

STF NEWSLETTER

Spring 2010

Dear Ruth,

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

The STF Newsletter is free to both members and non-members.

Chief Executive's Foreword



This is an exciting time for STF with the recognition of tourism's importance to the Scottish economy. It has however

been a worrying time in terms of the unexpected and highly damaging impact of the volcanic ash resulting in travel plans axed and international visitors heading south to be near hub airports or high speed train links. Many operators have been hit by the increases in rateable values resulting in sometimes as high as 140% increases and no transition provision in place, resulting in an estimated £6 million increase for hotels alone across Scotland.

We were delighted to see the appointment of Stephen Leckie as Chair of the new TFFC Leadership Group, an industry group brought together to provide a united strategy to drive the sector forward.

Each year STF runs three Open Meetings; 2 June, 7 October and 1 December. Our next Open Meeting on 2 June, held at Blythswood Square Hotel, Glasgow is focussed around culture, heritage and event tourism and is open to both members and non-members. For full details please see the article below.

Iain Herbert

Scottish Tourism Forum

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New STF Members

STF is delighted to welcome our new members.

- Abbey Tours Scotland
- Alexander Residence
- Anna Trafford
- Auchrannie Resort
- Busta House Hotel
- Caledonian Images
- Cameron House Hotel
- Cathy Guthrie Associates
- Catherine Brown
- Craighurst Guest House
- Deeside and the Cairngorms Ltd
- Dumfries & Galloway Destination Development Organisation

STF Activities

The Scottish Tourism Forum policy sub group has been active over the last few months focusing on rates revaluation, alcohol licensing and price per unit, fire regulation guidance notes, VAT restrictions on self catering accommodation and the National Minimum Wage. If you want your voice to be heard when policy decisions are being made, that directly affect your business and income, Scottish Tourism Forum can help.

Membership of Scottish Tourism Forum continues to increase steadily and STF has seen over the past year an increase in members of over 18%.

Red Tape and Industry News



Retail Sector: Jim Mather MSP announces new retail sales figures show Scotland performed better than Great Britain as a whole during the

severe wintry weather at the start of 2010.

[Scottish Government](#)

Repeal of the Furnished Holiday Lettings

Rules: The Conservatives efforts have succeeded with the Repeal of the Furnished Holiday Lettings Rules removed from the Finance Bill. The self-catering sector is worth £1.8bn per annum to the UK economy and employs over 40,000 people. It is a buoyant sector of the UK tourism industry and pivotal to the economic wellbeing of rural and seaside communities where 70% of businesses are located. An analysis of the sector by the Tourism Alliance found that if the repeal had gone through, tourism expenditure could have decreased by £200m per annum and over 4,500 jobs could have been lost from rural and seaside communities.

Scottish Enterprise launched Strengthen Your Business micro site where you can access information and services to help develop your leadership approach and capabilities. The site provides specific initiatives, including Business Mentoring, to help ambitious business leaders improve leadership effectiveness. For more information on what's available, to download your Free Leadership Development Guide, or watch the Leadership Development Webcast, containing case studies and interviews with successful business leaders on how effective leadership can improve business performance visit www.strengthenyourbusiness.com.

- Dundee College
- Feedback Scotland
- Great Big Event Company
- Hygcam
- Greshornish House Hotel
- Highland Experience tours
- Hygcam Ltd
- Imprint Group
- Island Trails
- Jacobite Cruises
- Jewel & Esk College
- Johanna Campbell - Tourism PR
- Lanarkshire ATP
- Ocean Links Golf
- Reach for the Stars
- Scottish Qualifications Authority
- Scottish Tours with Sue Gruellich
- Service Assured
- Scottish Routes
- Small Creek Communications
- Tourism Scotland
- The Lodge at Daviot Mains

For details and web addresses of our members visit www.sforum.co.uk

Join Our Mailing List!

Quick Links

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[NewsDigest Archive](#)

[Press archives](#)

Join STF

Attention non-members;

become a member of Scottish Tourism Forum before 2 June 2010 and you become eligible for a **FREE** delegate place at our Open Meeting on 2 June.

Membership fees start from as little as £65 p.a. (charged on a pro rata basis from 1st April 2009 to 31st March 2010).

Find out more about the benefits of becoming a member of STF - which include:

- A new secure website area

Small Business Bonus Scheme From April 1 2010 tens of thousands of small businesses will continue to pay no rates at all under the Scottish Government's small business bonus scheme. You could save up to almost £4,100 year, depending on your rateable value. An eligible business property will save on average £1,440 in 2010-11.

Provenance on a Plate: Scottish Government launched a new provenance guide for food and drink. The toolkit is aimed to help caterers provide consumers with more information about the origins of the food and drink available in Scotland's hotels, pubs, cafes, and restaurants. A trial of the 'Provenance on a Plate' guide is available at www.provenanceonaplate.co.uk and is designed as a code of practice, to clarify legal requirements and best practice guidelines for food and drink origin declarations on menus and provide accurate and consistent information to consumers when eating out.

