

Scottish Tourism Forum Weekly News Digest



16 February 2009

Dear STF Member,

Welcome to your weekly news digest from STF, the independent forum of Scottish tourism businesses and associations. This digest gives a brief round up of the main stories concerning the industry over the past week.

The digest also includes updates on forthcoming events. Red Tape News, STF Member News, New Members and a fuller Events directory will continue to appear in the STF Member Newsletter.

If you have any comments about any of the issues mentioned in this week's digest I would be glad to hear them. Email ruth.greig@stforum.co.uk

STF News

STF attended a presentation on the findings of research undertaken by VisitBritain as part of the British Tourism Framework Review. The research was commissioned to help develop a clearer picture of the true value of tourism to the UK economy. [Click here](#) to download the report.

The QA workshop run jointly by VisitScotland and STF was well attended and feedback from delegates was positive. A summary of the key findings will be used to inform further industry survey and wider workshop.

STF met with Andy Kerr MSP at an SCDI 'Meet the MSP' event held in Glasgow.

The quarterly STF board meeting was held this week in Glasgow.

STF response to the Climate Change and National Forest leasing proposal features in [The Buteman](#)

VisitScotland has released tourism industry trends statistics. For details [click here](#).

Scottish Enterprise launches 'Now's the time to ask' marketing campaign aimed to raise awareness of Scottish Enterprise's business support available. The campaign is aimed to assist companies by submitting questions to Scottish Enterprise on

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Events

23 February 2009
Scottish Enterprise Tourism
Masterclasses
Future - Where our industry and your
business is going
Gleneagles Hotel 9.30am - 1pm

Magnus Lindkvist, a leading expert on what

www.nowsthetimetoask.com. Each question is answered with practical information, details of appropriate events, resources, business guides, information and advice from Scottish Enterprise, SDI or Business Gateway. The campaign runs until March 2009.

Scottish Tourism News

6 February 2009 - **Appeal for laybys on the Road to the Isles** - [STV](#)

6 February 2009 - **Jonathan Sharp, owner of Kilimanjaro Coffee in Edinburgh, has scooped the top spot in the Scottish heat of the UK Barista Championships** - [Catering.co](#)

9 February 2009 - **Cut in whisky duty 'best way to boost Scottish economy'** - [Sunday Herald](#)

9 February 2009 - **As wintry conditions attack the north-east, Scots are throwing their financial worries to the cold wind and booking summer getaways** - [Press and Journal](#)

9 February 2009 - **Salmond: "nuclear will take billions from renewables"** - [New Energy Focus](#)

10 February 2009 - **Changes to the Scottish Government Ministerial team were announced today** - [Scottish Government](#)

10 February 2009 - **Tourism boss has a positive message** - [Banffshire Journal](#)

10 February 2009 - **SNP Reshuffle who's in and who's out** - [BBC](#)

10 February 2009 - **Scottish coastline path proposed** - [BBC](#)

11 February 2009 - **In from the cold ... Salmond's critics join the team** - [Scotsman](#)

11 February 2009 - **Downturn bites as airport figures show passenger numbers falling** - [Scotsman](#)

11 February 2009 - **Reshuffle signals SNP referendum route** - [Times](#)

11 February 2009 - **Challenge to SNP on nuclear policy** - [Times](#)

11 February 2009 - **New-look airport revealed ahead of £40m extension** - [Scotsman](#)

11 February 2009 - **Scottish food and drink given international boost** - [Holyrood](#)

11 February 2009 - **Scottish hospitality workers receive scholarships** - [Big Hospitality](#)

12 February 2009 - **Prestwick Airport to cut 120 jobs** - [BBC](#)

13 February 2009 - **Concern grows over Ayrshire forest plans**

the future holds for businesses will give an insight on how the world is changing. Future trends and brands, how they affect the way you do business, best practice examples from around the world.

