

# Scottish Tourism Forum Weekly News Digest



9 February 2009

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 attended the launch of Business Club Scotland on Tuesday. The First Minister announced the new partnership between Scottish Government, SCDI, IoD Scotland, FSB Scotland, Scottish Chambers of Commerce, Scottish Financial Enterprise and BusinessClub Scotland business. The new initiative is designed to support Scottish businesses to maximise the opportunities from major sporting and cultural events, both in Scotland and overseas. For more information [Click Here](#).

STF met with the Scottish Government Tourism Team.

STF attended a Scottish Planning Policy Stakeholder meeting to discuss the consolidation of a single Scottish Planning Policy (SPP) as part of the commitment to delivering planning reform.

Scottish Licensed Trade News featured an article (issue Feb 6) written by Iain Herbert discussing the the current exchange rate providing the foreign visitor the opportunity to visit Scotland at nearly half the cost of previous years.

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## Events

**11 February 2009**

**Glasgow Caledonian University Food Clinic CPD Centre**

A free drop-in event to meet GCU food technology experts. Joint GCU for a practical lunchtime networking session featuring expert advice on food safety & hygiene, labelling, nutrition and dietetics. Visit GCU food laboratories, gain business and grant funding advice, network with other food/tourism business. For more information email [kitout@gcal.ac.uk](mailto:kitout@gcal.ac.uk) or visit [www.kit-out.org](http://www.kit-out.org)

**11 February 2009**

**HIT Emerging Talent Conference - Scottish Roots: Bright Future  
Old Fruitmarket, Glasgow**

During 2008 members of the Tourism Framework for Change Monitoring Group noted opportunities on mechanisms for local engagement including Area Tourism Partnerships and their role, particularly in relation with Destination Management Organisations.

STF in discussion with VisitScotland has agreed to use its position as the independent voice of the industry to carry out detailed research around Area Tourism Partnerships and their value as part of the TFFC strategy in delivering growth within the sector. A survey will be undertaken this week within the Area Tourism Partnership groups, and extended to STF members and the wider industry next week.

## Scottish Tourism News

31 January 2009 - **Aberdeen revenue rise bucks trend** - [The Scotsman](#)

1 February 2009 - **A wild success Adventure tourism** - [Sunday Herald](#)

2 February 2009 - **Labour calls for law imposing 'Challenge 21' alcohol scheme** - [Holyrood Magazine](#)

2 February 2009 - **Budget 'certainty' needed to beat recession, says FSB** - [Holyrood Magazine](#)

3 February 2009 - **So, is the masterpiece good value for money for Scotland?** - [Scotsman](#)

3 February 2009 - **Four-star hotel to be flagship for development west of Edinburgh** - [Scotsman](#)

3 February 2009 - **Plan to merge Highland colleges** - [BBC](#)

3 February 2009 - **Loganair launches new routes and increased frequency** - [Flight News](#)

3 February 2009 - **New guidelines agreed on alcohol sponsorship** - [Holyrood](#)

3 February 2009 - **Scots committee non-committal on nuclear** - [World Nuclear News](#)

February 2009 - **Scotland is top golfing destination** - [Golf 365](#)

3 February 2009 - **Hotel plans for Scottish golf course** - [Caterer.com](#)

4 February 2009 - **Scottish parliament passes Alex Salmond's revised budget** - [The Guardian](#)

4 February 2009 - **Edinburgh's 'weak' Festival Fringe Society blamed for box office chaos** -

Host: Fred MacAulay. Keynote speakers: Charan Gill, Harlequin Leisure Group; Guy Crawford, CEO, Jumeirah Group (the largest hotel group in Dubai); Mick Jackson, entrepreneur, founder of Wild Hearts Foundation. Early bird offer £65 until 31 Dec. Then £75. For more information visit [www.hitscotland.org](http://www.hitscotland.org)

**23 February 2009**

**Scottish Enterprise Tourism Masterclasses Future - Where our industry and your business is going**

**Gleneagles Hotel 9.30am - 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.

£65 + VAT. To book [katharine@starkeventsuk.com](mailto:katharine@starkeventsuk.com) or [www.registerforevent.co.uk/gleneagles](http://www.registerforevent.co.uk/gleneagles)

**1 March 2009**

**The Scottish Hotel Awards**

**Crowne Plaza, SECC, Glasgow**

The opening event for ScotHot 09, launched by the First Minister. [www.scottishhoteloftheyear.com](http://www.scottishhoteloftheyear.com)

Tickets £89 per person or £890 for tables of ten.

