

2 March 2010

## Press Release

---

### **Scottish Tourism Week – “Delivering for Scotland – The Rural Question” Seminar 5 March, Easterbrook Hall Hotel, Dumfries**

Scottish Tourism Week, in its fifth year, was initiated by Scottish Tourism Forum (STF) to raise the profile of the industry’s importance, encourage business to business networking and to bring together the public, private and elected sector towards a positive single agenda.

Iain Herbert, CE, STF commented *“Scottish Tourism Week demonstrates the success and profile of the sector and this week will engage with over 640 tourism businesses brought together by the forum to work to a common agenda. Scottish tourism is, and must be seen as the foundation block for the Scottish economy as the industry’s reach far outweighs the economic figures commonly associated with it. The tourism sector provides the shop window for Scotland, assisting all Scottish based industries and this year the focus for Scottish Tourism Week is leadership and skills.”*

In preparation for Scottish Tourism Week, STF invited MSP’s to show their support by inviting them to be photographed signing a support card “I’m backing Scottish Tourism Week” on 11 February. We saw an increase in MSP’s attending the event from last year. All commented on the importance of tourism to the Scottish economy including Elaine Murray MSP, Scottish Labour, and member of the Rural Affairs and Environment Committee *“Representing as I do, a rural constituency, the tourism industry is very important down in Dumfries and Galloway and I hope that we’ll do all we can to support the industry both locally and nationally, because it’s also very important to Scotland.”*

Recognising the significance of the role of tourism nationally and regionally, Scottish Tourism Week will include a seminar ‘The Rural Question’ in Dumfries on 5 March from 9.30 am – 1.00pm. The seminar will debate diversification, innovation and the economic opportunities in the rural community. Jeremy Purvis MSP, Scottish Liberal Democrat, Member of the Finance Committee will open the seminar followed by speakers from VisitScotland, Springboard, Dumfries & Galloway Destination Development Organisation, and Forestry Commission and from the private sector David Smith, Buccleuch Arms Hotel.

The seminar will be followed by a networking lunch.

Scottish Tourism Week was initiated in 2006 by Scottish Tourism Forum to raise awareness of Scottish tourism’s contribution to the Scottish economy. Tourism in Scotland contributes £4.2b to the Scottish economy and employs over 210,000 people in over 20,000 businesses.

Full details the events, agenda and speakers can be found on STF website

[www.stforum.co.uk/scottishtourismweek/stw2010.aspx](http://www.stforum.co.uk/scottishtourismweek/stw2010.aspx)

2 March	STW Industry Dinner	George Hotel, Edinburgh
3 March	STW Conference “Delivering for Scotland” (9.45-4.00)	Murrayfield, Edinburgh
3 March	MSP Reception	Scottish Parliament
4 March	TFFC Skills Group Launch (8am – 10am)	Hilton Hotel, Glasgow
5 March	Seminar: “The Rural Question” (9.30am – 1pm)	Easterbrook Hall Hotel, Dumfries
8 March	Seminar: “The Highland Question” (12.00 – 5pm)	Drumossie Hotel, Inverness
8 March	Highland Reception (5.30 – 7.30)	Drumossie Hotel, Inverness

*The Scottish Tourism Forum (STF) is an independent trade body which represents the interests of Scottish tourism businesses. STF has members across all sectors of the industry both small and large operators, associations and area business groups. STF provides the national voice of the industry and is involved in industry advisory groups and grants awards panels and lobbies on behalf of the tourism and hospitality sector.*

*STF is grateful to our sponsors for supporting Scottish Tourism Week: VisitScotland, The Caravan Club, British Holiday and Home Park Association, VisitBritain, Tartan Ink, Tomatin Distillery and The George Hotel – Edinburgh.*

*For more information contact Ruth Greig, Communications and Policy Manager, Scottish Tourism Forum on 0131 220 6321 or email [ruth.greig@stforum.co.uk](mailto:ruth.greig@stforum.co.uk) or Iain Herbert, Chief Executive, Scottish Tourism Forum 07880 794 746.*