

Scottish Tourism Forum Weekly News Digest



2 June 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 attended the Scottish Enterprise board meeting to raise the importance of the tourism sector to the Scottish economy.

STF attended a conference: Poverty and Inequalities in Scotland 10 years of Devolution and explored the extent to which the Parliament in its first decade, has reduced poverty and inequalities and presented views on what the Parliament should be doing in the future.

VisitBritain has produced a new electronic quarterly newsletter 'Arrivals' produced by the Research and Forecasting Team to communicate key pieces of primary research and insights conducted at VisitBritain. Issue 1 looks at how the credit crunch is affecting inbound tourism, what European youths think of Britain, and how inbound tourism has changed over the last 40 years. [Click here](#) for more information.

Congratulations to ... Please join STF in sending many congratulations to STF board member, Shirley Spear, on winning the 'Lifetime Achievement Award' at the CIS Excellence Awards Dinner 2009. An award thoroughly deserved, recognising Shirley's hard work and commitment to the Industry.

Scottish Tourism News

21 May 2009 - **Working for Scotland (from Philip Riddle)** - [The Herald](#)

21 May 2009 - **National Trust for Scotland announces property closures** - [NTS](#)

21 May 2009 - **Recession advice line to Earn city's respect** - [Edinburgh Evening News](#)

22 May 2009 - **Young Entrepreneurs Shortlisted for a Moffat Travel & Tourism Award** - [allmediascotland](#)

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22 May 2009 - **Vote against MacAskill and I'll quit, threatens Salmond** - [Scotsman](#)

22 May 2009 - **Pay rises for public bodies capped at 1.5%** - [Holyrood](#)

22 May 2009 - **Tourism guide 'written by idiots'** - [John O'Groat Journal](#)

22 May 2009 - **British Airways is offering up to 40 per cent off business class fares worldwide** - [Business 7](#)

22 May 2009 - **BAA has said it will challenge the Competition Commission ruling that it has to sell three of its airports** - [Business 7](#)

25 May 2009 - **Scottish Attractions fight the recession** - [Tourism Review.com](#)

26 May 2009 - **Court ruling could see return of air route fund** - [Inverness Courier](#)

27 May 2009 - **Focus on Forres for film festival** - [Forres Gazette](#)

28 May 2009 - **'Fragile area' firms given funds** - [BBC](#)

29 May 2009 - **Rise of the supercity bypasses Scotland in new economic landscape** - [Scotsman](#)

29 May 2009 - **Restaurateur Wins Moffat Award** - [allmedia scotland](#)

29 May 2009 - **Tycoon's Trump card: the new face of £1 billion golf resort unveiled** - [Scotsman](#)

30 May 2009 - **Surprise but no shock as Perry departs Scottish Enterprise** - [The Herald](#)

31 May 2009 - **Fancy owning a luxury lodge on the banks of Loch Lomond? Yours (almost) for just £80,000 Businessman takes on top hotels through fractional- ownership scheme** - [Sunday Herald](#)

UK Tourism News

22 May 2009 - **British Airways is offering up to 40 per cent off business class fares worldwide** - [Business 7](#)

25 May 2009 - **Devolution has left England in a timewarp, warn MPs** - [Scotsman](#)

27 May 2009 - **VisitBritain's new quarterly e-newsletter launched 'Arrivals'** - [VisitBritain](#)

28 May 2009 - **UK regional hotels suffer over Easter** - [Travelmole](#)

International Tourism News

22 May 2009 - **High costs fuel record loss at BA** - [BBC](#)

22 May 2009 - **May bank holiday rush overseas down this year** - [Travelmole](#)

28 May 2009 - **Iceland finds all publicity is good publicity** - [Travelmole](#)

STF Open Meeting - Building for a Sustainable Future

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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 here](#) to complete the web poll.

Events

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



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 around developing a sustainable business leading to a sustainable future and we have secured

the following speakers:

Dr Mike Cantley, Convenor, The National Parks Authority, will discuss sustainable business and building sustainable communities; **Peter Taylor** OBE, The Townhouse Collection, will discuss creating a sustainable investment with the new Blythswood Square development in Glasgow; **Riddell Graham**, VisitScotland, will update delegates on economic position and current opportunities; **Alasdair Burns**, British Waterways will discuss creating sustainable economic opportunities through the canal network for the wider tourism industry community; **Keith Legge**, Chief Executive, Scottish Youth Hostels Association and **Louise Nowell**, Head of Sales and Marketing, Scottish Youth Hostels Association will discuss digital marketing - making the best of 2009 opportunities; **Ross Anderson**, East Lochhead Self Catering Holiday Cottages, Thistle Award winner for Sustainable Tourism and Gold Level GTBS, will discuss developing an environmentally responsible self-catering business model and **Iain Herbert**, Chief Executive of STF, will update delegates on the recent review of Area Tourism Partnerships, its links to local authorities and the wider tourism agenda.

Visit www.stforum.co.uk for full details of the agenda.

