

Dear STF,

Welcome to your latest newsletter from Scottish Tourism Forum, the independent forum for tourism in Scotland.

This newsletter details information on STF activities and events.

## Chair's foreword



It doesn't take much courage to forecast doom, gloom or possibly, Armageddon, but tourism is an industry that was built on maximising and capitalising on the smallest of opportunities. We are not a 'big ideas' business, we are not a 'one piece of software written and retire' type of business, we're a service business which means you have to do it right every day, better than the day before, because customer loyalty and brand loyalty is essential to the customer experience.

The current economic climate is difficult, whether it is a recession, depression, prolonged recession, stagnation, inflation - these are just different ways of saying it's, quite frankly, not very nice out there right now. Tourism is a resilient industry; we find ways to succeed, ways to survive, and ways to protect the viability, sustainability and growth aspirations of our SMEs.

The good news is that the Scottish Government has identified the industry as a core segment of the economy. Why? This industry is not transferable, we cannot be relocated, our jobs cannot be outsourced, this industry cannot end up a call centre in New Delhi, and the industry is part and parcel of all things Scottish. Every business in Scotland, private and most public sector organisations has some effect on the tourism industry. Tourism is everybody's opportunity.

We cannot forget the growth opportunities. There are some positive stories, the strength of the dollar and the Euro compared with Sterling and the opportunities that this creates for us in the international market. Domestic travel is up, but we are in a competitive struggle with other areas of the UK. We must take advantage of the enterprise organisations and their desire to help us invest. We have growth funds that are available today that are

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## Members News

### Congratulations to...

**Peter Lederer**, Gleneagles chairman (and STF member) received the prestigious Hospitality Industry Trust (HIT) Scotland lifetime achievement award earlier this month. Peter Lederer is also chairman of VisitScotland and president of the Institute of Hospitality and was recognised for the dedication in helping talented

undersubscribed. If we want people to invest into our industry we have to view it as an industry of growth and opportunity. We have an existing infrastructure in VisitScotland, and enterprise businesses, we also have DMOs and local authorities that have a valid role to play. The time for reinventing the wheel and duplicating infrastructure has passed. Duplication creates barriers to growth, it does not create growth. Now is the time to invest because so many people are contracting. If we embrace the resources that are available today, we can invest and make incremental and exponential growth in the market place for a very small additional investment. Leverage public and private funds together in a matched funds style of investment. We have to pick shared values, shared visions and shared concepts and communicate to the highest common denominator amongst all which is visibility, viability, and sustainability of growth of our business.

We have to be more creative, more joined up, and more vocal. The only way to do that is to share in one message and STF looks forward to working with you in the coming months.

## STF Activities

**Scottish Tourism Week 2009** proved the most successful since it began in 2006. Jim Mather, Minister for Enterprise, Energy and Tourism opened Scottish Tourism Week on the 4 March at ScotHot Exhibition. The First Minister, Alex Salmond, supported Scottish Tourism Week, by speaking at the ScotHot seminars and attended the ScotHot exhibition for twice the length originally planned and Tavish Scott, leader of the Scottish Liberal Democrat party and former convenor of the EET committee, hosted the Parliamentary Reception. The MSP Reception and Industry Dinner were both sold out several weeks before the event. For more details and view the full post-event report please visit STF's website [www.stforum.co.uk](http://www.stforum.co.uk)

STF was invited to undertake a review of the **Area Tourism Partnerships** and has been in correspondence with all ATPs. STF held an ATP Steering Group Meeting which agreed the review should be broadened to provide recommendations for successful engagement and potential external support mechanisms. Three complementary surveys were undertaken to support the review and the first draft of the review was submitted to VisitScotland in April.

STF met with several MSPs over the last quarter including Iain Smith (Convener of the Economy Energy and Tourism Committee), Lewis MacDonald (Labour) member of the Economy Energy and Tourism Committee, Andy Kerr (Labour) party spokesman on Finance and Sustainable Growth, Jim Mather - Minister for Enterprise Energy and Tourism, and Fergus Ewing, Minister for Community Safety.

STF **Policy Group** continues to monitor consultations that might affect the tourism sector and is currently investigating: Planning Agreement Consultation, Public Water and Sewerage Services, Alcohol Consultation, Strategic Transport Projects Review, Flood Risk Management

people in the industry, his leadership and ability to raise the aspirations of those around him.

**The Scottish Seabird Centre** 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 inspiring people to appreciate and care for wildlife and the natural environment.

