

# Scottish Tourism Forum Weekly News Digest



4 May 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 attended a leadership forum coordinated by [En Passant](#) to discuss the current challenges in the tourism and hospitality industry.

STF member Historic Scotland is offering 6 months free membership when people buy 12 months. This means a family will pay just £6.16 a month to get free access to more than 70 properties across Scotland. For more information on Historic Scotland and the full terms and conditions of the membership offer visit [www.6monthsfree.co.uk](http://www.6monthsfree.co.uk)

Scottish Government announced ePlanning has now been launched, allowing you to complete and submit a planning application online directly to your planning authority. ePlanning provides a more consistent level of service across Scotland and makes the planning system simpler, faster and more accessible. It delivers a range of online and workplace tools, allowing the public and professionals alike to access policy documents, apply for planning permission, track progress, make comments, understand decisions and where applicable appeal to a decision. For more information [click here](#).

### Swine Influenza Update (from VisitBritain)

The Tourism Industry Emergency Response Group (TIER), for which VisitBritain provides the secretariat, is liaising with Government and its agencies and others to monitor the outbreak and its particular relevance to UK tourism.

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The outbreak is having the most impact in Mexico; this is a minor market for inbound tourism to the UK, worth around £40m per annum.

The Indian authorities have issued a travel advisory against non-essential travel to US, UK, France and Canada. VisitBritain India has been in touch with the High Commission and is monitoring press. We also work with VFS in India who operate a dedicated call centre for VisitBritain and have put our assurance message through them.

## Scottish Tourism News

21 April 2009 - **Wilderness Scotland experiences bookings surge in 2009** - [Travelmole](#)

22 April 2009 - **Museums seek a fair share** - [Evening Times](#)

24 April 2009 - **Paul Kitching launches new Edinburgh restaurant** - [Caterer.com](#)

23 April 2009 - **Strathclyde Park to host first round of UK triathlon series** - [Hamilton Advertiser](#)

24 April 2009 - **Helping the beating heart of economy is key to recovery** - [John O'Groat Journal](#)

24 April 2009 - **Trust in Scotland** - [The Times](#)

24 April 2009 - **Population Study Findings to be Released** - [allmedia.scotland](#)

25 April 2009 - **TV historian sparks fury of a nation with 'feeble little Scotland' jibe** - [Scotsman](#)

25 April 2009 - **European battle for broadband** - [Scotsman](#)

26 April 2009 - **Bodice-ripper could have 'Da Vinci Code effect' on tourism** - [Sunday Herald](#)

26 April 2009 - **Tycoon calls for cut in Tartan Tax** - [Scotsman](#)

26 April 2009 - **Bid to revive cash support for air routes** - [Scotsman](#)

26 April 2009 - **Crown invites offers for high-profile properties as hopes of recovery rise** - [Scotsman](#)

26 April 2009 - **Clydesdale cashes in as savers seek safety** - [Scotsman](#)

26 April 2009 - **Lighthouse keeper opens the most remote cafe in Scotland** - [Deadline Press and Picture Agency](#)

26 April 2009 - **Swine flu: two admitted to hospital in Scotland as world braces for more cases** - [Telegraph](#)

27 April 2009 - **All Leisure Group buys Hebridean from administrators** - [DailyTravelNews](#)

27 April 2009 - **Edinburgh B&B: Tourism boost expected from Hollywood blockbuster** - [Places2Stay](#)

28 April 2009 - **Swine flu confirmed at Scottish hospital** -

## [TV company seeks family run attraction](#)

## [Set up a Member2Member Offer](#)

## 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

**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/)

**21 May 2009**  
**Innovate, Invest and Improve. The Smart Business Guide to Beating the Competition.**  
**Auchentoshan Distillery, Dalmuir, Dunbartonshire.**

**11.30 - 2.00**  
FREE drop-in event to discover how innovation and investing in knowledge can improve competitiveness in your business. Expert advice will be available on: Knowledge Transfer Partnerships, How to develop long term relationships with Universities, General R&D/Innovation Grants, Glasgow Caledonian University's technology expertise, Finding trading partners in Europe, Getting involved in European R&D projects. Network with like minded companies, business development support and funding advice, enjoy a free buffet lunch and a guided distillery tour following the event. This event will be of interest to businesses with more than 5 employees and trading profitably. To register your interest email [audrey.meikle@gcal.ac.uk](mailto:audrey.meikle@gcal.ac.uk) tel 0131 331 8458 log on [www.kit-out.org](http://www.kit-out.org)

**3 June 2009**  
**Alcohol: The Holyrood Debate**  
**Sheraton Grand Hotel, Edinburgh**  
Speakers: Richard Baker MSP, Scottish Labour; Bill Aitken MSP, Scottish

[Scotsman](#)

