

# Scottish Tourism Forum Weekly News Digest



18 May 2009

**Dear STF,**

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](mailto:ruth.greig@stforum.co.uk)

## STF News

STF attended the 'Meet the Minister' event organised by SCDI. Lewis Macdonald MSP was the invited MSP; a member of the EET committee. Lewis' presentation focussed around energy and the new Climate Change Bill. To read SCDI's recent independent study of the Scottish Government's renewable energy targets [click here](#). At the meeting the Scottish Government's report 'Opportunities for CO2 Storage around Scotland' was mentioned [click here](#) to read.

The Government has announced new National Minimum Wage rates to take effect in October. [BERR](#)

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VisitBritain has appointed Sandie Dawe MBE as Chief Executive of VisitBritain. Sandy was most recently Deputy Chief Executive and Accounting Officer of VisitBritain.

STF Board Member, Shirley Spear, is mentioned in a [Press and Journal](#) press article.

STF attended the Migration Advisory Committee (MAC) Stakeholder Forum. MAC presented the first review of the recommended shortage occupation list for the UK and seeks feedback from across Scotland's industries. Full details are published on [www.ukba.homeoffice.gov.uk/mac](http://www.ukba.homeoffice.gov.uk/mac) Deadline for evidence is 11 June 2009.

### Scottish Tourism News

8 May 2009 - **Racecourse gallops on with £3.5m stable as bookings slump** - [Scotsman](#)

8 May 2009 - **Attractions see drop in visitors** - [BBC](#)

8 May 2009 - **Recession could boost local tourist trade** - [Arbroath Herald](#)

9 May 2009 - **Idea of trams on Forth Road Bridge probed** - [Edinburgh Evening News](#)

11 May 2009 - **Signs recession is now easing - despite 13th monthly fall** - [Scotsman](#)

12 May 2009 - **Tourism central to Borders economy** - [Border Telegraph](#)

12 May 2009 - **Flagship hotel planned as part of regeneration of Haymarket goods yard** - [Insider](#)

13 May 2009 - **Alcohol misuse spending 'to rise by half'** - [Holyrood](#)

### Free Web Site Audit

## STF Web Poll - cast your vote!

**STF is running a new web poll on how tourism business has been over the Easter break.** Please vote and tell us how the Easter break was for you. [Click here](#) to complete the web poll.

## Events

**21 May 2009**

**Innovate, Invest and Improve. The Smart Business Guide to Beating the Competition.**

**Auchentoshan Distillery, Dalmuir, Dunbartonshire.**

**11.30 - 2.00**

FREE drop-in event to discover how innovation and investing in knowledge can improve competitiveness in your business. Expert advice will be available on: Knowledge Transfer Partnerships, How to develop long term relationships with Universities, General R&D/Innovation Grants, Glasgow Caledonian University's technology expertise, Finding trading partners in Europe, Getting involved in European R&D projects.

Network with like minded companies, business development support and funding advice, enjoy a free buffet lunch and a guided distillery tour following the event. This event will be of interest to businesses with more than 5 employees and trading profitably. To register your interest email [audrey.meikle@gcal.ac.uk](mailto:audrey.meikle@gcal.ac.uk) tel 0131 331 8458 log on [www.kit-out.org](http://www.kit-out.org)

**3 June 2009**

**Alcohol: The Holyrood Debate**

**Sheraton Grand Hotel, Edinburgh**

Speakers: Richard Baker MSP, Scottish Labour; Bill Aitken MSP, Scottish Conservatives; Robert Brown MSP, Scottish Liberal Democrats; Patrick Harvie MSP, Scottish Green; Campbell Evans, Director of Government and Consumer Affairs, Scottish Whisky Association; Jeremy Beadles, Chief Executive, WSTA; Janet Hood, Head of BII Scotland.

The event will include round-table discussions on the key issues and there will be the opportunity to log your questions and agenda items as part of an online community before the event.

Key debates on the day: Minimum pricing: what is the evidence in favour of bringing forward legislation? Who is this policy targeted at and what is the likely economic impact across the industry and market competitiveness?