**BII Scotland Annual Dinner Dance**, Raddison 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.

## Industry News

**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](#).

**Member's Regional Blog - 'Thoughts from a small island' - Shirley Spear**

Consultation, Climate Change Bill. We value members input into our lobbying activities and priorities and this new group provides real opportunities for members to have their view heard at senior levels.

STF is developing a new advisory group for the **Tourism Framework for Change** following the review carried out earlier this year. The industry advisory group will oversee the implementation of the review and the three key groupings of customer experience, investment and marketing. There is an industry workshop session scheduled for mid-June to tease out some of the real issues and opportunities.

## Red Tape News



### Changing Scotland's Relationship with Alcohol Discussion Paper

Following Scottish Government's published framework for tackling Scotland's £2.25 billion alcohol misuse problem,

STF ran a web poll asking 'Do you support the Scottish Government's introduction of a minimum price unit of alcohol? The response to the web poll was as follows: 'Yes - Scotland needs to address the alcohol misuse problem' - 28.6%, No - this is unlikely to have an impact and will only add to the pressure on licensed premises' 28.6%, 'We need to do something but this approach will not make the change that's looked for' 38% and 'Don't mind, doesn't affect me' 4.8%. STF will continue to monitor the alcohol discussion paper and feedback to members.

Initial responses from members indicate measured support for the minimum pricing of alcohol which could encourage responsible drinking message endorsed by the industry.

STF member Janet Hood, BII Scotland, will be speaking at the Conference "Alcohol: The Holyrood Debate" on 3 June visit [www.holyrood.com](http://www.holyrood.com) for more information.

### Fire Regulations

STF set up a working group to discuss the new Fire Regulation Guidance Material and working with ASSC, GBBA, FSB and other organisations met to discuss concerns with Fergus Ewing MSP, Minister for Justice. This meeting is the first in a series of four meetings.

## New Members

**STF welcomes our new members and hope to see them at future meetings.**



**Clayton Graham Communications** is one of the country's



**Shirley Spear, The Three Chimneys and STF Board member shares her 'Thoughts from a Small Island'**

By all accounts, it was a cracking

Easter in Skye and Lochalsh. The run-up to the official holiday weekend was also excellent, with businesses reporting large increases in confirmed bookings and also, very positive enquiries for the crucial months ahead, upon previous years. This was across-the-board.

Gorgeous weather helped to fill the campsites, self-catering cottages, guest houses and hotels, whilst B&Bs and restaurants were in huge demand as visitors arrived, with nowhere booked, having made a last-minute decision to drive north and west or catch a flight to Inverness from other areas of the UK.

Visitor Centres proved to be popular attractions in every locality and outdoor activities, particularly the ever-popular boat trips, swung into action. Perhaps the only sector to be left feeling down-at-heart, was the retail side of arts and crafts, where the spend was "low".

The start of the "tourism season" is marked by Easter every year in the Highlands and Islands. Those who own and manage small businesses never have enough time to complete all the necessary preparations undertaken during the quieter weeks of the winter months. This work comes to a dead stop whenever Easter weekend appears on the calendar. It is always welcomed as the essential means to begin earning money again, but dealing with the giant influx of business in reality is never easy for the huge number of small enterprises that are the backbone of the tourism industry in the scattered communities of the most rural areas of Scotland.

And don't I know it! Gearing-up winter-weary staff is hard enough for starters! They always think I am exaggerating when I say: "it is going to be busy". The look of disbelief on the faces of the kitchen and restaurant teams told the whole story after the blast of Easter Saturday lunch service - especially in their new-found knowledge that it was going to be even harder that same evening.

Virtually all small businesses will have managed the hectic Easter fortnight without a full complement of staff and also, training new staff who have recently joined them. New staff may

leading integrated communications agencies with the capability to deliver Strategy and Planning, advertising, design and digital from a single supplier. Our tourism and hospitality expertise stretches across national tourist boards, international hotel groups, international carriers, single privately owned hotels and visitor attractions of all descriptions. For more information visit [www.claytongraham.co.uk](http://www.claytongraham.co.uk) or email [business@claytongraham.co.uk](mailto:business@claytongraham.co.uk) or tel 0141 221 3700



### Edinburgh Tour Guides

Edinburgh Tour Guides is an Edinburgh based company founded 1 January 2005. We specialise in guiding in Edinburgh. Our guides are all fully insured, professional, motivated, knowledgeable and

experienced. We have guides with special interests from architecture to history and Robert Burns to storytelling.

