

2 March 2010

Press Release

Scottish tourism industry faces challenges ahead

Scottish Tourism Week 2-8 March 2010

Scottish Tourism Week 2 – 8 March 2010 is in its fifth year, initiated by Scottish Tourism Forum to raise the profile of the industry's importance, encourage business to business networking and to bring together the public, private and elected sectors towards a positive single agenda.

Iain Herbert, Chief Executive, Scottish Tourism Forum comments *"2009 was a successful year for the industry in terms of visitor numbers, undoubtedly helped through the year of Homecoming. The industry has felt the pressure of previous investment costs, increasing overheads and additional costs in meeting new legislation including the 2005 alcohol licensing laws estimated at costing industry £60m (provided by SPBA) and future changes to fire regulation laws affecting small Self-catering and B&B establishments estimated at over £12m guidance. Legislation should be used as a blunt instrument where failure to change is seen and collectively we must work together to channel limited precious resources into opportunities for growth. With the public purse set for dramatic scales of economy, industry must work to ensure it steps up to the plate and that every penny of spend for the future is used for clear benefit and real partnership.*

Jim Mather MSP, Minister for Enterprise Energy and Tourism, will open STW Conference "Delivering for Scotland" on 3 March at Murrayfield, commenting *"Tourism is one of our vital industries and Scottish Tourism Week raises the profile of this sector. It also celebrates the achievements of the industry and encourages businesses to be innovative and forward-thinking in their drive to provide the best possible customer experience. I and several Ministerial colleagues are pleased to be taking part in some of the activities during the week, and I would urge everyone in the industry to take advantage of the range of events organised by Scottish Tourism Forum".*

The conference will start with **Tourism Question Time**, with representatives from Scottish Enterprise, Scottish Local Authority Economic Development, VisitScotland, Skills Development Scotland, VisitBritain and Tourism Intelligence Scotland. The afternoon speakers have a background in innovation, heritage, hospitality and entrepreneurialism including Sarah Malone from Trump International, Catherine Holden, National Museums of Scotland and James Thomson OBE, Prestonfield House Hotel.

Iain Herbert, Chief Executive, Scottish Tourism Forum commented *"The Scottish tourism industry 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.”

Recognising the significance of the role of tourism nationally and regionally Scottish Tourism Week will include conferences in Dumfries and Inverness debating diversification, innovation and economic opportunities. Speakers include Richard Lochhead MSP, Cabinet Secretary for Rural Affairs and the Environment, Jeremy Purvis MSP, Scottish Liberal Democrat and member of the Finance Committee, and Tobias Ellwood MP, Shadow Minister for Culture, Media and Sport.

Khaled Shahbo, Chair, Scottish Tourism Forum commented *“Scottish Tourism Week demonstrates the successes and profile of the sector and with the Leadership Group in 2010 is set to see a real change in point and pulling together of both Government and public partners and new ways of working and moving forward. This week will engage with over 640 tourism business brought together by the forum to work to a common agenda.”*

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.

For full details of events, speakers and agendas please visit STF website
www.stforum.co.uk/scottishtourismweek/stw2010.aspx

2 March	Industry Dinner	George Hotel, Edinburgh
3 March	STW Conference ‘Delivering for Scotland’ (9.45 – 4pm)	Murrayfield Edinburgh
3 March	MPS Reception (6pm-8pm)	Scottish Parliament
4 March	TFFC Skills Group launch (8am – 10am)	Hilton Hotel, Glasgow
5 March	Seminar: “The Rural Question” (9.30 – 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 & Home Park Association, VisitBritain, Tartan Ink, Tomatin Distillery, The George Hotel.

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