Raising the age for off-sales: what international examples are there that this policy been implemented successfully? Who's responsible for enforcing changes from Licensing Boards?

Social responsibility fee: who will this apply to and how will the revenue be deployed?

For more information visit [www.holyrood.com](http://www.holyrood.com)

**25 June 2009 11am**

**Tourism Society Annual Conference 2009, Hospitium, York**

2009 marks the fortieth anniversary of Labour's Development of the Tourism Act, and will be a crucial year for changes that will determine the future performance of Britain's tourism industry.

Nigel Leacock, Director of Lloyds TSB Cardnet will set the scene with a keynote address on 'The State of the UK Economy'.

Iain Herbert, CE of STF, will be speaking. Other speakers include Penelope, Viscountess Cobham FTS, Chair of VisitEngland; Andy Tordoff FTS, Assistant Director Environment (Tourism) Yorkshire Forward and Garry Verity, CE, York Tourist Board; Carolyn Smith, Director of International Promotion and Visitor Economy, London Development Agency.

In the afternoon there will be an overview from different sectors; Tour Operations, Hospitality, Attractions, Aviation.

For more information [www.tourismsociety.org](http://www.tourismsociety.org)

**1 September 2009**

**Global Ambitions: Scotland's International Future**

13 May 2009 - **Airline blames Heathrow for Inverness flights ending** - [Press and Journal](#)

14 May 2009 - **Scottish attractions remain positive during recession** - [STV](#)

14 May 2009 - **Scottish Government to buy up early supplies of a new swine flu vaccine** - [STV](#)

14 May 2009 - **Tourism website losses criticised** - [BBC](#)

14 May 2009 - **Head west and discover the spirit** (Skye - Shirley Spear) - [The Press and Journal](#)

14 May 2009 - **Kirkcaldy museum enjoys tourism boost** - [Fife Free Press](#)

14 May 2009 - **Scotland's historic pathways go online** - [STV](#)

14 May 2009 - **50m Titian painting to go on show in Glasgow** - [Evening Times](#)

14 May 2009 - **Scots' view sought on migrant jobs** - [BBC](#)

15 May 2009 - **Island church-goers all at sea as Sunday ferries ban to end** - [Scotsman](#)

15 May 2009 - **Fountain Court Apartments Self Catering Service Apartments wins TripAdvisor award** - [Business 7](#)

15 May 2009 - **VisitScotland's online booking site loses £12m over five years** - [The Herald](#)

18 May 2009 - **Wind farm off the radar and powering ahead** - [Daily Telegraph](#)

18 May 2009 - **Islanders' dreams of land ownership hit by £59,000 hitch** - [Scotsman](#)

18 May 2009 - **Closure fears for up to half of rural filling stations** - [Press and Journal](#)

#### **Murrayfield Stadium, Edinburgh**

Improving Scotland's international performance and integrating our international activity will be key to growing the Scottish economy in the future. This action learning event will examine Scotland's current position in the global community, share and exchange best practice in international trade and business development and provide practical, experience based information and support to help Scottish businesses grow their export business.

Confirmed speakers to date include: John Swinney MSP, Cabinet Secretary for Finance and Sustainable Growth; Marcia Campbell, Head of Operations, Standard Life; Ian Irvine, Co-Founder and Technical Director, SgurrEnergy; Alan Keir, Group General Manager, Commercial Banking Europe, HSBC; Lena Wilson, Chief Executive, Scottish Development International

The conference will provide the opportunity to network with over 250 business delegates from a range of sectors of the Scottish economy.

For more information email [info@global-ambitions.com](mailto:info@global-ambitions.com)

#### **26 September - 4 October 2009**

##### **Kirkcaldy Comedy Festival**

The Kirkcaldy Comedy festival returns as a bigger and better Festival than the inaugural festival last year. Thanks to funding from EventScotland, the Festival will be expanded from 4 days to 9 days. More details available shortly.

#### **3 October 2009**

##### **Kirkcaldy Light Night**

Scotland's first 'Light Night' hits the streets of Kirkcaldy Town Centre with the spectacular 'Big Man Walking' being the centrepiece of the family friendly event. More details available shortly.