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

Exhibitors: £75 + VAT (member), £150 + VAT (non-member)

Exhibitor and insert fee: £100 + VAT (member), £175 + VAT (non-member)

Insert fee: £25 + VAT (member), £50 + VAT (non-member)

To book your place email Elaine Townsend at events@stforum.co.uk or tel 0131 220 6321

Members' Offer - The Townhouse Collection - 2 course dinner, bed&breakfast from £99



The Town House Collection, four individually designed 4 & 5 star Town House Hotels in central Edinburgh has extended the Tourism Industry Friends offer to **30 June 2009**. 2 course dinner, bed & breakfast from £99 per room per night. Subject to the hotel choice and availability.

Bookings can be made online using promotional code reference STF99 or by telephoning 0131 274 7409. Visit www.townhousecollection.com there is now a promotional code box where you can choose your hotel and add your code directly.

Members' Offer - Highland Cottage £99 offer

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

13 - 14 June 2009 Scottish Renewables Festival

The Scottish Renewables Festival is a celebration of green energy at a variety of venues across the whole of Scotland. It's a chance to see behind some doors that are not usually open to the public as well as a way to visit some familiar sights such as wind farms and hydro power schemes and see them in action. To find out about who is involved and where they are taking place please visit www.renewablesfestival.com

25 June 2009 11am Tourism Society Annual Conference 2009, Hospitium, York

2009 marks the fortieth anniversary of Labour's Development of the 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'.



Valid until 25 Sep 2009. Come and spend a few nights with us up here on the beautiful Island of Mull. We are always happy to see fellow tourism professionals here at Highland Cottage. We aim to offer a haven of peace and quiet with good food and award-winning genuine hospitality. We are ideally situated in town and for the wider island pursuits - be it wildlife, sea trips, a day out on Iona or just plain chilling! We will not disappoint you. Special Offer £99 per person per night on a dinner, bed and breakfast rate at Highland Cottage. (Normally a restriction of a minimum of 2 nights but M2M offer there are no restrictions except sometimes at weekends depending on availability).

Call 01688302030 or email [davidandjo@highlandcottage.co.uk](mailto: davidandjo@highlandcottage.co.uk)

Members' Offer - Profile Plus 10% discount on PR work



Profile Plus is a dedicated leisure and lifestyle PR agency, offering a tailor-made and innovative PR service to food, drink, hotels, spas, venues and beauty clients. The agency opened its office in London recently, to further strengthen media and client relationships and become better recognised for its UK wide PR work. Lyndsey Metcalf, who has a wealth of experience in the restaurant and

luxury food, drink and hotel sectors, heads up the London operation.

Clients include: Sheraton Grand Hotel & Spa, Tourism Ireland, Drambuie Liqueur Company, The Tumberry Resort, The Knight Residence, Your Healthy Living Show.

The agency has also launched a new PR service PRISM (PR, Internet and Social Media), aimed at extending clients' presence within online PR.

Profile Plus is delighted to offer STF members a 10% discount on PR work.

Contact Robyn Glynne-Percy on 0131 554 6111 or email [rgp@profileplus.co.uk](mailto: rgp@profileplus.co.uk)

www.profileplus.co.uk

Members' Offer - Enterprise-Rent-A-Car



Book car hire for your customers and earn 10% Commission

Valid until 31 May 2010.

Scottish Tourism Forum and Enterprise Rent-A-Car have teamed up to bring a great new offer to STF members. You can now book your customers' car hire via a special STF affiliate web link and earn commission for your business.

Enterprise will pay you 10% of the cost of the hire - an easy way to enhance your profits.

Simply copy and paste the link below into your browser:

www.enterprise.co.uk/car_rental/deeplinkmap.do?bid=002&cust=AFSCSTF%20

Fill in the online forms to book car hire for your customer and Enterprise Rent-A-Car will subsequently pay you a referral fee. You can also use this link to book car rental for yourself - and then receive a 10% cashback reward.

Enterprise Rent-a-Car will pay commission to you directly so if you would like to make the most of this fantastic deal please contact Ruth at the STF office on 0131 220 6321 to give permission for your contact details to be passed to Enterprise Rent-a-Car.

Members' Offer - Stay free if you eat



The Inn at Lathones
28 April 09 - 31 October 2009

As a member of The Scottish Tourism Forum we would like to offer fellow members a chance to try the Inn. Just pay for dinner and breakfast and we will put you up for nothing. (Cost per night per person is £57.50)

We will also try and upgrade you to a new deluxe bedroom.

This offer is subject to availability. Minimum stay of two nights at weekends (Friday Saturday)

The Inn at Lathones is a charming 400 year old coaching inn situated near the famous golfing town

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

25-28 June 2009 Royal Highland Show 2009

Ingliston, Edinburgh

For four days only, Edinburgh plays host to a show like no other!