£65 + VAT. To book

katharine@starkeventsuk.com or www.registerforevent.co.uk/gleneagles

26 - 27 February 2009

Association for Cultural Enterprises 10 Annual Convention & Exhibition Mitchell Library, Glasgow

ACE represents all aspects of the cultural and heritage sector including historic houses, royal palaces, libraries, gardens, castles, museums and galleries. The Convention is ideal for anyone involved in commercial activities within the Cultural or heritage Sector including retail, publishing, licensing, catering, location hire, filming, ticket sales and corporate events. For further details visit www.acenterprises.org.uk

1 March 2009

The Scottish Hotel Awards Crowne Plaza, SECC, Glasgow

The opening event for ScotHot 09, launched by the First Minister.

www.scottishhoteloftheyear.com

Tickets £89 per person or £890 for tables of ten.

5 March 2009 11.30am - 2.30pm

Glasgow Caledonian University Innovation Technology Event Hillington Park Innovation Centre, Glasgow

A practical lunchtime session to meet Glasgow Caledonian University engineering and computer experts who will be available to offer advice on:

Communication Systems and engineering, software development (ecommerce/web development, database engineering), interactive media/digital training.

To register: tel 0141 331 8458 or email audrey.meikle@gcal.ac.uk or register [online](#).

3 March 2009

Tourism Xchange Day - Investing in Borders Tourism

Springwood Hall, Border Union

Showground, Kelso 10.30 - 12.30

Find out about £50m investment in Rutherford Castle, the new 5* hotel opening in Peebleshire. Scottish Border Council Economic Development Team will advise how to access funding and business support. Find out about Abbotsford, the home of Sir Walter Scott, and their £10m investment if their Heritage lottery fund is available.

For more information email

jordon.cleland@visitscotland.com

17 March 2009

Edinburgh Tourism Action Group Conference

James Watt Centre, Edinburgh

Conference Centre, Heriot Watt University

Fee £50 + VAT 9am - 4.30pm

To register for event

- [Ayrshire Post](#)

13 February 2009 - **Academics call for drastic change in direction to boost Scots economy** - [Scotsman](#)

13 February 2009 - **£5m public boost for Festival to beat credit crunch costs** - [Scotsman](#)

13 February 2009 - **Fort William's new-look welcome for visitors to the west Highlands** - [Press and Journal](#)

UK Tourism News

9 February 2009 - **Lake District voted Britain's greatest natural wonder ahead of Scottish Highlands** - [Telegraph](#)

11 February 2009 - **VisitBritain chief slams lack of funding for UK tourism** - [Travelmole](#)

11 February 2009 - **Recession impacting 'green' business travel** - [Travelmole](#)

11 February 2009 - **VisitBritain unveils three-year plan to revive domestic tourism** - [Brand Republic](#)

11 February 2009 - **Britons expected to take five million more holidays at home to save money** - [Telegraph](#)

12 February 2009 - **Tourism to United Kingdom falls 12 percent in 4Q** - International [Herald Tribune](#)

International Tourism News

11 February 2009 - **British Airways, Iberia reportedly near decision about merger** - **Quick Facts** - [RTTNews](#)

12 February 2009 - **BA pays out for cancelled flights** - [BBC](#)

Scottish Tourism Conference - Coming to Scotland, Uniting to be the Best



4 March 2009, Dynamic Earth, Edinburgh

With challenging times for the foreseeable future, the tourism industry is demonstrating its endurance during the toughest economic environment for many years. We need to remove

barriers, and create opportunities together, to meet the economic battles that lie ahead.

We have arranged a series of high profile guest speakers providing knowledge and inspiration from a range of organisations, across the tourism spectrum, to demonstrate Scotland's unique offer on the world tourism stage.

Our speakers include: Jim Mather, Minister for Enterprise,

www.registerforevent.co.uk/etag_conference_2009/

17 March 2009

**Business and Flood Risk Seminar
Royal College of Surgeons, Edinburgh**

SEPA is hosting a free event for businesses, which will address issues of flooding in Scotland. Areas of discussion; upcoming flooding projects and legislation, flood trauma and impact on workforce, business continuity modelling and business recovery from floods. For more information email jean.atkinson@sepa.org.uk

