

## Scottish Tourism Forum Weekly News Digest



24 November  
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 are continuing to work on behalf of the industry by collecting information for the **Tourism Framework for Change** and the STF lead review. We would like you to take a few minutes to **complete the attached survey to help in raising the key issues and prioritising them**. Our surveys are made as short and quick to complete as possible, given the complexity of this topic. Please use this service to ensure that your voice is heard. STF listens to you and in turn offers a robust, concerted voice for the tourism industry. [Click here to complete survey.](#)

**Highland Airways** now have a Jetstream 41 based in Edinburgh available for charter. The 19 seat aircraft has a 1000 mile range bringing most of Western Europe within range. For more information visit [www.highlandairways.co.uk](http://www.highlandairways.co.uk)

STF member **Forestry Commission Scotland's** 7Stanes mountain bike trail network is to receive £1m cash injections. The funding comes from the scheme's public sector backers, who have agreed to support the project for another three years. They include Scottish Enterprise, Dumfries and Galloway Council, Scottish Borders Council, VisitScotland, Solway Heritage and Scottish Natural Heritage. For more information read [bikeradar.com](http://bikeradar.com)

**Congratulations to VisitScotland** for winning several awards at the [CIPR Scotland PR Awards](#). VisitScotland received: 4 Gold

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### Events

**26-27 November 2008**

**A series of Pride & Passion Visitor Experience Workshops (free) Oban, Dunoon**

Find out first hand what it takes to turn customers into ambassadors for the area and an extra sales force. For more information visit [www.pride&passion.net](http://www.pride&passion.net) or email [team@prideandpassion.net](mailto:team@prideandpassion.net)

**27 November 2008**

**Green Tourism Business Scheme Workshop (FREE)**

**Salutation Hotel, South Street, Perth 10 - 3.30 or 3 December -**

Awards for Internal Communications, Consumer Relations, Best Newspaper or magazine and Scottish Public Sector Team of the Year. Two Silver Awards for Corporate Communications and Use of Photography or Design.

## Scottish Tourism News

18 November 2008 - **Rail improvements on track**

- [Scottish Government](#)

18 November 2008 - **Co-operate over new arts body or risk losing it, says minister** - [Times](#)

19 November 2008 - **New bridge over upper Forth opens** - [BBC](#)

19 November 2008 - **Launch of new website IKNOW-SCOTLAND.CO.UK** - [MarketWatch](#)

19 November 2008 - **Business leaders urge tax rethink** - [BBC](#)

19 November 2008 - **New minimum wage campaign launch** - [The Herald](#)

19 November 2008 - **CATERER.COM supports Scottish Tourism Forum** - [Response.source](#)

19 November 2008 - **Airline Flybe looks to expand in Scotland** - [holidayextras](#)

19 November 2008 - **Edinburgh tram network falls victim to credit crunch** - [Telegraph](#)

19 November 2008 - **Lloyds TSB shareholders vote in favour of HBOS merger** - [Times](#)

19 November 2008 - **Scottish Government launches £1m social enterprise fund** - [Third Sector](#)

19 November 2008 - **Kirkcaldy comedy festival to expand** - [Fife Free Press](#)

20 November 2008 - **Registrars are kept busy as civil weddings soar** - [Falkirk Herald](#)

20 November 2008 - **Proposed changes to the size and membership of the boards governing Scotland's two national parks were published for consultation today.** - [Scottish Government](#)

20 November 2008 - **Warning that crofting faces "tipping point"** - [Northern Times](#)

21 November 2008 - **Black diamonds promise a hot day out** - [The Press and Journal](#)

21 November 2008 - **The SNP plan to invest £35bn in public projects is the right way to beat the downturn, argues JOHN SWINNEY** - [Scotsman](#)

21 November 2008 - **Eager beavers return to their Scottish roots** - [Scotsman](#)

21 November 2008 - **Scots rail fares set to increase** - [BBC](#)

### Inverness Youth Hostel

Free seminar to understand the UK environmental accreditation scheme - The Green Tourism Business Scheme. Learn how your business can save money through resource efficiency and reduce negative impact and gain advantage in a market where consumers are increasingly linking environmental responsibility with quality. All attendees will receive a voucher worth £60 towards their first year's fees of the GTBS valid for 3 months.

To book your space email [fiona.meikle@visitscotland.com](mailto:fiona.meikle@visitscotland.com) by Monday 24 November.