#### **11 November 2009**

##### **World Responsible Tourism Day**

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 means taking care of a world that we seek to promote. For more information visit [www.wtmwrtd.com](http://www.wtmwrtd.com)

## **Entries Open for Scottish Thistle Awards 2009**



Entries are now open for the Scottish Thistle Awards.

The 18th Scottish Thistle Awards will see the re-development of two categories: previously called the People Development Award. **The Business Leadership Category** will celebrate businesses which have achieved success as a result of demonstrably effective leadership at all levels within their organisation.

The **Customer Care Award** is being changed to the **Extra Mile Awards** for small, medium and large businesses who exceed customer expectations by making a stay or visit more memorable.

**The closing date for entries is Thursday, 11th June** The finalists will be announced in August with the winners announced at the Awards Ceremony at the EICC on Friday 23rd October. For further information on the awards go to <http://www.scottishthistleawards.co.uk> or call the Awards hotline on 0131 472 2228 or email [info@scottishthistleawards.co.uk](mailto:info@scottishthistleawards.co.uk)

## **Training Courses**

#### **REHIS Elementary Food Hygiene Course - 1 Day - £75**

Essential learning for anyone involved in any aspect of food handling  
Dates (2009) 25 June (exam 02 July), 24 Sept (exam 01 Oct)

#### **REHIS Intermediate Food Hygiene Certificate - 3 Days - £230**

Key hygiene skills for those supervising anyone in a food-handling environment  
Dates (2009) 26, 27, 28 May (exam 10 June)

#### **BIAB Scottish Certificate for Personal Licence Holders - 1 day - £140**

This course is for anyone who wishes to work in a licensed premises or any venue or site where alcohol is sold, for drinking on or off the premises; in a position where they will authorise the sale of alcohol to the public.

## UK Tourism News

13 May 2009 - **House of Lords to debate UK tourism** - [Travelmole](#)

18 May 2009 - **UK car scrappage scheme launches** - [BBC](#)

18 May 2009 - **England debuts £3m tourism ad push** - [Travelmole](#)

18 May 2009 - **Tourism body touts 'good value Britain'** - [Travelmole](#)

## International Tourism News

13 May 2009 - **Winners and losers of British tourist traffic** - [TravelDailyNews](#)

18 May 2009 - **Ban on non-essential travel to Mexico lifted** - [Travelmole](#)

## STF Open Meeting - Building for a Sustainable Future



The next STF Open Meeting "Building for a Sustainable Future" will be held on Wednesday **3 June 2009** at **Loch Lomond & The Trossachs National Park Authority, National Headquarters, Carrochan, Balloch.**

The theme for the conference is around developing a sustainable business leading to a sustainable future and we have secured the following speakers:

Dates (2009) 26 May, 23 June, 25 Aug, 22 Sept, 27 Oct, 24 Nov

### **BIAB Scottish Certificate for Licensed Premises Staff - ½ day (am) - £65**

This course is for anyone who wishes to work in a licensed premises or any venue or site where alcohol is sold, for drinking on or off the premises; in a position where they will sell alcohol to the public.

Dates (2009) 27 May, 24 June

For more information or to book your place on any of these programmes contact: Business Development Centre, Perth College Tel: 01738 877333 Email: [info.bdc@perth.uhi.ac.uk](mailto:info.bdc@perth.uhi.ac.uk)

## Making the Most of STF - Set up a 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](mailto: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

## Members' Offer - NE Scotland Championship Links Golf Package



### **Marcliffe Hotel**

is offering STF members' a **NE Scotland Championship Links Golf Package.**

Staying at Aberdeen's only 5 star VisitScotland Hotel, The Marcliffe Hotel and Spa. 3 nights bed and breakfast with a full a la Carte menu on one night of your choice. To include one round at Royal Aberdeen, one round at Murcar and one