Welcome to The Royal Highland Show. Join the hundreds of families that flock to Ingliston near Edinburgh Airport to touch, taste, see and hear the very best Scotland has to offer by way of entertainment, childrens' activities, outdoor living & countryside, shopping & fashion, food & drink and the finest farmyard animals. It is simply Scotland's biggest and best event ... and not to be missed! For more information visit www.royalhighlandshow.org

1 September 2009 Global Ambitions: Scotland's International Future

Murrayfield Stadium, Edinburgh

Improving Scotland's international performance and integrating our international activity will be key to growing the Scottish economy in the future. This action learning event will examine Scotland's current position in the global community, share and exchange best

of St Andrews. Visit www.theinn.co.uk for more information.
Call 01334 840 494 or email lathones@theinn.co.uk to take advantage of this offer.

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 deluxe 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 www.royalaberdeengolf.com
www.murcarlinks.com www.crudenbaygolfclub.co.uk

To take up the offer email E-mail: reservations@marcliffe.com
Tel: 01224 861000 or Fax: 01224 868860

practice in international trade and business development and provide practical, experience based information and support to help Scottish businesses grow their export business.

Confirmed speakers to date include: John Swinney MSP, Cabinet Secretary for Finance and Sustainable Growth; Marcia Campbell, Head of Operations, Standard Life; Ian Irvine, Co-Founder and Technical Director, SgurrEnergy; Alan Keir, Group General Manager, Commercial Banking Europe, HSBC; Lena Wilson, Chief Executive, Scottish Development International

The conference will provide the opportunity to network with over 250 business delegates from a range of sectors of the Scottish economy. For more information email info@global-ambitions.com

17 - 18 September 2009 The Changing Nature of Scotland

Perth Concert Hall

Scottish Natural Heritage's conference explores the changes that are taking place in Scotland's natural heritage. Changes in important ecosystems such as woodland, uplands, marine and fresh waters both urban and rural will be discussed by specialists and business representatives. Day two includes a dedicated session on how the natural heritage contributes to improved health and well being. For further information and details of how to register please go to our conference website. www.eventsforce.net/SNH_Conference2009

26 September - 4 October 2009

Kirkcaldy Comedy Festival

The Kirkcaldy Comedy festival returns as a bigger and better Festival than the inaugural festival

last year. Thanks to funding from EventScotland, the Festival will be expanded from 4 days to 9 days. More details available shortly.


3 October 2009

Kirkcaldy Light Night
Scotland's first 'Light Night' hits the streets of Kirkcaldy Town Centre with the spectacular 'Big Man Walking' being the centrepiece of the family friendly event. More details available shortly.

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

Entries Open for Scottish Thistle Awards 2009

 Entries are now open for the Scottish Thistle Awards.

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 memorable.

The closing date for entries is Thursday, 11th June The finalists will be announced in August with the winners announced at the Awards Ceremony at the EICC on Friday 23rd October. For further information on the awards go to <http://www.scottishthistleawards.co.uk> or call the Awards hotline on 0131 472 2228 or email info@scottishthistleawards.co.uk

Training Courses

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)

BIIAB Scottish Certificate for Personal Licence Holders - 1 day - £140

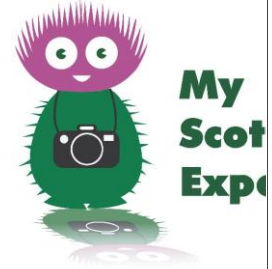
This course is for anyone who wishes to work in a licensed premises or any venue or site where alcohol is sold, for drinking on or off the premises; in a position where they will authorise the sale of alcohol to the public.
Dates (2009) 23 June, 25 Aug, 22 Sept, 27 Oct, 24 Nov

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) 24 June

For more information or to book your place on any of these programmes contact: Business Development Centre, Perth College Tel: 01738 877333 Email: info.bdc@perth.uhi.ac.uk

Photographic Competition



The Townhouse Collection has recently launched a photographic competition '**My Scottish Experience**'. This is a chance to win a seven night city holiday in Scotland, including a full itinerary of Scottish Experiences, plus a 50% discount for life on accommodation at The Town House Collection of hotels. *Prizes and entries to the competition are strictly subject to The Townhouse Collection terms and conditions.

How to enter Simply visit www.townhousecompany.com website to upload an image and description of an experience you have had in Scotland. This can be anything from hill walking in the highlands, skiing, experiences at the festivals, fishing, sailing to simply being out on the town with friends, cooking and dining experiences, staying in a hotel or walking the dog along your favourite Scottish beach.

Making the Most of STF - Set up a

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 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.

Members' Offer - Plant a Tree



10% off trees!

Make Scotland proud by helping to create history! By planting trees and supporting Trees4Scotland you and

your business will be part of something really special - Teaghlach Wood.

'Teaghlach' means clan or family in Gaelic and the name could not be more appropriate as we aim to grow the family of supporters from within Scottish tourism.

You can plant trees for as little as £9 each at www.teaghlachwood.com by inputting the discount code STF01.

If all STF members planted 10 trees then we would be able to plant 20,000 trees! To find out more about the benefits of joining Trees4Scotland please contact Angus Crabbie: gus@trees4scotland.com or call 0131 476 5929

**Members'
Offer - Free
Web Site Audit**



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 served basis.

www.claytongraham.co.uk/page/stf_webaudit/