### 27 November 2008 Scottish Enterprise Business Tourism Conference SECC Glasgow

Aimed for senior managers in Scotland's conference, meeting and corporate hospitality sectors. For more information visit [www.scottish-enterprise.com](http://www.scottish-enterprise.com)

### 27 November 2008 Crowne Plaza, Glasgow Scottish Asian Business Awards

Alex Salmond keynote speaker. 'The Scottish Asian business community makes a major contribution to Scotland's economy and these annual awards are a great opportunity to celebrate and recognise the success of these businesses'.

To book your table email [fozia@oceanicconsulting.co.uk](mailto:fozia@oceanicconsulting.co.uk) or tel 0141 243 2848

### 27 November 2008 Wild Scotland Conference 11am - 4pm SNH Conference Centre, Battleby, nr Perth

In these difficult economic times, are wildlife tourism businesses managing to buck the trend of a downturn? How can we ensure that wildlife tourism continues to play an important role in the Scottish tourism product?

Speakers: Prof Harold Goodwin, Director of International Centre for Responsible Tourism, Andrew Thin, Chair of Scottish Natural Heritage, Gordon Buchanan, wildlife cameraman and presenter.

For more information visit [www.wild-scotland.co.uk](http://www.wild-scotland.co.uk)

### 27 November 2008 10am - 1pm Highland Tourism Seminar Council Chamber, Glenurquhart Road, Inverness

Speakers: Councillor William Ross, Highland Council; Stuart Turner, Event Scotland; Fiona Hampton, Highland

21 November 2008 - **£2bn plan for 'clean fuel' plant to power Scotland** - [The Herald](#)

21 November 2008 - **Profits up at Clydesdale** - [Insider](#)

21 November 2008 - **MPC minutes hint at deeper interest rate cuts to come** - [The Herald](#)

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

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

## UK Tourism News

18 November 2008 - **Easyjet profits fall** - [Travelmole](#)

19 November 2008 - **AirAsia X gears up for Stansted launch** - [Travelmole](#)

19 November 2008 - **Budget brands and cruises are thriving in the economic downturn** - [TravelDaily News](#)

19 November 2008 - **British Airways strikes inflight entertainment deal** - [Just the Flight](#)

19 November 2008 - **British Airways raises profit outlook** - [Carrentals](#)

19 November 2008 - **Darling 'to force banks to lend'** - [BBC](#)

20 November 2008 - **'The bad old days are now over' as Flyglobespan returns to profit** - [Scotsman](#)

20 November 2008 - **Oil price goes below \$50 a barrel** - [BBC](#)

24 November 2008 - **Almost 200 exhibitors sign for new domestic tourism show** - [Travelmole](#)

## International Tourism News

18 November 2008 - **Airport revenue still flying despite gloom** - [Scotsman](#)

18 November 2008 - **Ryanair to launch Spain flights from Gatwick?** - [Travelmole](#)

19 November 2008 - **British Airways increases connecting time for Irish flights** - [Business Travel World](#)

19 November 2008 - **KPMG report: Portugal, Spain, Turkey and Dubai are golf tourism's future hot spots** - [KPMG report](#)

20 November 2008 - **Air France-KLM profit plunges in second quarter** - [Associated Press](#)

## STF Open Day: Surviving the Crunch

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

2007; Joan Michael, Ullapool Book Festival; Georgia Macleod, Sea Cromarty Sparkle; Sue Crossman, Tourism Innovation Group. Hear from successful local event organisers and learn techniques for evaluating events and festivals. To book a place email [gordon.ireland@highland.gov.uk](mailto:gordon.ireland@highland.gov.uk) or phone 01463 710729

**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) T:0131 2206321

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

**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.



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.



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)

## Considerate Hoteliers 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 [ifirrell@tiscali.co.uk](mailto:ifirrell@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.

£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 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)

## Scotland's Emerging Talent Scholarships

### **6 days left to get your on-line applications in for the HIT Scholarships 2009.**

Applications are now open for the 2009 Hospitality Industry Trust (HIT) **Scotland Emerging Talent Scholarships**. The charity is offering up to 200 scholarships towards developing future industry leaders.

The scholarships are open to anyone working in Scotland's hospitality leisure, travel and tourism industries and places scholars on world-class fully funded training and work placements.

Applicants have the opportunity to attend courses at Cornell University, The Disney Institute and Lausanne Hotel School.

For more detail on Emerging Talent Scholarship or to apply visit [www.hitscotland.org](http://www.hitscotland.org). **Deadline for applications 30 November 2008.**

## 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)

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