We maintain the highest standard of guiding in Edinburgh. Our guides can be hired from one hour to a full day. From walking tours to coach and car tours, our guides would love to show you our beautiful city. We are also happy to help you plan your itinerary from admissions to coach hire and more. Our guides have permission from Historic Scotland to guide within Edinburgh Castle.

We can supply guides for large groups or individuals. Our client base includes ambassadors, journalists, and conference delegates, university students, school groups and VisitScotland.

Whatever your guiding needs, we are here to help you make the most of your time in Edinburgh.

For more information

[www.edinburghtourguides.com](http://www.edinburghtourguides.com) [info@edinburghtourguides.com](mailto:info@edinburghtourguides.com) tel 0131 443 0548.

**Eric H Brown** is a career hotelier with 35 years management experience in some of Scotland's best known hotels. His first full management position was Resident Manager at The Golf View in Nairn, and subsequently Managing Director at the historic Rusack's in St Andrews which was sold to THF in 1985. In 1987 he took a Lecturing position at Strathclyde University and set about developing Balbirnie House Hotel at Markinch, near Glenrothes



and he opened to great acclaim in 1989. After 3

never have worked in hospitality and tourism before and the realisation of how fickle the public can be, and how they as individual personalities handle their guests and customers in return, is a two-way street. Many don't stay in the job, having already proved that it is not right for them. It is a tough nut to crack for small business owners and takes-up a vast amount of time, as they grapple with all aspects of recruitment on their own. It is too early in the year for recruiting students and school-leavers. Big exams are looming and the month of June is the earliest that anyone can expect to be able to recruit from this major sector. Easter is a notorious time to lose staff that have been kept in employment over the sparse winter months, who decide to move on to pastures new come the spring. Recruitment is difficult and frustrating and throws-up problems for small business managers to deal with every year without fail. We all would dearly love to be able to improve it, strong in the practical knowledge that the industry still needs to address the whole issue very seriously. The tourism and hospitality industry is a very serious business after all and will prove itself beyond measure in this year of economic gloom, to be the brightest star of invisible earnings for Scotland.

### Events

#### 25 June 2009 11am Tourism Society Annual Conference 2009, Hospitality, York

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

more years as Resident Managing Director and co-owner, Eric sold his interest to the Russell family and the next generation of Russells continues to successfully run the business today.

Fifteen years with Stakis and Hilton International from Craigendarroch on Royal Deeside, to Hilton York and Hilton Dundee, provided a significant insight to larger hotel businesses run on a corporate model with strict brand standards and financial controls.

Most recently, during a well earned sabbatical due to finish in June 2009, Eric has been exploring how he could best use his significant experience to assist independent hoteliers and tourist businesses over the next 3 years.

Eric said at Expo in Glasgow recently, "I have survived downturns and 28% inflation in the 70's, a further recession in the early 80's and the negative impact of the first Gulf War in the early 90's, so I have been there and not only survived but prospered!".

If your business is struggling and you would like a confidential "health check" and an assessment of what action to take to survive in the coming months, then investing in a 1 day overview might be the most cost effective decision you could make this year!

To contact Eric e-mail [erichughesbrown@yahoo.co.uk](mailto:erichughesbrown@yahoo.co.uk) or telephone 07918 737 655.



Harveys is a company with a fantastic pedigree built on many years of technical experience. We pioneer at the front edge of our

markets where our competition follow - our recent investments in technology put us right at the forefront.

We manufacture many products from promotional print to point of sale displays, specialist screen print to latest technology digital printing. Did you know we make Membership Cards, Wallets, Presentation Boxes, Pockets, Folders, Files, Book Covers, Signs, Point of Sale products all on PVC, Polypropylene and Paper over Board substrates?

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overview from different sectors; Tour Operations, Hospitality, Attractions, Aviation.

For more information

[www.tourismsociety.org](http://www.tourismsociety.org)

**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 of 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)

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

Speakers include: John Swinney MSP, Cabinet Secretary for Finance

for our many clients across the UK, Ireland and Europe. Why not challenge us to work on your project? We could help you design and produce items to enhance your visitor experience and exposure of your company  
Our dedicated Tourism Sales Executive is Sally Williamson - please contact her direct on 07554 435388 or our office number 0131 440 0074 to discuss your specific requirements.

## Landmark PRESS

Landmark Press have just launched an informative new B2B website. [www.landmark-press.com](http://www.landmark-press.com) is a great resource covering all of the services used throughout the years by so many STF members: Bedroom Folders, Schools Welcome Folder, Edinburgh Guide, Scotland Guide, and the Leaflet Distribution and Display Service.