19 March 2009

Preparing the Commonwealth Games 2014

**Matching ambition and opportunity
Hampden Park, Glasgow**

On 23 July 2014, Celtic Park in Glasgow will be hosting the opening ceremony for the 20th Commonwealth Games ahead of 11 days of high level sporting competition. But what will hosting the Games mean to Glasgow, and to Scotland, in terms of its sporting, and wider ambition? Join our high profile speakers to examine how Glasgow and the whole of Scotland can best meet the challenges and take advantage of the opportunities that hosting the Games will bring. For full details please see

www.holyrood.com/commonwealthgames

19-20 March 2009

**The 38th Scottish Council Forum
Fairmont St Andrews Hotel**

Speakers: Alex Salmond MSP, Peter Head, Sustainability, Arup; Jim Hyde, T-Mobile; Ian Livingstone, BT; Eric Reilly, New Media Literacies; Dr E Sreedharan, Delhi Metro. The 2009 Forum will focus on the theme of connectivity with a range of high profile international and national speakers. Key areas include: ICT, transport, energy, connecting people in education, business and wider society.

For more information visit www.connecting-scotland.com

28-29 March 2009

Best of Britain & Ireland Travel Trade Forum

ExCel, London

For more information visit

www.tourismtrade.org.uk

31 March 2009

**Fife Tourism and Business Conference
Seizing Opportunities - Today and Tomorrow**

The Old Course Hotel, St Andrews

Join us for inspiring and innovative presentations from influential industry speakers who understand the challenges your business faces and the opportunities that these bring.

Keynote speakers: Bob Downie, CE, The Royal Yacht Britannia; Debbie Taylor, MD, Old Course Hotel, St Andrews.

Workshops include: E-Marketing, Know your

Energy and Tourism; Philip Riddle OBE, Chief Executive of VisitScotland; Stephen Leckie, Managing Director, Crieff Hydro; Bernard Donoghue, Head of Government and Corporate Affairs, VisitBritain; Bob Downie, Chief Executive, The Royal Yacht Britannia. For full details of the speakers [Click Here](#).

The meeting will provide an excellent platform to raise issues of importance such as the growing concern for rural tourism. Delegates will be updated on the TFFC report and future plans.

We are delighted **Jim Mather, Minister for Enterprise, Energy and Tourism**, has also confirmed his attendance offering to take questions from the industry.



Fees:

Members: £70 + VAT, non-members £110 + VAT

Exhibitor fees: members £150 + VAT, non-members £250 + VAT.

Insert: member £50 + VAT, non-member £75 + VAT.

Exhibitor & insert: member £175 + VAT, non-member £275 + VAT.

To book your place email Elaine Townsend
events@stforum.co.uk tel 0131 220 6321

STW ScotHot Seminars, SECC



Scottish Tourism Week and ScotHot will be officially opened by Jim Mather, Minister for Enterprise, Energy and Tourism who will also make an address as part of the seminar sessions alongside key industry speakers.

The seminar programme includes sessions on:

Trends, analysis and tactical marketing by Chris Greenwood, VisitScotland;

Life in the Industry by David Maguire of Glasgow Restaurateurs' Association;

Commonwealth Games 2014 and impact on tourism by Gordon Arthur, Glasgow 2014;

Alcohol licensing is there life after transition? by Janet Hood of British Institute of Innkeepers;

Market trends and recruitment by David Shirra of Caterer.com;

E-business and marketing: Web 2.0 by Rene Looper of Tuminds Ltd and Stewart Macdonald of Netdata Ltd;

Life in the Industry by Shirley Spear of The Three Chimneys;

DMO's Panacea or Pandemonium by Patrick Laughlin, St

Customer, Selling Techniques, Customer Feedback, The VisitScotland Growth Fund. To book a place email fife@springboarduk.org.uk or tel 07724112954

2 April 2009 Annual HIT Dinner Glasgow Hilton

THE Industry dinner is once again at the Hilton Glasgow. We're transporting you back to the Sixties with a groovy mix of music, food and entertainment. Don't miss out and book now!

