

# Scottish Tourism Forum Weekly News Digest



1 December 2008

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

## STF News

STF attended the launch on Friday of the new [Homecoming advert](#) produced by VisitScotland and Event Scotland, aiming to encourage people to take part in next year's Homecoming celebrations. The First Minister Alex Salmond gave the welcoming speech.

STF attended the SCDI event 'Meet the MSP at which Jeremy Purvis, member for Tweeddale, Ettrick and Lauderdale was the visiting MSP. Jeremy Purvis is a substitute member of the Economy, Energy and Tourism Committee and also a member of the Finance Committee. Jeremy commented on the tourism, leisure and business activities being down on the national average and retail being stagnant. He spoke of his support of the Borders Railway project and how has spoken out against the delays. He expressed his disappointment around VisitScotland's new structure and what he perceived as a lack of a local base or knowledge which he felt undermined that ability of VisitScotland to stimulate growth locally. For more information on Jeremy Purvis visit [www.jeremypurvis.org](http://www.jeremypurvis.org)

STF Board member, **Mandy Exley** from Perth College comments on the specialist aircraft hanger at Scone Airport which opened in Perthshire, representing a £50,000 investment from Perth College UHI and Perth-based company Air Service Training Ltd. [Press & Journal](#)

The **HIGHLANDS & ISLANDS TOURISM AWARDS 2008** were announced

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## Events

**2 December 2008**  
**Developing a Sustainable Events Industry. National Events Conference - Gleneagles Hotel**  
Speakers: Jim Mather MSP, Chris Hoy MBE, Louise Martin CBE (Glasgow 2014 Commonwealth Games). For details and to book a place visit [EventScotland2008.com](http://EventScotland2008.com)

**3 December 2008**  
**STF Open Meeting**  
**The Royal Hotel Bridge of Allan**  
Details on the web [www.stforum.co.uk](http://www.stforum.co.uk)  
[events@stforum.co.uk](mailto:events@stforum.co.uk) T:0131 2206321

**19 January 2009**  
**Sheraton Grand Hotel, Edinburgh**  
**Scotland's Transport Infrastructure: The Strategic Transport Projects**

last week, made possible with the sponsorship support of several STF members; **British Waterways Scotland** sponsored the Innovation Award (winner Booth Scotland Ltd), **Historic Scotland** sponsored Judges Special Business Award (winner Isle of Skye Yachts) and **Visit Scotland** sponsored the Customer Care Award (winner Pottery House). For a full list of winners visit [www.highland-tourism-awards.co.uk](http://www.highland-tourism-awards.co.uk)

STF member **BAA Scotland** sponsored the recent Scottish Passenger Agents' Association Awards 2008 announced last week. For a full list of the winners visit [www.spaa.org](http://www.spaa.org)

## Scottish Tourism News

23 November 2008 - **Golf resort obstacles drive Trump to look elsewhere** - [The Times](#)

23 November 2008 - **Will recession be less horrible for Scots?** - [Times](#)

24 November 2008 - **Appeal to speed up railway works** - [BBC](#)

24 November 2008 - **Tourism having to work hard to drum up business** - [Scotsman](#)

24 November 2008 - **Funding for Homecoming Highland** - [BBC](#)

24 November 2008 - **Scotland facing worst recession since the Eighties** - [The Herald](#)

24 November 2008 - **Forestry leasing proposals attacked by Labour** - [Holyrood Magazine](#)

24 November 2008 - **Darling cuts VAT in pre-Budget** - [BBC](#)

25 November 2008 - **Bid to safeguard Scotland's rich history that lies beneath our feet** - [Scotsman](#)

25 November 2008 - **College hoping to attract big business to area. Air training gets boost from £50,000 hangar** - [Press and Journal](#)

25 November 2008 - **Making an impact with Scots abroad** - [Scotsman](#)

25 November 2008 - **Helping Scottish businesses** - [Banffshire Journal](#)

25 November 2008 - **7stanes gears up for the future** - [BikeMagic](#)

November 2008 - **Scotland's natural environment worth £17.2 billion a year to the economy** - [Wildlife Extra.com](#)

26 November 2008 - **Wind turbine rejection overturned** - [BBC](#)

26 November 2008 - **Watchdog examines funicular funds** - [BBC](#)

26 November 2008 - **Wind project hits a hurdle in Scotland** - [International Herald Tribune](#)

### Review

Speakers: Stewart Stevenson MSP; Dr Iain Docherty, University of Glasgow; Iain McMillan, CBI Scotland; Max Friedli, Federal Office for Transport Switzerland; Paul Tetlaw, TRANSform Scotland; Ron McAulay, Neetwork Rail.

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

### 3 February 2009 Tourism Innovation Day Glasshouse, Eskmills

Spot the opportunities for innovation and growth in your organisation, learn from experts how to turn ideas into reality.

Speakers: Murial Gray (Chair); Severine Philardeau, TripAdvisor, Bettina von Stamm, Innovation Leadership Forum; Ellis Watson, Mirror Group Newspapers.

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

### 11 February 2009 HIT Emerging Talent Conference - Scottish Roots: Bright Future Old Fruitmarket, Glasgow

Host: Fred MacAulay. Keynote speakers: Charan Gill, Harlequin Leisure Group; Guy Crawford, CEO, Jumeirah Group (the largest hotel group in Dubai); Mick Jackson, entrepreneur, founder of Wild Hearts Foundation.