Search engine rankings are improved for both parties by exchanging a link. We would be delighted to link to any Forum member in return for a link to our website - visit our home page (footer) to see how to simply link to us: [www.landmark-press.com](http://www.landmark-press.com). Then send us an email, from the site, to request a link to your own website.

### **STOP PRESS New for 2010**

Two New Bedroom folder editions  
The family of fourteen Landmark Press area bedroom folders is set to increase to sixteen for 2010 with the introduction of editions covering Scottish Borders and Ayrshire.

### **Best Places to Eat**

The popular Eating Out Guide featured in Inverness and Nairn Bedroom Folders in 2009 is being extended to folders in Glasgow and Clyde Valley, Skye and Lochalsh and Kingdom of Fife.

For more information and prices on both of these new advertising opportunities see [http://www.landmark-press.com/Advertising\\_bedroom\\_folders.asp](http://www.landmark-press.com/Advertising_bedroom_folders.asp)

NEW advertising opportunity for Accommodation businesses.

With 1 million copies in 6 languages, on display everywhere, the Landmark Press Scotland Guide is cost effective and offers unrivalled visibility for advertisers wanting to reach almost every visitor to Scotland. For 2010 the guide will include a 'Best Places to Stay' section.

For more information and prices see <http://www.landmark-press.com>

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 in 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.wlmwrtid.com](http://www.wlmwrtid.com)

## Training Courses



**Perth College**  
Creating the University of the Highlands and Islands

**Business Development Centre**

### **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 - 1/2 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.

Date (2009) 24 June

For more information or to book your place on any of these programmes contact: Business Development Centre,

[press.com/advertising\\_scotland\\_guide.asp](http://press.com/advertising_scotland_guide.asp)

## We are Tickety-Boo, how are you?

We specialise in organisational development. We believe that your people are your most important resource and by focussing on their development we will encourage your organisation to achieve dynamic and challenging business improvements.



**Tickety-Boo Scotland**  
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We look at challenges from new perspectives so that your organisation can SOAR above competition and customers' expectations.



We help your business GROW enabling you to prosper.

Based in Dunblane High Street for over 10 years, our colourful logo and name catches the eye of many with some unusual requests for balloon flights however our expertise lies in

- Institute of Leadership and Management development programmes
- softer people skills such as Customer Excellence, Effective Selling, Personal Assertiveness and Trainer training skills
- legislative compliance in Food Safety, HACCP, Alcohol licensing, Health & Safety

We bring our accredited learning programmes to the local communities of Scotland so that all businesses can benefit from nationally recognised qualifications allowing us to EXPLORE all areas of Scotland - only not in a balloon!!!

For more information. Tel 01786 825200  
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[www.ticketybooscotland.co.uk](http://www.ticketybooscotland.co.uk) 24 High Street, Dunblane, FK15 0AD



**Morrison Tours** is a long-standing shore

excursion operator and ground handler, providing Scottish services to the fast-growing and highly demanding UK, European and US cruise markets. This principally means that we supply shore excursions, tours and other destination management

Perth College Tel: 01738 877333 Email: [info.bdc@perth.uhi.ac.uk](mailto:info.bdc@perth.uhi.ac.uk)

## STF Web Poll - Cast your Vote

**STF is running a new web poll on how the 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 (on right hand side of the STF website).

## Hotel Cateys Awards 2009



Entries are open for the **Hotel Catey Awards**. Categories include: Hotelier of the Year, Hotel Chef of the Year, Outstanding Contribution to the Hotel Industry, and Front of House Manager of the Year, please visit

[www.hotelcateys.com](http://www.hotelcateys.com) for a full list of categories. **Key dates** are: **19 June 2009** - closing date for all categories; 14 August 2009 - Closing date for Hotelier of the Year; 6 November 2009 - Awards Ceremony (Royal Lancaster Hotel, London). 2008 Winners include Richard Ellison, Old Course Hotel, Golf Resort & Spa for Food & Beverage Manager of the Year Award.

## Scottish Thistle Awards - now open



**Scottish**  
Thistle Awards

Create d by VisitScotland in 1991,

these awards showcase business excellence and quality. VisitScotland's objectives for the Scottish Thistle Awards are to:

Reward excellence in Scotland's tourism industry in all areas and at all levels

Promote quality service and products which reflect all that is great in Scotland's world-reputed and foremost industry

Encourage professionalism, innovation and creative thinking within the industry.

