The Scottish Tourism Forum (STF) is an independent trade body which represents the interests of Scottish tourism businesses. STF has members across all sectors of the industry both small and large operators, associations and area business groups. STF provides the national voice of the industry and is involved in industry advisory groups and grants awards panels and lobbies on behalf of the tourism and hospitality sector.

STF is grateful to our sponsors for supporting Scottish Tourism Week: VisitScotland, The Caravan Club, British Holiday and Home Park Association, VisitBritain, Tartan Ink, Tomatin Distillery and The George Hotel – Edinburgh.

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