28 April 2009 - **Recession off menu as restaurant openings hit new high** - [Scotsman](#)

28 April 2009 - **East Ayrshire tourist attraction wins award** - [STV](#)

29 April 2009 - **Edinburgh-Frankfurt service cut** - [Scotsman](#)

29 April 2009 - **Railway line contracts awarded** - [The Buteman](#)

29 April 2009 - **Stagecoach demands cash in rail franchise dispute** - [Scotsman](#)

29 April 2009 - **Driving force behind Aviemore and Grantown project is to move to England** - [Press and Journal](#)

29 April 2009 - **Capital's dream of 6,000-seat concert arena takes shape** - [Scotsman](#)

29 April 2009 - **Apathy of Scots** - [Scotsman](#)

29 April 2009 - **Hotel on site of mothballed RAF camp gets the thumbs up** - [Press and Journal](#)

29 April 2009 - **Edinburgh To Host Archery World Cup Final in 2010** - [Edinburgh Guide.com](#)

29 April 2009 - **Top London chefs savour some quality Caithness produce** - [John O'Groat Journal](#)

29 April 2009 - **Fallago wind farm - no political pressure** - [The Berwickshire News](#)

30 April 2009 - **Scotland drop World Cup bid** - [The Courier](#)

30 April 2009 - **Ryanair in talks on fund revival** - [Scotsman](#)

30 April 2009 - **First Menie, next Scotland - Trump expands** - [Scotsman](#)

30 April 2009 - **British Airways launches Aid For Companies** - [comparecarrentals](#)

30 April 2009 - **Golfers from across the world visit North East courses** - [JournalLiveNews](#)

1 May 2009 - **Tourism sector will suffer if visitors stay away** - [The Herald](#)

1 May 2009 - **Swine flu in Scotland may have begun passing from person to person** - [Scotsman](#)

1 May 2009 - **Call to lower petrol prices in rural areas** - [The Herald](#)

## UK Tourism News

24 April 2009 - **UK economy 'weakest in 30 years'** - [BBC](#)

26 April 2009 - **Wind farm may be torn down to make way for**

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 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'.

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)

### 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

nuclear site - [The Guardian](#)

27 April 2009 - **Europe's biggest onshore wind farm to be ready early** - [Reuters](#)

27 April 2009 - **Small firms get £15million British Airways flight giveaway to help bosses tout their business abroad** - [DailyMail](#)

27 April 2009 - **BHA gets a new chairman** - [Travelmole](#)

28 April 2009 - **Further tests for swine flu cases** - [BBC](#)

30 April 2009 - **Swine flu - don't panic, WTTTC urges** - [Travelmole](#)

## International Tourism News

26 April 2009 - **Global alert on deadly flu strain** - [Scotsman](#)

28 April 2009 - **Britons advised not to go to Mexico** - [Scotsman](#)

28 April 2009 - **Travel companies suspend Mexico operations following outbreak** - [STV](#)

29 April 2009 - **Ryanair boost for Edinburgh Airport** - [STV](#)

30 April 2009 - **World one step from swine flu pandemic** - [Scotsman](#)

30 April 2009 - **Flybe releases part of winter schedule** - [Travelmole](#)

## 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**


exchange best practice in international trade and business development and provide practical, experienced 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](mailto:info@global-ambitions.com)

**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.

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](mailto:info@scottishthistleawards.co.uk)

## 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:

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, VisitScotland will update delegates on economic position and current opportunities; Richard Millar from British Waterways will discuss creating sustainable economic opportunities through the canal network and Keith Legge, Chief Executive from Scottish Youth Hostels Association will discuss the introduction of e-commerce, and e-marketing to their development strategy. 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

## 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 of St Andrews. Visit [www.theinn.co.uk](http://www.theinn.co.uk) for more information.

Call 01334 840 494 or email [lathones@theinn.co.uk](mailto:lathones@theinn.co.uk) to take advantage of this offer.

## 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 £7 each at [www.teaghlachwood.com](http://www.teaghlachwood.com) by inputting the discount code STF01.

## 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 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)

## Commercial Homes in Tourism, an international perspective

Edited by Paul A Lynch, University of Strathclyde, Alison McIntosh, University of Waikato, Hazel Tucker, University of Otago. This book examines the commercial home from an international perspective, paying attention to the frequently occurring but often neglected forms of commercial accommodation including farmstays, historic houses, and selfcatering accommodation.

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](mailto: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 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

Conceptually, it helps to explain a range of behaviours and practices, for example the importance of setting and the nature of the host/guest exchange.

Commercial Homes in Tourism is the first book to give recognition to this distinct, economically important and expanding form of tourism business by bringing together recent, international research on this common form of commercial tourism accommodation. contact [www.routledge.com](http://www.routledge.com) for more details.

## BII Scotland Bar Personality of the Year



BII Scotland Annual Dinner Dance, Radisson Hotel, Glasgow awarded 19 year old Kayleigh Boyd of The Bothy pub in Perth the 2009 BII Scotland Bar Personality of the Year. The award is a hallmark of capability, professionalism and excellence in customer service and is recognised throughout the industry. Previous winners have gone to achieve considerable success and raise their profile as a result of their title. The runner up finalists were: Jo MacKenzie, The Griffen Bar, Glasgow; Kathryn Veroni, The Auctioneers, Glasgow; Daniel Dewars, The White Horse, Balmedie; Jill Hannen, Hamilton's, Edinburgh; Thomas Jukes, Budda, Glasgow.

## TV producers seek family run attraction by the sea

Are you the owner of an independent, family-run attraction beside the sea? Have you been planning to spruce up your business in time for the summer season?

Production company Two Four Broadcast, producer of Channel 4's Chef takes on Little Chef, has been commissioned to develop a documentary about Britain's seaside attractions. Dragon's Den star Duncan Bannatyne and celebrity sidekicks will be touring the country breathing fresh life into family owned attractions, amusements and



### 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](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

## 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)

leisure parks.

They are seeking any kind of seaside attraction that has had a tough time recently but still have plenty to offer tourists this summer. The programme-makers say: "We believe Britain's seaside attractions are the heart and soul of the British summer - this programme is in no way derogatory or scathing of local attractions, rather it will be an aspirational and positive series offering a chance to turn around attractions that have long had pride of place in our domestic holiday destinations."

If you're interested in taking part contact Two Four Broadcast as soon as possible as they are looking to film from Wednesday 6 May. Call Mel on 0207438 1862 or email [Mel.Clive@twofour.co.uk](mailto:Mel.Clive@twofour.co.uk)

## 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](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