

Scottish Tourism Forum Weekly News Digest



20 April 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

STF News

STF recently ran a web poll asking "**Do you support the Scottish Government's introduction of a minimum price unit of alcohol?**" 29% voted 'Yes - Scotland needs to address the alcohol misuse problem'; 28% voted 'No - this is unlikely to have an impact and will only add to the pressure on licensed premises'; 39% voted 'We need to do something but this approach will not make the change that's looked for; 4.8% voted 'Don't mind - doesn't affect me'.

STF is running a new web poll on how the 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.

Tourism Innovation Group has produced a series of Top Tips guides. They can be easily downloaded in PDF format below by clicking on the title: [How to become a sustainable tourism business](#); [How to develop a great website](#). [How to make the most of WEB 2.0 for your business](#). [How to maximise the economic benefit from events in your area](#).

STF member Scottish Youth Hostel Association has launched a new website with features to help the visitor plan their travels in Scotland. The site features 'Rates & Reviews' to give feedback after staying in a hostel. 'Hostel Information' details local attractions in the area, as well as local shops, restaurants and bars. To find out more visit www.syha.org.uk

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STF Open Meeting



Please note in your diary the next STF

Open Meeting will be held on Wednesday **3 June 2009 at Loch Lomond & The Trossachs National Park Authority, National Headquarters, Carrochan, Balloch**. Full details of the agenda will follow shortly.

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

To book your place email Elaine Townsend at events@stforum.co.uk or tel 0131

STF member David Hayes, from Landmark Forest Adventure Park and Landmark Press has launched a new website welcometoscotland.com fully translated into French and German. David commented 'More people are researching and booking holidays on the internet and it's important to have a tourism site which is user-friendly, informative, rich in content, easy and quick to navigate and the icing on the cake is that the site is written in the visitor's mother tongue.'

Scottish Tourism News

14 April 2009 - **Scottish Zoo Enjoys Bumper Easter Weekend** - [Deadline Press & Picture Agency](#)

14 April 2009 - **Welcome to the grubbiest small country in the world** - [Press and Journal](#)

14 April 2009 - **McLeish calls for Labour to back SNP alcohol plan** - [Times](#)

15 April 2009 - **Bute's tourist industry won't be affected by wind farm** - [The Buteman](#)

15 April 2009 - **Scottish & Southern, Fluor team up in wind farm bid** - [Reuters](#)

15 April 2009 - **Museums praised in guide for disabled** - [Evening Times](#)

15 April 2009 - **Park in line for £2.6m grant towards its redevelopment** - [Press and Journal](#)

15 April 2009 - **Bumper start to holiday season** - [Deeside Piper](#)

16 April 2009 - **Scotch giant Pernod reveals slower sales but sticks to 1bn profits goal** - [Scotsman](#)

16 April 2009 - **Industry 'can lead Scotland out of recession next year'** - [Scotsman](#)

16 April 2009 - **Minister provokes nuclear war over Scotland's energy future** - [Scotsman](#)

16 April 2009 - **Let's hope for slowing of economic decline... and a nice, warm summer** - [The Herald](#)

16 April 2009 - **2,000 nuts that hold up Forth road bridge must be replaced** - [Scotsman](#)

16 April 2009 - **Tourist industry urged to pull together to boost Highlands** - [Press and Journal](#)

16 April 2009 - **Council backs windfarm** - [Public Servant Scotland](#)

16 April 2009 - **New Website set to boost UK and overseas tourism numbers to Scotland** - welcometoscotland.com

16 April 2009 - **Opposing new nuclear a 'huge mistake', claims Labour** - [Holyrood](#)

16 April 2009 - **Wind farm developer will share benefits** -

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Events

**21 April - 14 May 2009
Pride & Passion Discovery Tours
Skye, Oban, Perthshire, Nairn,
Tweedvalley, Banffshire, Cowal, Angus,
Machars**

The Discovery Tours will help extend and refresh your local knowledge of what your area has to offer visitors. And if you can talk about things from personal experience it helps create that 'must do' vibe for visitors. If your work brings you into contact with people coming to the district do join one of the one day tours. Please email team@prideandpassion.net or call 0800 028 0588 to register for your free place. The tours will take place from 10am to 4.00pm. For locations visit www.prideandpassion.net

**21 April 2009
Scottish Enterprise Business Insight 2009
Rufflets Country House Hotel, St Andrews**

Half day event for businesses involved in the golf market, both as operators and in the wider tourism community, to meet with Bob Morris of Billy Casper golf, USA. Bob will focus on the following: An overview of the Golf Tourism Industry Examples of how clubs have adapted to focus more on the tourism and visitor market. How to attract and increase golf visitors. Examples of collaboration and golf packages. How are destinations and golf groups communicating to their visitors. His perception of the golf industry in Scotland. Fee: £20 + VAT. To book your place email katharine@starkeventsuk.com. For more information visit www.registerforevent.co.uk/golf

**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

**23 April 2009
Going Green with Technology
The Sustainability Event for Businesses in Tourism
Royal Hotel, Bridge of Allan**

Free drop in event with information on how to use green technologies in your business. For more information [Click Here](#)

[The Buteman](#)

17 April 2009 - **Time for the Prime Minister to give Scotland credit where it's due** - [The Herald](#)

17 April 2009 - **VisitScotland chief calls for Euro-style tourism loans** - [Scotsman](#)

17 April 2009 - **Trust urges the rejection of plans for a wind farm in the Western Isles** - [STV](#)

17 April 2009 - **More government action on high-speed rail debate** - [Holyrood](#)

17 April 2009 - **Mobo Awards headed for Glasgow** - [Scotsman](#)

UK Tourism News

16 April 2009 - **Labour's £5,000 sweetener to launch electric car revolution** - [Guardian](#)

16 April 2009 - **Eurostar sales down** - [Travelmole](#)

16 April 2009 - **E-mails taboo for Cabinet's first meeting in Scotland in 88 years** - [Times](#)

International Tourism News

14 April 2009 - **Tee party for China** - [Perthshire Advertiser](#)

15 April 2009 - **Pylon protesters head to Europe** - [BBC](#)

16 April 2009 - **Estonia opens its doors to golfers** - [TravelDailyNews](#)

STF Newsletter

STF is preparing the spring newsletter. This is emailed to over 2000 tourism contacts and we're looking for members' news. If any member has recently been the recipient of an award and wants to others to know, please email us and we'll add them to our "Congratulations too..." members news section.

If you would like us to promote an event, exhibition, workshop or training course please forward on details to us.

If you are running an award scheme, or bursary scheme and wish to promote this please let us know.

Please email correspondence regarding the Newsletter to ruth.greig@stforum.co.uk

Making the Most of STF

Member2Member Scheme

We all know the current economic climate is tough for any

24 April 2009

Angus & Dundee Tourism Conference Carnoustie Golf Hotel

keynote speakers: John Swinney MSP, Peter Lederer, MD of Gleneagles Hotel. Fees: £15 (inc lunch). For more information [click here](#).

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/

25 June 2009 11am

Tourism Society Annual Conference 2009, Hospitium, York

2009 marks the fortieth anniversary of Labour's Development of 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

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

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.