Early bird offer £65 until 31 Dec. Then £75. For more information visit [www.hitscotland.org](http://www.hitscotland.org)

### 23 February 2009 Scottish Enterprise Tourism Masterclasses

**Future - Where our industry and your business is going**  
Gleneagles Hotel 9.30 - 1pm

Magnus Lindkvist, a leading expert on what 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 Plus VAT. To book [katharine@starkeventsuk.com](mailto:katharine@starkeventsuk.com) or [www.registerforevent.co.uk/gleneagles](http://www.registerforevent.co.uk/gleneagles)

### 19-20 March 2009 The 38th Scottish Council Forum Fairmount 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

- 27 November 2008 - **SNP under fire on tax and schools** - [Scotsman](#)
- 27 November 2008 - **Nuclear Scotland is not ruled out by EDF** - [Scotsman](#)
- 27 November 2008 - **Pressure grows on SNP to shelve plans for referendum** - [Scotsman](#)
- 27 November 2007 - **New baccalaureate exam unveiled to boost language and science studies** - [Scotsman](#)
- 27 November 2008 - **Uncertain future for forestry jobs** - [Galloway Gazette](#)
- 27 November 2008 - **Wildlife shows boosting tourism** - [BBC](#)
- 27 November 2008 - **Diaspora in Europe 'real homecoming story'** - [Times](#)
- 28 November 2008 - **Celebrities star in Homecoming ad** - [BBC](#)
- 28 November 2008 - **Homecoming: SNP hype or tourism bonanza?** - [Times](#)

## UK Tourism News

- 25 November 2008 - **Government scraps Aircraft Duty plan** - [Travelmole](#)
- 26 November 2008 - **BAA makes environmental overture to government** - [Travelmole](#)
- 26 November 2008 - **Regional airports will be worst hit by APD plans** - [Travelmole](#)
- 26 November 2008 - **UK hubs will lose business due to duty rise** - [Travelmole](#)

## International Tourism News

- 25 November 2008 - **Jet2.com launches unique, historical destination of WW1 battlefields** - [TravelDailyNews](#)
- 25 November 2008 - **Stansted confirmed for AirAsia X launch** - [Travelmole](#)
- 26 November 2008 - **Australia on D-list for new flight tax** - [Sydney Morning Herald](#)

## STF Open Day: Surviving the Crunch

in education, business and wider society.

For more information visit [www.scdi.org.uk](http://www.scdi.org.uk)

**28-29 March 2009**  
**Best of Britain & Ireland Travel Trade Forum**  
 ExCel, London  
 For more information visit [www.tourismtrade.org.uk](http://www.tourismtrade.org.uk)

## 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.

Tickets for the event are: £70 + VAT per person or £650 + VAT for a table of ten. **Early Bird discount** available if you book before 19 December 2008. £5 discount for individual ticket and £50 discount for table of ten.

To book your ticket email Elaine Townsend at [dinner@stforum.co.uk](mailto:dinner@stforum.co.uk)

## Competitions for Chefs



**British Pie Week 2009 - Easy**

### As Pie Competition

Jus-Rol is on the hunt for the best pie of Britain. Submit your pub's favourite pie recipe and you pub could become the Face of British Pie Week and win £500. **Last date for entry 16 January 2009.** For more information visit [www.britishpieweek.co.uk](http://www.britishpieweek.co.uk)

## Considerate Hoteliers

### 3rd December 2008 The Royal Hotel, Bridge of Allan



With difficult times over the past year, and more challenging times ahead, it is important that the tourism industry is pro-active, meeting consumer needs.

Gain an insight into the information available for business, future trends and local intelligence from

VisitScotland; find out new techniques on e-commerce to boost revenue and benefit your business; examine how cross and upselling approaches can help a business in difficult times; get tips from working example of a hotel turned around by ambition and raised quality against the odds, and raise your questions to the panel at the Q&A sessions. The open day finishes with a networking lunch.

Speakers include:

[Professor John Lennon](#), Moffat Centre for Travel and Tourism, Glasgow Caledonian University;



[Debbie Taylor](#), [Old Course Hotel](#), St Andrews; Debbie will be giving a business demonstration on how the Old Course Hotel, is taking a proactive stance in the current climate. Dynamic initiatives that aim to achieve growth in a challenging economic environment.

[David Smith](#), Buccleuch Arms Hotel; David will be demonstrating a working example of a hotel turned around by ambition and raised quality standards.

[Neil MacLean](#), [Smallmedialarge](#); Neill will be discussing Obama Marketing: How to use new media to gain a competitive advantage Neil will describe how a Scottish tourism business can use tactics deployed in the recent US presidential campaign to gain market attention and drive new business.



[Tony Mercer](#), Head of Quality and Standards, VisitScotland.

For the full agenda visit [www.stforum.co.uk](http://www.stforum.co.uk) and to register for the event email Elaine Townsend at [events@stforum.co.uk](mailto:events@stforum.co.uk)

### Awards 2008

There are three categories open to any hotel in the UK. **The Considerate Hotel of the Year 2008, The Considerate Green Team of the Year 2008 and The Considerate Green Hero/Champion of the Year 2008.**

Deadline for entries is 30 December 2008. For more information email [jfirrell@tiscali.co.uk](mailto:jfirrell@tiscali.co.uk) or visit [www.consideratehoteliers.com](http://www.consideratehoteliers.com)

The Considerate Hotel of the year 2008 Awards Presentation will take place on Monday 27 April 2009 at The Cavendish Hotel, London.

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