**Dr Mike Cantley**, Chief Executive, Loch Lomond & The Trossachs National Park will discuss sustainable business and building sustainable communities; **Peter Taylor** OBE, The Townhouse Collection, will discuss creating a sustainable investment with the new Blythwood Square development in Glasgow; **Riddell Graham**, VisitScotland, will update delegates on economic position and current opportunities; **Richard Millar** from British Waterways will discuss creating sustainable economic opportunities through the canal network for the wider tourism industry community; **Keith Legge**, Chief Executive, Scottish Youth Hostels Association and **Louise Nowell**, Head of Sales and Marketing, Scottish Youth Hostels Association will discuss digital marketing - making the best of 2009; **Ross Anderson**, East Lochhead Self Catering Holiday Cottages, Thistle Award winner for Sustainable Tourism and Gold Level GTBS, will discuss developing an environmentally responsible self-catering business model and **Iain Herbert**, Chief Executive of STF, will update delegates on the recent review of Area Tourism Partnerships, its links to local authorities and the wider tourism agenda.

Visit [www.stforum.co.uk](http://www.stforum.co.uk) for full details of the Open Meeting.

**Fees:** STF members are entitled to one free delegate place. Additional guests would be charged £20 + VAT (non-members rate £40 + VAT).

**Exhibitors:** £75 + VAT (member), £150 + VAT (non-member)

**Exhibitor and insert fee:** £100 + VAT (member), £175 + VAT (non-member)

**Insert fee:** £25 + VAT (member),

round at Cruden Bay, each a championship course.

From £555 per person sharing a twin/double executive room, upgrades to deluxe and junior suites available at an additional charge. All tee times and accommodation subject to availability.

From April 2009 - to October 2009. [www.marcliff.com](http://www.marcliff.com)  
[www.royalaberdeengolf.com](http://www.royalaberdeengolf.com) [www.murcarlinks.com](http://www.murcarlinks.com) [www.crudenbaygolfclub.co.uk](http://www.crudenbaygolfclub.co.uk)

To take up the offer email E-mail: [reservations@marcliff.com](mailto:reservations@marcliff.com)  
Tel: 01224 861000 or Fax: 01224 868860

## Members' Offer - Plant a Tree



**10% off trees!**

Make Scotland proud by helping to create history! By planting trees and supporting Trees4Scotland you and your business will be part of something really special - Teaghlach Wood.

'Teaghlach' means clan or family in Gaelic and the name could not be more appropriate as we aim to grow the family of supporters from within Scottish tourism.

You can plant trees for as little as £9 each at [www.teaghlachwood.com](http://www.teaghlachwood.com) by inputting the discount code STF01.

If all STF members planted 10 trees then we would be able to plant 20,000 trees! To find out more about the benefits of joining Trees4Scotland please contact Angus Crabbie: [gus@trees4scotland.com](mailto:gus@trees4scotland.com) or call 0131 476 5929

## Members' Offer - Free Web Site Audit



**Clayton Graham** is Scotland's leading integrated agency, having been trading since 1993. We work with SME's right through to FTSE100 clients and have a deep knowledge of the global tourism, hospitality and travel sectors.

### Free Web Site Audit

Could your web site be delivering more, better and bigger opportunities? Is it easy to find the information you want as a customer? Are you steering your customers to the right information to generate sales and enquiries? These key questions will be answered in our Web Site Audit. In these tough times it is imperative that you are getting the biggest return on your marketing investment, especially the crucial area of interest.

Clayton Graham is delighted to offer other STF members a free Web Site Audit that will look at:

- usability
- accessibility
- search engine set up
- navigation
- overarching design and user interaction

The resulting report will highlight any areas that we feel could be improved with outline recommendations. Due to the anticipated high demand this is offered to the first 10 members to register. Please click on the following link to view the STF members registration page on our website. Follow this link to register on a first come first serve basis. [www.claytongraham.co.uk/page/stf\\_webaudit/](http://www.claytongraham.co.uk/page/stf_webaudit/)

£50 + VAT (non-member)

To book your place email Elaine Townsend at [events@stforum.co.uk](mailto:events@stforum.co.uk) or tel 0131 220 6321

## Members' Offer - The Townhouse Collection - 2 course dinner, bed&breakfast from £99



The Town House Collection, four individual ly designed 4 & 5 star

Town House Hotels in central Edinburgh has extended the Tourism Industry Friends offer to **30 June 2009**.