Entries for the 2009 Scottish Thistle Awards are now open. [Click here](#) to see the categories available or for more information [click here](#).

**STF Member2Member offers (exclusively for STF**

services, when cruise ships call at ports around the country.

We have been in existence for over 25 years and for many years now our geographical coverage has extended beyond Scotland to the whole of Britain and Ireland.

Based in Leith, we have an experienced and enthusiastic team, who offer a comprehensive service to this niche market, including cruise itinerary planning, excursion planning, specialist and niche market products, as well as pre/post cruise products.

In our capacity as an inbound tour operator, we have developed an extensive portfolio of tours and we're always striving to produce new and innovative products and services to bring to the market. For this reason we would always be inclined to welcome approaches from relevant suppliers, who could work in partnership with us to provide an exceptional service and achieve high levels of satisfaction among our clients and, in turn, their cruise passengers.

Meticulous personal service combined with the latest technology ensures a high degree of quality and a first class delivery to the customer, but we never grow complacent and our clients invariably keep us on our toes.

If you have any questions or wish to make us aware of your own products or services, please send your enquiries or info to: Peter Schuller, Director, Morrison Tours, 90 Giles Street, Leith Edinburgh EH6 6BZ. Email: [peter.schuller@morrisonstours.co.uk](mailto:peter.schuller@morrisonstours.co.uk)



**Trees4Scotland** are delighted to be working with Scottish tourism with our ultimate aim being to

encourage every visitor to Scotland to take a positive action such as to plant a tree in our fabulous "Teaghlach Wood" (meaning clan or family - please see [www.teaghlachwood.com](http://www.teaghlachwood.com)).

We aim to make Teaghlach Wood synonymous with everything that is good, green and innovative about Scottish tourism.

Our innovative approach allows individuals and businesses to plant trees with us and to get their name up on the on-site honours board, near Comrie, in highland Perthshire. All of the trees we plant are native varieties such as oak, birch, ash and willow. On a corporate front, joining Trees4Scotland will help us look after the landscape & wildlife that makes Scotland unique and provide you with a great package of benefits. Why not add even more value

## members')

**One of STF's strengths is the business to business networking opportunities, we have set up a scheme exclusively for our members to help strengthen these relationships. Some of our members are helping to fight off recession through packaging deals and special offers and we help to raise the profile of these offers through our Member 2 Member scheme.**



**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



**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

to your customers' experience by letting them know that by choosing your business they are protecting the environment and giving something back to Scotland - this is where our customer payback scheme comes in!

Please give us a call to find out more about how you and your business can get involved and help us create a special piece of history!

Contact: Angus Crabbie, Tel: 0131 476 5929 / 07714343158, Email: [gus@trees4scotland.com](mailto:gus@trees4scotland.com)

## STF Open Day 3 June 2009 - Building a Sustainable Future



Balloch.

The conference is built around developing a sustainable business leading to a sustainable future.

Speakers include: [Dr Mike Cantlay](#), Convenor, National Parks will discuss sustainable business and building sustainable communities; [Riddell Graham](#), VisitScotland will give an update on the economic position and opportunities; [Peter Taylor OBE](#), The Townhouse Collection will discuss how to create a sustainable investment, describing the technologies used and applied in his new venture Blythwood Square, Glasgow; [Alasdair Burns](#), British Waterways will discuss creating sustainable, economic opportunities through the canal network for the wider tourism industry communities; [Keith Legge](#), Chief Executive at Scottish Youth Hostel Association and [Louise Nowell](#), Head of Sales and Marketing SYHA will discuss digital marketing and 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, STF will update delegates on the recent review of Area Tourism Partnerships, its link to local authorities and the wider tourism agenda.

For the full agenda and biographies of the speakers please visit our website [www.stforum.co.uk](http://www.stforum.co.uk)

### **Fees:**

**Delegate rate: STF members are entitled to one free delegate place.** Additional members' guests are charged £20 + VAT.

**Non-members' rate:** £40 + VAT.

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

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 visit the members' section of STF website to find out more [www.stforum.co.uk](http://www.stforum.co.uk)



### **Trees4Sco**

**land** 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.

STF members can plant trees for as little as £9 each visit members' section of the STF website for the code.