**17 March 2009**

**Edinburgh Tourism Action Group Conference James Watt Centre, Edinburgh Conference Centre, Heriot Watt University**

Fee £50 + VAT 9am - 4.30pm

To register for event

[www.registerforevent.co.uk/etag\\_conference\\_2009/](http://www.registerforevent.co.uk/etag_conference_2009/)

**17 March 2009**

**Business and Flood Risk Seminar**

**Royal College of Surgeons, Edinburgh**

SEPA is hosting a free event for businesses, which will address issues of flooding in Scotland. Areas of discussion; upcoming flooding projects and legislation, flood trauma and impact on workforce, business continuity modelling and business recovery from floods. For more information email [jean.atkinson@sepa.org.uk](mailto:jean.atkinson@sepa.org.uk)

**19 March 2009**

**Preparing the Commonwealth Games 2014**

**Matching ambition and opportunity**

**Hampden Park, Glasgow**

On 23 July 2014, Celtic Park in Glasgow will be hosting the opening ceremony for the 20th Commonwealth Games ahead of 11 days of high level sporting competition. But what will hosting the Games mean to Glasgow, and to Scotland, in terms of its sporting, and wider ambition? Join our high profile speakers to examine how Glasgow and the whole of Scotland can best meet the challenges and take advantage of the opportunities that hosting the Games will bring. For full details please see [www.holyrood.com/commonwealthgames](http://www.holyrood.com/commonwealthgames)

**19-20 March 2009**

**The 38th Scottish Council Forum**

**Fairmont 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

## [The Stage](#)

5 February 2009 - **Royal Bank releases £250m for Scottish small firms** - [The Herald](#)

5 February 2009 - **Salmond and Murphy to meet unions and CBI** - [The Herald](#)

6 February 2009 - **More golf clubs urged to offer free rounds in drive for tourists** - [The Herald](#)

6 February 2009 - **Highland line voted world's most scenic train journey** - [The Herald](#)

6 February 2009 - **First Minister takes a swing at the R&A as men-only row resurfaces at St Andrews** - [The Scotsman](#)

6 February 2009 - **Uncertainty for area attractions** - [BBC](#)

## UK Tourism News

1 February 2009 - **Mandelson backs new 'people's bank' at Post Office** - [The Guardian](#)

3 February 2009 - **Real help for businesses on offer** - [BERR](#)

6 February 2009 - **Platform: Credit crunch may make 'divorce tourism' a thing of the past** - [Scotsman](#)

6 February 2009 - **UK railways could follow Scottish example, says regulator** - [Holyrood](#)

## International Tourism News

1 February 2009 - **Ryanair plunges into the red as fuel costs soar** - [TravelDailyNews](#)

4 February 2009 - **Free golf in Scotland!** - [USA Today](#)

5 February 2009 - **Obama's stem cell moves 'a threat to Scottish firms'** - [Scotsman](#)

## Scottish Tourism Conference - Coming to Scotland, Uniting to be the Best



**4 March 2009, Dynamic Earth, Edinburgh**

With challenging times for the foreseeable future, the tourism industry is demonstrating its

speakers. Key areas include: ICT, transport, energy, connecting people in education, business and wider society.

For more information visit [www.connecting-scotland.com](http://www.connecting-scotland.com)

**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)

**31 March 2009**

**Fife Tourism and Business Conference**  
**Seizing Opportunities - Today and Tomorrow**  
**The Old Course Hotel, St Andrews**

Join us for 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](mailto: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. We're transporting you back to the Sixties with a groovy mix of music, food and entertainment. Don't miss out and book now!