2 course dinner, bed & breakfast from £99 per room per night. Subject to the hotel choice and availability.

Bookings can be made online using promotional code referenc STF99 or by telephoning 0131 274 7409. Visit [www.townhousecollection.com](http://www.townhousecollection.com) there is now a promotional code box where you can choose your hotel and add your code directly.

## Members' Offer - Highland Cottage £99 offer



Valid until 25 Sep 2009. Come and spend a few nights with us up here on the beautiful Island of Mull. We are always happy to see fellow tourism professionals here at Highland Cottage. We aim to offer a haven of

peace and quiet with good food and award-winning genuine hospitality. We are ideally situated in town and for the wider island pursuits - be it wildlife, sea trips, a day out on Iona or just plain chilling! We will not disappoint you.

Special Offer £99 per person per night on a dinner, bed and breakfast rate at Highland Cottage. (Normally a restriction of a

minimum of 2 nights but M2M offer there are no restrictions except sometimes at weekends depending on availability).

Call 01688302030 or email [davidandjo@highlandcottage.co.uk](mailto:davidandjo@highlandcottage.co.uk)

## Members' Offer - Profile Plus 10% discount on PR work



Profile Plus is a dedicated leisure and lifestyle PR agency, offering a tailor-made and innovative PR service to food, drink, hotels, spas, venues and beauty clients. The agency opened its office in London recently, to further strengthen media and client relationships and become better recognised for its UK wide PR work.

Lyndsey Metcalf, who has a wealth of experience in the restaurant and luxury food, drink and hotel sectors, heads up the London operation.

Clients include: Sheraton Grand Hotel & Spa, Tourism Ireland, Drambuie Liqueur Company, The Turnberry Resort, The Knight Residence, Your Healthy Living Show.

The agency has also launched a new PR service PRISM (PR, Internet and Social Media), aimed at extending clients' presence within online PR.

Profile Plus is delighted to offer STF members a 10% discount on PR work. Contact Robyn Glynn-Percy on 0131 554 6111 or email [rgp@profileplus.co.uk](mailto:rgp@profileplus.co.uk) [www.profileplus.co.uk](http://www.profileplus.co.uk)

## Members' Offer - Enterprise-Rent-A-Car



Book car hire for your customers and earn 10% Commission Valid until 31 May 2010.

Scottish Tourism Forum and Enterprise Rent-A-Car have teamed up to bring a great new offer to STF members. You can now book your customers' car hire via a special STF affiliate web link and earn commission for your business.

Enterprise will pay you 10% of the cost of the hire - an easy way to enhance your profits.

Simply copy and paste the link below into your browser:

[www.enterprise.co.uk/car\\_rental/deeplinkm](http://www.enterprise.co.uk/car_rental/deeplinkm)

[ap.do?bid=002&cust=AFSCSTF%20](http://ap.do?bid=002&cust=AFSCSTF%20)

Fill in the online forms to book car hire for your customer and Enterprise Rent-A-Car will subsequently pay you a referral fee. You can also use this link to book car rental for yourself - and then receive a 10% cashback reward.

Enterprise Rent-a-Car will pay commission to you directly so if you would like to make the most of this fantastic deal please contact Ruth at the STF office on 0131 220 6321 to give permission for your contact details to be passed to Enterprise Rent-a-Car.

## Members' Offer - Stay free if you eat



The Inn  
at  
Lathones  
28 April  
09 - 31  
October  
2009  
As a  
member

of The Scottish Tourism Forum we would like to offer fellow members a chance to try the Inn. Just pay for dinner and breakfast and we will put you up for nothing. (Cost per night per person is £57.50)

We will also try and upgrade you to a new deluxe bedroom.

This offer is subject to availability. Minimum stay of two nights at weekends (Friday Saturday)

The Inn at Lathones is a charming 400 year old coaching inn situated near the famous golfing town of St Andrews. Visit [www.theinn.co.uk](http://www.theinn.co.uk) for more information. Call 01334 840 494 or email [lathones@theinn.co.uk](mailto:lathones@theinn.co.uk) to take advantage of this offer.

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