Early Bird rate of £95 per ticket or £1140 per table of 12 is applicable until the 27th Feb. To book visit www.hitscotland.co.uk

14-15 April 2009 9.30am - 4.30pm 100k Welcomes - Leadership Carnegie Conference Centre, Dunfermline

A 2 day leadership programme concentrating on leadership skills which make a difference to you, your organisation and its ongoing profitability: Develop the Vision, Hire for Attitude and Train for Skills, Create Teams who are motivated and focussed, Maximise the Potential of your Customer Experience. £180 pp including lunch. For more information contact Heather Malcolm on 01383 845 019 or

hmalcolm@carnegiecollege.ac.uk

22-23 April 2009 VisitScotland Expo 2009 SECC, Glasgow

Flagship business to business event for the travel trade. VisitScotland Expo is open to buyers from all sectors of the industry - coach tour operators, group travel organisers, conference and incentive buyers, travel agents, independent tour operators and wholesalers. For more information visit www.visitscotlandexpo.com or email events@visitscotland.com

12-15 May 2009 World Mountainbike Conference Easterbrook Hall, Dumfries

For more information visit www.worldmountainbikeconference.com

19-20 May 2009 Travel Distribution Summit Business Design Centre, London

A series of conferences including: Online Travel Strategies Conference, Revenue Management Conference, Travel Payment and Fraud Conference, Hotel Technology Forum, Ancillary Revenue & Partnership Technology Conference. For more information events.eyefortravel.com/tds/conference/

11 November 2009 World Responsible Tourism Day

WTM World Responsible Tourism Day, the only global day of action of its kind, is being supported by the UNWTO and leading industry associations. The day is vital - for business, for profitability and for our planet. It

Andrews World Class Initiative;

Strategy for Growth - the TFFC Review by Iain Herbert, Chief Executive of STF;

Are you good enough to be a Good Employer? Gerry Brown, Head of Business Solutions, People 1st;

Sustainable futures - meeting the global challenges by Philippe Rossiter and Philip Stanley, Institute of Hospitality

Water Audit Services by Greg Shelton.

The Green Tourism Business Scheme. Full details of the seminar programme are now available on our website. [Click here.](#)

Rt. Hon. Alex Salmond First Minister and Party Leader will attend ScotHot as part of a Homecoming Scotland event featuring culinary teams from around the world in their grand prix.

You can register online now for ScotHot 2009, FREE thus guaranteeing fast track entry at the door and you'll also save the £15 entrance fee.

www.scothot.co.uk

For more information on the seminars visit www.stforum.co.uk or to reserve your place at a seminar email Julie Sexton on julie.sexton@stforum.co.uk or tel 0131 220 6321.

STW Industry Dinner



Scottish Tourism Week Industry Dinner 9 March 2009

The prestigious annual STW Industry Dinner will be held at The George Hotel, Edinburgh.

The Keynote speaker is John Swinney, MSP, Cabinet Secretary for Finance and Sustainable Growth.

Tickets for the event are: £70 + VAT per person or £650 + VAT for a table of ten. **The event is now fully booked, we are operating a waiting list so please contact us if you wish to be added to the waiting list.**

Email Elaine Townsend at dinner@stforum.co.uk or tel 0131 220 6321

Sustainable Tourism Partnership Survey

The Sustainable Tourism Partnership (STP) has been working on developing a set of sustainable tourism indicators for Scotland.

STP's consultants Dunira Strategy and the Scottish Institute of Sustainable Technology have been investigating best practice

means taking care of a world that we seek to promote. For more information visit www.wtmwrtd.com

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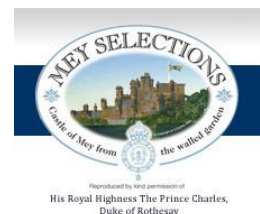
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across Europe and consulting a wide range of experts to develop a draft set of benchmarking indicators.

You can get involved by reviewing the indicators being considered and help to decide which are the most relevant for your own business and therefore to Scotland. The survey, which should take no more than 10 minutes to complete, can be viewed here. You are also welcome to forward this link to others that might want to participate.

Survey responses need to be back by **Friday 20 February**. The study, funded by SNH and VisitScotland, will then report by Easter.

http://www.surveymonkey.com/s.aspx?sm=jqYajyUjINZwWKMrieDGe5w_3d_3d

Making the Most of STF Member2Member Scheme

We all know the current economic climate is tough for any business, and the tourism industry is no exception.

One of STF's strengths is the business to business networking opportunities, and we would like to use our communications to help strengthen these relationships. We know that some of our members are helping to fight off recession through packaging deals and special offers and we want to help members by raising the profile of these offers through our Member 2 Member scheme.