Early Bird rate of £95 per ticket or £1140 per table of 12 is applicable until the 27th Feb. To book visit [www.hitscotland.co.uk](http://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](mailto:hmalcolm@carnegiecollege.ac.uk)

**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](http://www.visitscotlandexpo.com) or email [events@visitscotland.com](mailto:events@visitscotland.com)

**12-15 May 2009**

**World Mountainbike Conference**  
**Easterbrook Hall, Dumfries**

For more information visit

[www.worldmountainbikeconference.com](http://www.worldmountainbikeconference.com)

**19-20 May 2009**

**Travel Distribution Summit**  
**Business Design Centre, London**

endurance during the toughest economic environment for many years. We need to remove barriers, and create opportunities together, to meet the economic battles that lie ahead.

We have arranged a series of high profile guest speakers providing knowledge and inspiration from a range of organisations, across the tourism spectrum, to demonstrate Scotland's unique offer on the world tourism stage.

Our speakers include: John Swinney MSP, Cabinet Secretary for Finance and Sustainable Growth; Philip Riddle OBE, Chief Executive of VisitScotland; Stephen Leckie, Managing Director, Crieff Hydro; Bernard Donoghue, Head of Government and Corporate Affairs, VisitBritain; Bob Downie, Chief Executive, The Royal Yacht Britannia. For full details of the speakers [Click Here](#).

The meeting will provide an excellent platform to raise issues of importance such as the growing concern for rural tourism. Delegates will be updated on the TFFC report and future plans.

We are delighted **John Swinney MSP, Cabinet Secretary for Finance and Sustainable Growth**, has also confirmed his attendance offering to take questions from the industry.



#### Fees:

Members: £70 + VAT, non-members £110 + VAT

Exhibitor fees: members £150 + VAT, non-members £250 +VAT.

Insert: member £50 + VAT, non-member £75 + VAT.

Exhibitor & insert: member £175 + VAT, non-member £275 + VAT.

To book your place email Elaine Townsend [events@stforum.co.uk](mailto:events@stforum.co.uk) tel 0131 220 6321

**STW ScotHot Seminars, SECC**

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/)

#### 11 November 2009

##### World Responsible Tourism Day

WTM 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)

### Our Scottish Tourism Week Sponsors



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**Scottish Tourism Week and ScotHot will be officially opened by Jim Mather, Minister for Enterprise, Energy and Tourism** who will also make an address as part of the seminar sessions alongside key industry speakers.



The seminar programme includes sessions on:

**Trends, analysis and tactical marketing** by Chris Greenwood, VisitScotland;

**Life in the Industry** by David Maguire of Glasgow Restaurateurs' Association;

**Commonwealth Games 2014 and impact on tourism** by Gordon Arthur, Glasgow 2014;

**Alcohol licensing is there life after transition?** by Janet Hood of British Institute of Innkeepers;

**Market trends and recruitment** by David Shirra of Caterer.com;

**E-business and marketing: Web 2.0** by Rene Looper;

**Life in the Industry** by Shirley Spear of The Three Chimneys;

**DMO's Panacea or Pandemonium** by Patrick Laughlin, St Andrews World Class Initiative;

**Strategy for Growth** - the TFFC Review by Iain Herbert, Chief Executive of STF;

**Are you good enough to be a Good Employer?** Gerry Brown, Head of Business Solutions, People 1st;

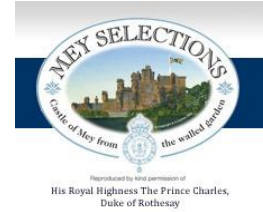
**Sustainable futures - meeting the global challenges** by Philippe Rossiter and Philip Stanley, Institute of Hospitality

**Water Audit Services** by Greg Shelton.

**The Green Tourism Business Scheme.** Full details of the seminar programme are now available on our website. [Click here.](#)

First Minister, **Alex Salmond** will attend ScotHot as part of a Homecoming Scotland event featuring culinary teams from around the world in their grand prix.

You can register online now for ScotHot 2009, FREE thus guaranteeing fast track entry at the



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## Competitions



**Photographic Competition launched - Vision of Banffshire Coast**



The photographic competition is judged by members of the Scottish Professional Photographers Association invites pictures which are from the Banffshire Coast area in the last year. Prize fund of £1,000 and a series of trophies. **Closing date 20 March 2009.** visit [www.banffshirecoast.com](http://www.banffshirecoast.com) for an



application form.