STF Open Day: Culture & Event Tourism - 2 June, Blythswood Square Hotel, Glasgow



We invite you to attend the STF Open Meeting "Delivering for Scotland - Culture and Event Tourism" on 2 June 2010 at Blythswood Square Hotel, Glasgow. Registration will start at 9.30 with the welcome speech at 10.15 and finishing at 2.30pm.

We have invited speakers from a culture, heritage and events background to discuss the tourism benefits and opportunities.

There will be a Tourism Question Time, chaired by Willie Macleod, STF Board member, at the end of the conference where delegates will have the opportunity to raise questions with the panel. The day will end with a networking buffet lunch at 1.30 and the day closing at 2.30.

Speakers include:

- **Martin Reynolds**, Head of Marketing, Festivals Edinburgh; will update delegates on the coming festivals.
- **Stephen Leckie**, MD of Crieff Hydro; the newly appointed Chair of TFFC Leadership Group will be reporting on the plans over the next year for the

where members can advertise deals to one another for free.

- Weekly electronic NewsDigest covering the weeks tourism news, events, exhibitions, training courses, workshops and awards.
- Discounts on invites to STF open meetings and workshops throughout the year
- B2B networking opportunities.
- Updates on Scottish Government consultations and legislation.

For details about becoming an STF member email

ruth.greig@stforum.co.uk

Offer Expires: 2 June 2010

Web Poll - Rates Revaluation

STF would like to hear from you regarding the recent rates revaluation and the effects on business to assist us in raising levels of concern to Scottish Government. We are running a web poll asking if the rates revaluation has resulted in an increase, decrease or the rates have remained unchanged. We would encourage you to visit our website and place your vote. www.stforum.co.uk

Events



20 May 2010

Tourism Innovation Day - Intelligence & Innovation So What?

John McIntyre Centre, Edinburgh and Green House, Inverness.

Last chance to book for this exciting and inspirational event that brings you a great range of outstanding speakers: Gareth Williams, co-founder of SkyScanner, the biggest flight search engine in Europe, Wilma Finlay from award winning, organic ice cream maker with highly successful visitor attraction Cream O'Galloway, Michael Willmott from The Trajectory Partnership who are specialists on trends and insights, Chris Barez-Brown a guru on Innovation, with new techniques for developing front-end products and services. Additionally, there are "So What?" Workshops with a wide variety of exemplars including: Montpeliers, Braehead Foods, Maximillion, St Andrews Coach Houses, Wilderness Scotland, Caley Cruisers & Bluebell Croft. There will be networking opportunities

Leadership Group.

- **Riddell Graham**, Director of Strategic Partnerships, VisitScotland; will update delegates VisitScotland marketing initiatives.
- **Lawrence Fitzgerald**, Project Coordinator, Glasgow Transport Museum; will update delegates on the new Riverside Museum Project
- **Fiona Dally**, Project Manager, Lerwick Tall Ships Race 2011; will update delegates on the race and opportunities for tourism.
- **Joanne Deponio**, Senior Events Manager, EventScotland; will update delegates on 'Homecoming Legacy - Focus on Food & Drink'.

Member Fees:

- Delegate rate: STF members are entitled to one free delegate place, additional members guests £25 + VAT(max 3 guests per member).
- Exhibitor fees: £150 + VAT including one free delegate place.
- Insert fees: £30 + VAT.
- Exhibitor and insert fees: £175 + VAT including one free delegate place.

Non-Member Fees:

- Delegate rate: £50 + VAT
- Exhibitor fees: £250 + VAT including one free delegate place
- Insert fees: £75 + VAT
- Exhibitor and insert fees: £275 + VAT including one free delegate place.

Venue: Blythswood Square Hotel, 11 Blythswood Square, Glasgow G2 4AD
To book your place at the open meeting email Elaine Townsend events@stforum.co.uk tel [0131 220 6321](tel:01312206321)

Board Profile - Nick White



Nick White, Inn at Lathones representing accommodation on the STF board.

What was your first job in the tourism industry?

Washing up at the station hotel in Dorridge (Birmingham) at the tender age of 14. I went

throughout the packed and varied day. This year's theme is Intelligence and Innovation. Good market intelligence is key for every successful organisation who wants to stay ahead. But what are the appropriate global and local trends that you should react to? How do you hit the sweet-spot where innovation meets the visitor needs. TID provides insight on trends, intelligence, innovation and the visitor experience, drawing on how the best in Scotland are meeting the business challenge of growth For more details and online booking, please visit www.tourisminnovationday.com or to sign up to the free live webinar [click here](#).

25 May 2010

Food Strategy: Delivering on Scotland's potential Edinburgh Grosvenor Hotel, Edinburgh

This conference is a chance to debate how both industry and public sector can work together to ensure wider health issues and specific industry challenges do not become a barrier to growth for this core part of the Scottish economy.

