

# Scottish Tourism Forum Weekly News Digest



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

## STF News

STF contributed to a meeting held by SCDI to bring together Local Authorities and other agencies to focus on the opportunities and relationships to assist tourism to move forward. The meeting was chaired by the Minister Jim Mather and a summary of the outcomes will be posted on the STF website once circulated by the Scottish Government.

STF, FSB and BHA met with Fergus Ewing to discuss the fire regulation guidance notes and the impact on B&B self catering providers. The initial meeting proved positive and STF is co-ordinating an industry response to move towards revised guidance. If you have any issues you would like to raise, let us know and we will update members on the final outcome of the meeting.

Last week STF met with VisitScotland to give a presentation to a European group who are focused on assessing good practice and opportunities on customer care to develop a program for mutual benefit. The visit will result in a European best practice review and recommendations.

Congratulations to the Scottish Seabird Centre which recently won the most prestigious award for business performance, the Queens Award for Enterprise for fostering sustainable development. A self-financing, independent environmental and educational charity, it is dedicated to

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**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](#)

inspiring people to appreciate and care for wildlife and the natural environment.

STF attended VisitScotland Expo exhibition at the SECC, Glasgow on Thursday. Initial reports of an exceptionally busy Wednesday from exhibitors gave an encouraging perspective.

KPMG has produced a full budget analysis downloadable from their website detailing how the budget will affect business. To download the document [click here](#) and select 'Full Budget Analysis' link on the right hand column of KPMG website. Concerns have been raised over the small print in the budget where proposals to treat self-catering businesses as private landlords from 2010 with a resultant loss of benefits enjoyed by any other trading small business. STF is working with the ASSC on this issue.

### Scottish Tourism News

16 April 2009 - **Pressure grows to bring back railway** - [The Falkirk Herald](#)

17 April 2009 - **Scotland's Golf Passports Defy Inflation** - [About.com](#)

17 April 2009 - **Scotland Itineraries Welcome Golfers to The Home of Golf** - [About.com](#)

17 April 2009 - **MOBOs Head To Glasgow** - [Billboard.biz](#)

17 April 2009 - **Not all doom and gloom** - [The Inverness Courier](#)

18 April 2009 - **High-speed rail line will cut Scottish journey times 'from start'** - [Scotsman](#)

18 April 2009 - **Alex Salmond pledges £95m for recovery** - [SNP](#)

19 April 2009 - **Salmond's £95m antidote to Budget blow to Scotland** - [Sunday Herald](#)

19 April 2009 - **Deer threaten drivers in Scotland** - [Guardian](#)

19 April 2009 - **'Economic flaws' in SNP opposition to nuclear power** - [Scotsman](#)

19 April 2009 - **Warning over Scottish Budget cuts** - [BBC](#)

19 April 2009 - **Wick wind farm to supply 3,000 homes** - [Scotsman](#)

19 April 2009 - **Salmond intervenes in deportation** - [BBC](#)

19 April 2009 - **Devolution 'has harmed Scotland'** - [Times](#)

20 April 2009 - **World's biggest clan gathering 'to drum up an extra £8m for Scots economy'** - [Scotsman](#)

20 April 2009 - **Numbers up for tourism 'expo'** - [Scotsman](#)

[here](#) to complete the web poll.