Please tell us of any special offers you would like us to advertise to our members and we will feature these on our website, and promote weekly through NewsDigest with a link to the web for more information.

With our help, your offers will reach a wider audience; not only STF members, but STF association* members and staff, leading to thousands of individuals seeing your offers and learning more about your business. Email ruth.greig@stforum.co.uk with details of the offers you would like us to promote.

*Please note: This offer applies to all subscription paying members of STF.

SE Visitor Experience Conference 3 March 09

10am - 4.30pm Glasgow Science Centre

Speakers: Clive Geddes, Mayor of Queenstown, New Zealand; Gregg Patterson, GM, The Beach Club, Santa Monica, California; Inaki Gaztelumendi, MD, Santiago Turismo, Santiago de Compostela, Spain; Michelle Thompson, Co-operator, Dalvay by the Sea Resort Hotel and National Historic Site, Prince Edward Island, Canada.

Chaired by Stephen Jardine, Journalist.

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Competitions



Photographic Competition launched - Vision of Banffshire Coast



The photographic competition is judged by members of the Scottish Professional Photographers Association invites

pictures which are from the Banffshire Coast area in the last year. Prize fund of £1,000 and a series of trophies. **Closing date 20 March 2009.** visit www.banffshirecoast.com for an application form.



BII is seeking nominations for Scotland's **Bar Personality of the Year 2009.**

Are you giving visitors their best possible experience of Scotland? In today's economic climate it's never been more important for Scottish tourism businesses to make a positive and lasting impression on their customers. This conference brings together inspiring and forward thinking businesses from across the country, to look at the opportunities to enhance the visitor experience.

Cost £50 + VAT. To find out more please call 0141 357 2235 or visit www.registerforevent.co.uk/visitorexperience

Tourism Industry Friends' Offer

The Town House Collection, four individually designed 4 and 5 star Town House Hotels in central Edinburgh is extending the Tourism Industry Friend's offer valid from **January 2009 to 31 March 2009**. Bookings can be made online using promotional code reference STF99 or by telephoning 0131 274 7409. To book online click on the name of the hotel you wish to stay and the link will take you direct to the booking system. **The Bonham and Channings** £99.00 for 2 guests including 2 course dinner, bed, full breakfast and VAT at 15%. **The Howard and Edinburgh Residence** £139 for 2 guests including 2 course dinner, bed, full breakfast and VAT at 15%.

The annual competition is being run this year in conjunction with pub trade magazine On-Trade Scotland. BII is looking for someone with the personality, the product knowledge and the customer service skills to motivate other staff and provide a leisure experience that customers want to return to time and time again. The nominee must work in a front of house capacity and is not in a management role, although they can be a team leader or supervisor. **Deadline is 28 February 2009**. Visit www.biiscotland.org to make your nominations or email morris@lorimertraining.co.uk.

CIS Excellence Awards 2009.



Nominations are now being invited for the CIS Excellent Awards 2009 in Scotland's catering, hospitality and tourism industry.

Open to all types of established and emerging businesses involved in these sectors. From chefs, foodie pubs, colleges and contract caterers, to hotels, restaurants, local authorities and food tourism enterprises, there is a category to suit you or your business.

Deadline 16 March 2009. Full details of all 11 categories, plus criteria, judging guidelines and entry nomination forms are available at www.cis-excellenceawards.com

Food Excellence Awards

This award offers great opportunities for quality Scottish Food & drink producers to profile their business and visitor experience to a wide range of consumers and visitors.

Scotland Food & Drink and the Royal Highland Agricultural Society of Scotland (RHASS) are looking for Quality Scottish food + drink producers who resonate authenticity, quality, and passion not only for their product but also for the visitors' experience to apply for the Food Tourism Excellence Award. Due to the fact that Scottish distilleries are already considered world class in their visitor experience distilleries are excluded from this award. For further details [click here](#). Applications need to be submitted directly to the RHASS and close Friday, **6th March 2009**. Awards will be presented at the Food Excellence Awards on 7th May at a black tie event at Kelvingrove Art Gallery & Museum in Glasgow

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