BII is seeking nominations for Scotland's **Bar Personality of the Year 2009**. The annual competition is being run this year in conjunction with pub trade magazine On-Trade Scotland. BII is looking for someone with the personality, the product knowledge and the customer service skills to motivate other staff and provide a leisure experience that customers want to return to time and time again. The nominee must work in a front of house capacity and is not in a management role, although they can be a team leader or supervisor. **Deadline is 28 February 2009.** Visit [www.biiscotland.org](http://www.biiscotland.org) to make your nominations or email [morris@lorimertraining.co.uk](mailto:morris@lorimertraining.co.uk).

**CIS Excellence Awards 2009.**

door and you'll also save the £15 entrance fee.

[www.scothot.co.uk](http://www.scothot.co.uk)

For more information on the seminars visit [www.stforum.co.uk](http://www.stforum.co.uk) or to reserve your place at a seminar email Elaine Townsend [events@stforum.co.uk](mailto:events@stforum.co.uk) or tel 0131 220 6321.

## 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, Cabinet Secretary for Finance and Sustainable Growth.

Tickets for the event are: £70 + VAT per person or £650 + VAT for a table of ten. **Tickets are selling fast with 97% of tickets sold to date.** We encourage you not to delay in booking your ticket as we expect to sell out.

To book your ticket email Elaine Townsend at [dinner@stforum.co.uk](mailto:dinner@stforum.co.uk) or tel 0131 220 6321

## VisitScotland QA Workshop

At the STF Open Meeting in December we heard that VisitScotland is taking a fundamental, long-term look at the role of quality and VisitScotland quality activities to drive long-term growth.

STF discussed this further with VisitScotland and we are holding a joint Quality Workshop on **12 February 2009 at Dunkeld Hilton Hotel, Dunkeld at 10.am - 3.30pm.** (This event is free).

The Scottish Government's tourism strategy sees quality and service as integral to achieving a world-class and competitive industry for Scotland. VisitScotland's Quality Assurance schemes are recognised here and worldwide as providing a high profile single standard to promote and maintain quality standards. The rapid growth of on-line consumer information provides opportunities to look at ways of working innovatively and driving our long-term ambitions by meeting our customers' needs.

STF and VisitScotland want your input to help determine what the role of VisitScotland should or



Nominations are now being invited for the CIS Excellent Awards 2009 in Scotland's catering, hospitality and tourism industry.

Open to all types of established and emerging businesses involved in these sectors. From chefs, foodie pubs, colleges and contract caterers, to hotels, restaurants, local authorities and food tourism enterprises, there is a category to suit you or your business.

**Deadline 16 March 2009.** Full details of all 11 categories, plus criteria, judging guidelines and entry nomination forms are available at [www.cis-excellenceawards.com](http://www.cis-excellenceawards.com)

## 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 from **January 2009 to 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%.

shouldn't be in achieving our customers' needs.

Registration 10am for 10.30am start.

Numbers are limited, so we ask that you register your interest by emailing Elaine Townsend [events@stforum.co.uk](mailto:events@stforum.co.uk) or tel 0131 220 6321 and we will forward on the agenda nearer the time

## 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 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.

## SE Visitor Experience Conference 3 March 09

**10am - 4.30pm Glasgow Science Centre**

Speakers: Clive Geddes, Mayor of Queenstown, New Zealand; Gregg Patterson, GM, The Beach Club, Santa Monica, California; Inaki Gaztelumendi, MD, Santiago Turismo, Santiago de Compostela, Spain; Michelle Thompson, Co-operator, Dalvay by the Sea Resort Hotel and National Historic Site, Prince Edward

Island, Canada.

Chaired by Stephen Jardine, Journalist.

Are you giving visitors their best possible experience of Scotland? In today's economic climate it's never been more important for Scottish tourism businesses to make a positive and lasting impression on their customers. This conference brings together inspiring and forward thinking businesses from across the country, to look at the opportunities to enhance the visitor experience.

Cost £50 + VAT. To find out more please call 0141 357 2235 or visit

[www.registerforevent.co.uk/visitorexperience](http://www.registerforevent.co.uk/visitorexperience)

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