### Events

#### 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/](http://events.eyefortravel.com/tds/conference/)

#### 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 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

20 April 2009 - **Watchdog criticises rail network's 'illogical' ticket system** - [The Herald](#)

20 April 2009 - **Firm's first north wind project** - [BBC](#)

20 April 2009 - **Britannia crew return for reunion** - [BBC](#)

20 April 2009 - **Edinburgh set for world's biggest clan gathering** - [STV](#)

21 April 2009 - **Rail extension amendments debated** - [BBC](#)

21 April 2009 - **Western Isles urge government to approve wind farm development** - [STV](#)

21 April 2009 - **Quango shake-up will turn drama into crisis, fear theatre bosses** - [Scotsman](#)

21 April 2009 - **Fort William's re-branded VisitScotland Centre has been officially opened.** - [STV](#)

22 April 2009 - **Charles Rennie Mackintosh Programme Launched at VisitScotland Expo** - [Allmedia.com](#)

22 April 2009 - **Consumers put spring in step of retailers** - [The Herald](#)

22 April 2009 - **Finance Secretary responds to Budget statement** - [Scottish Government](#)

22 April 2009 - **Tourist centre shut amid cash row** - [BBC](#)

22 April 2009 - **Whisky industry 'is being treated as cash cow'** - [Times](#)

23 April 2009 - **Who needs a holiday in Europe if it's fun to stay... at the SYHA?** - [Scotsman](#)

23 April 2009 - **Boss's despair as tourism gets 'nothing'** - [Press and Journal](#)

23 April 2009 - **Greens call on MSPs to fight for high-speed rail link** - [Scotsman](#)

23 April 2009 - **Tourism 'bullish' amid recession** - [BBC](#)

23 April 2009 - **Cruise ships boost for Western Isles** - [Stornoway Gazette](#)

24 April 2009 - **Edinburgh tram spur line shelved** - [BBC](#)

24 April 2009 - **High-speed rail link will come to Scotland** - [Scotsman](#)

24 April 2009 - **Gathering can be a success - but three months of hard work will be needed** - [Scotsman](#)

## UK Tourism News

17 April 2009 - **Ryanair and Hertz extend car hire partnership** - [TravelDailyNews](#)

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)

## 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, which are among the most sought after accolades in the tourism industry, celebrating quality and innovation across a range of categories. The awards are widely viewed as the official mark of excellence and professionalism, recognizing and rewarding excellence in Scotland's tourism industry in all areas and at all levels.

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

19 April 2009 - **Darling expected to push rate up well beyond 17.5% in bid to tame country's spiralling deficit** - [Scotsman](#)

19 April 2009 - **Economy 'no longer in free fall'** - [BBC](#)

19 April 2009 - **Business gloom means bargain premium flights** - [Guardian](#)

20 April 2009 - **Darling '£15bn spending cuts due'** - [BBC](#)

20 April 2009 - **Boris to speak at BHA lunch** - [Travelmole](#)

20 April 2009 - **£9 rooms from Travelodge** - [Travelmole](#)

20 April 2009 - **Flybe steps in to secure Yorkshire-London air link** - [Travelmole](#)

22 April 2009 - **Darling: Recovery will be as rapid as recession** - [Scotsman](#)

22 April 2009 - **Savers suffer as deflation makes a return after 50 years** - [Times](#)

23 April 2009 - **Britain to sink into £1 trillion debt hole next year** - [Scotsman](#)

24 April 2009 - **'A room a second' sold in Travelodge sale** - [Travelmole](#)

## International Tourism News

17 April 2009 - **American Airlines look to merge with BA** - [Compare](#)

20 April 2009 - **Easyjet adds more Luton routes** - [Travelmole](#)

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

## Members' Offer - Free Web Site Audit

memorable.

In total there are 10 Award categories which are designed to span the different elements which help to develop a successful tourism product. Businesses can enter as many categories as are applicable to their individual achievements.

## The closing date for entries is Thursday, 11th June

The finalists will be announced in August with the overall winners announced at the glittering Awards Ceremony and Gala Dinner at the Edinburgh International Conference Centre on Friday 23rd October.

For further information on the awards and sponsors 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)

## 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 'Building for a Sustainable Future' and we have secured the following speakers:

Mike Cantley, Chief Executive, Loch Lomond & The Trossachs National Park will discuss developing local engagement and a sustainable community; Peter Taylor OBE, The Townhouse Collection, will discuss creating a sustainable investment with the new Blythswood Square development in Glasgow; Riddell Graham,

**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/)

### 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 round at Cruden Bay, each a championship course.

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

From April 2009 - to October 2009. [www.marcliffe.com](http://www.marcliffe.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@marcliffe.com](mailto:reservations@marcliffe.com)  
Tel: 01224 861000 or Fax: 01224 868860

### Making the Most of STF - Set up a member2member scheme

We all know the current economic climate is tough for any business, and the

VisitScotland will update delegates on economic position and current opportunities. Details of other speakers will follow.

**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](mailto:events@stforum.co.uk) or tel 0131 220 6321

### Training Courses

#### Basic First Aid - 1 Day - £80

Essential basic first aid skills for everyone  
Dates (2009), 14 May (tbc), 20 August, 13 November

#### 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)

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

#### BIIAB 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

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

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)