

Scottish Tourism Forum Weekly News Digest



23 March 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 would like to thank everyone who contributed to, and joined in, the Scottish Tourism Week 2009. The weeks events were all very successful. For more details and to view the full post-events report please log onto the STF website or [click here](#).

STF met with Gary Cox, Head of the Scottish Government Licensing Team to represent the members views on current licensing issues.

STF is bringing together a new advisory group for the Tourism Framework For Change following the review carried out earlier this year and following Scottish Tourism Week. This industry group will oversee the implementation of the review and the three key groupings of customer experience, investment and marketing. The membership of this group will be fluid with the first meeting scheduled for early April.

STF has responded to the consultation on the Scottish Climate Change Bill on behalf of members. To view the response please [click here](#).

The **Sustainable Tourism Partnership** aims to help and encourage tourism providers to be more sustainable. To do this we plan to develop a number of educational resources. However, for these resources to be effective we must first understand the sector's information requirements on

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Events

25 March 2009
Scottish Enterprise Business Insight 2009. Scotland - the Outdoor Spa of Europe?

A Business Insight looking at the business benefits of focusing on wellbeing as an integral part of your business. For more information and to register [Click Here](#)

25 March 2009
Focus on Fife Networking at Balbirnie

VisitScotland's Business Tourism Unit would like to offer Fife businesses involved in the MICE (Meetings, Incentives, Conference and Events) sector a unique invitation to a networking lunch. [Convention Scotland](#)

25 March 2009
Golf Tourism Summit
Macdonald Marine Hotel & Spar, North Berwick

sustainable business practices. We welcome your comments on how to best meet the needs of the sector and ask you to share your thoughts on the information you would like to receive or that you feel your industry as a whole requires. Please answer the short survey before the **3rd April** by [clicking here](#).

If you have any comments or questions please contact: kirstyanne.nicholson@stforum.co.uk

Scottish Tourism News

16 March 2009 - **Scottish hotels lure customers with discounts and free golf** - carrentals.co.uk

16 March 2009 - **Whisky Tourism Quenches Thirst for Knowledge** - allmediascotland

16 March 2009 - **Optimism can Help Scottish Businesses Survive the Recession** - allmediascotland

17 March 2009 - **Ron Hewitt: City needs one voice for tourism** - Scotsman.com

17 March 2009 - **£1.3m for mining museum repairs** - BBC News

17 March 2009 - **Sodexo wins Institute of Hospitality's HA Award** - catering.co.uk

18 March 2009 - **Caravanning Boom Pays Dividends for Family Firms** - allmediascotland

18 March 2009 - **Aberdeen challenged to revamp city centre** - Press & Journal

18 March 2009 - **Recession in Scotland shows signs of 'easing'** - Press & Journal

18 March 2009 - **Heart of Hawick beats strong** - Hawick News

18 March 2009 - **Eyemouth forms new group to attract visitors** - Berwickshire News

19 March 2009 - **A Taste For Events** - Homecoming Scotland

19 March 2009 - **A single to Paris, please!** - Lochaber News

19 March 2009 - **Taste of Edinburgh 2009 lineup announced** - The List

19 March 2009 - **Whisky tourists splash out £25m at distilleries** - Evening Times

19 March 2009 - **Minister pays a visit to his auntie's pal's old house** - Southern Reporter

20 March 2009 - **£5.6m to be invested in Highland and Islands employment** - holyrood.com

The morning will feature the National Golf Tourism Monitor - reports from the 2008 monitor, how it has worked for one golf course operator, interpreting the findings for each course, using results positively and generating ideas.

£25 for GTS members, £40 for non-members. For more information or to register [Click Here](#).

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 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 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. Transporting you back to the Sixties with a groovy mix of music, food and entertainment. Don't miss out and book now! 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

21 April - 14 May 2009

**Pride & Passion Discovery Tours
Skye, Oban, Perthshire, Nairn,
Tweeddale, Banffshire, Cowal, Angus,**

20 March 2009 - **Millions get a 'street view' of British destinations** - [Travel Daily News](#)

21 March 2009 - **Homecoming clans take slow road as T in the Park, Tattoo and concerts also hit by tickets slump** - [Scotsman](#)

22 March 2009 - **Campaign promotes Scotland the cheap** - [Scotland on Sunday](#)

22 March - **Wintry weather boosts skiing figures** - [Stv](#)

UK Tourism News

16 March 2009 - **UK New Visa Requirements Cause Quite A Stir** - [tourismreview.com](#)

18 March 2009 - **British Tourism Week 2009 marks 40 years of tourism** - [TravelDailyNews](#)

19 March 2009 - **BAA forced to sell three airports** - [TravelMole](#)

19 March 2009 - **Will the recession change the UK hotel industry?** - [Travel News Daily](#)

23 March 2009 - **Revealed: the lost Scots currency being used once more ... in England** - [Sunday Herald](#)

International Tourism News

10 March 2009 - **The Europeans are coming in 2009...** - [Occupancy Marketing](#)

16 March 2009 - **The New Travel & Tourism Competitiveness Report Has Arrived** - [tourismreview.com](#)

18 March 2009 - **World Economic Forum's Travel & Tourism Report Highlights the Importance of Environmental Sustainability** - [tourismreview.com](#)

18 March 2009 - **Scotland Targets Increased Cruise Ship Traffic With New Marketing Initiative** - [Virtualization](#)

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

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 please join 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

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](#)

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/

4-5 June 2009

Great Places, Great Cities '09

This two-day conference will bring together an international audience to discuss the role of public space and green networks in creating truly sustainable cities - cities which have a reduced impact on the environment, which cope better with the consequences of global climate change and where people want to live and work.

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.

For more information [Click Here](#)

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

Competitions

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 until **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%.

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