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

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



**The Inn  
at  
Lathones**

28 April 09  
- 31

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

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

## Board Profile - Ian Gardner



**Ian represents Edinburgh and Lothians.**

**What was your first job in the tourism industry?**

Whilst at university, I worked for three summers as a museum attendant with Edinburgh City Museums. After graduating, I joined the curatorial team at the Museum of Childhood, where I stayed for five years. The early experience of working day in day out with visitors, and seeing how attractions operated from the visitors' perspective, was

invaluable.

**What made you stay in the industry?**

I've been lucky to have busy jobs in fascinating places - the Museum of Childhood and then the National Trust for Scotland - and so a genuine interest in these places, in seeing them link in more effectively with the wider tourism industry and making the most of the huge number of opportunities they have, has kept me busy!

**What did you want to be when you were seven years old?**

Hard to remember such a long time ago but at various stages teaching and journalism were possibilities. At seven, probably a policeman.

**Describe a typical day in your current job?**

One of the attractions is that there is there probably isn't a typical day! Internal and external meetings are constant, property visits occasional and emails never ending.

**What would you say to someone who wanted to enter the industry?**

It's got huge potential and some great opportunities - I'd say go for it!

**What would you be doing if you weren't in the tourism industry?**

Difficult to say but no doubt something else using my experience in communications or marketing.

**What's your favourite place in Scotland?**

It's hard to choose one place - I was brought up in Dunbar, went to university in Aberdeen and now live in Edinburgh, so perhaps I should say east coast. Then again, we have had some great holidays in Dumfries and Galloway and Wester Ross, so perhaps...

## Board Profile - Beverly Payne

**Beverly represents Business Development and Tourism Services.**



**What was your first job in the tourism industry?**

My first real job after my degree at college was in the capital in Knightsbridge as Front of House Management Trainee. (I don't think there were any girls allowed in food and beverage service there then). It was an AA four red star hotel, member of Relais, with two Michelin stars. The



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training and standards were excellent.

**What made you stay in the industry?**

Two main reasons; the people and the depth and breadth of the industry. I have had the opportunity to work with and learn from; David Levin, Peter Lederer, Ken McCulloch and others. I doubt there are any better people to have worked alongside. More importantly though is the talent that comes into the industry. As Chair of the HIT scholarships, each year we see immense talent and it saddens me that as an industry, we continually disillusion much of this talent through poor training and development and lack of effective leadership, and in general just mediocrity. Their expectations are so high and as an industry we fail them. (However there are inspirational companies and business's doing fantastic work which must be applauded). Tourism businesses are just fascinating, offering everything that general business is challenged by, but with the customer on site, often staying overnight voluntarily! How many other businesses could cope with that?

**What did you want to be when you were 7 years old?**

Don't laugh; I wanted to work in a Hotel!

**Describe a typical day in your current job?**

There is not a typical day at all; I am working with businesses throughout the UK. Currently things are especially busy; I am setting up a new company with my colleague Victoria, as well as doing everything else. I usually start very early, I am often on the first flight or an early train, and I try and get as much done as I can during the day. I am often away overnight. Today for example I did a strategy workshop for clients, flew to London and tomorrow, working with an entrepreneur on a new very exciting, niche London venture. Together the team have worked on the project for almost a year, but we now have the site and funding, which is a significant achievement in today's market. Later in the week is completion of a strategy workshop for a well known and successful Glasgow hospitality business which I am looking forward to.

**What would you say to someone who wanted to enter the industry?**

Find the very best company and or business to work for, and the very best person in that business to work with. A business that offers the best training and development and can demonstrate and evidence that they do offer real opportunity. Then work extremely hard, seize all the opportunities. See and experience as much as you possibly can, stay focused and most of all enjoy it.

**What would you be doing if you weren't in the tourism industry?**

I just know I would be in tourism in some form I have never really considered anything else seriously. When I look at all my friends, despite working exceptionally hard, over the past I definitely think I have had one of the most interesting and varied careers to date, and probably been much happier than many.

**What's your favourite place in Scotland?**

There are lots of places for different reasons, Scotland is just beautiful. The most special to me though is a cottage on the west coast on the loch shore, where I can totally relax, and it's also where my favourite run is along the waterfront of the peninsula.

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.

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**Collection**, four individually designed 4 and 5 star Town House Hotels in central Edinburgh has extended the Tourism Industry Friend's offer to 30 June 2009. 2 course dinner, bed and breakfast from £99 per room per night. Subject to the hotel choice and availability. Bookings can be made online using the promotion code quoted in the Members area of the STF website. Visit [www.stforum.co.uk](http://www.stforum.co.uk) to log into the members area for the promotional code.

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*Kind Regards*

**STF Team**