Key areas of focus of the debate include: Sustainability and managing waste from food and drink production. Health inequalities and culture change. Education / skills development

Speakers include: Chair: Linda Dunion, Director, See~Change Consultancy; Paul McLaughlin, CE, Scotland Food and Drink; Bill Gray, National Officer, Community Food and Health; Jim Crooks, Principal, Elmwood College & Lead for food and drink industry, Scotland's Colleges; David Whiteford OBE, Chair, Reputation Working Group, Scotland Food and Drink & Non-Executive Director, SFQC; Prof Annie Anderson, Prof of Food Choice and Director of the Centre for Public Nutrition Research, University of Dundee; Rev. Prof David Atkinson, Member of The Scottish Government's Food and Drink Leadership Forum and Convenor of Food Security Access and Affordability Working Group; Howard Wilkinson, Owner, Petrie Fine Foods and Food Team Champion, Tourism Innovation Group; Iain Gulland, Director, Zero Waste Scotland; Pete Ritchie, Steering Group Member, Nourish Scotland; Prof John Palfreyman, Head of the School of Contemporary Sciences, University of Abertay; Elaine Snell, Qualifications Manager, Management & Public Services Qualifications Development, SQA
For full details visit www.holyrood.com/food or email food@holyrood.com or T 0131 272 2175

6 July 2010

Scotland's Golf Industry Looks to the Future Golf Tourism Scotland

Murrayshall House Hotel, Perthshire
GTS will host an all day forum to discuss the future of golf tourism in Scotland. Speakers include: Malcolm Roughead OBE, VisitScotland; Eddie Brogan, SE; Anday Salmon, Scottish Golf Development Manager for SGU and SGLA; Lee Derrick owner of Blue Spinach; Seamus Coen, Regional General Manager, Macdonald Hotels; Max Hare a German tour operator serving a host of European countries including Scotland. For more information visit www.golftourismscotland.com



down to ask for a job at 10 am and got home at 1.00 am same day

What made you stay in the industry?

I never stop learning and I am a peoples person

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

I always wanted to be a car designer

Describe a typical day in your current job?

It tends to start about 6.30 with the alarm going off, I'm in the hotel for breakfast and then into the office doing e-mails etc. I hate admin at the best of times so then tend to get out on the shop floor talking to guests and staff. We are changing a lot at present putting new menus in, developing new concepts about the hotel so there is a lot of consultation going on and we are almost at the stage of tasting the new menus before going to print. Then it's onto updating the wine list for the season and checking what's selling and what isn't. I'm into twittering so this goes on as much as I can along with the blogging we do as well. I get together with my manager later in the day and discuss forward bookings and what we need to be doing to maximise them. I also sit on a couple of boards for tourism and golf so they take a little time. Evenings we are into service and music so its all hands to the pump and I get home about 9.00pm

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

What I said to my son when he asked me. "Go and train aboard, get a second language and understand that this is, and will always be, a people industry, so make sure you understand what that means."

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

I have asked myself that many times and can't genuinely think of anything other than playing rugby as a profession (too old now, and too fat!!)

What's your favourite place in Scotland.

I think Glencoe for the red deer and sheer feeling of calm when you walk there.

Janet Hood of BII Scotland BLOG:
Eruptions, world cup fever and Rates

Awards



Highland & Island Food and Drink Awards

There are ten categories to enter and you can do so either online, by email or by post. Please note there is a separate entry form for the Taste of Highlands & Islands Restaurant of the Year Award, which can be downloaded below. **Deadline:** all entries must be submitted by 5pm on Monday 28th June 2010. Full details on the categories and [how to enter here](#).

SLTN Awards

SLTN launches the annual search for the best venues and individuals Scotland's licensed trade has to offer. Entries will be short-listed and judged over the summer and winners announced on 21 October 2010 Gala Dinner. There are 25 five categories for an award including: Barperson of the Year, Licensee of the Year, Music Pub of the Year. To find out more [download](#) the entry brochure.

Green Business Awards

Green Business Awards invite nominations for the Green Business Awards celebrate excellence in green practice, strategy and products. They aim to scrutinize the most innovative, ambitious and effective initiatives by UK businesses achieving environmental sustainability, and implementing smart business practice. There are 15 categories. Entering organisations must be based in or operate in the UK with activities and results covered relating to UK operations, or to European or global level including the UK. Activities and results should also relate to the last two years up to the end of calendar year 2009 or financial year 2009-10. **Deadline:** for entry is 19 May. For more information: www.greenbusinessawards.com

Advertisement Feature

Caledonian Play



Caledonia Play, the leading Scottish based

provider of outdoor play equipment, is launching a new brochure with the Scottish tourism sector specifically in mind.

By providing an exciting space for children of all ages and abilities tourism businesses can increase their family appeal throughout the



Well this has been a challenging year for many of us but also full of super opportunities. The Easter volcano kept customers stuck at home and abroad causing chaos and misery for families and business travellers alike. But is there a silver lining? Yes

of course - if the public take a scunner to foreign travel as indeed they may, can we make life better for them? Can we ensure they have a great time here? Can we develop our business to encourage people to stay here for their holidays?

Of course we can. Only a few years ago most people did.

We may not be able to guarantee mediterranean sun but we live in a beautiful, interesting country. We do have wonderful premises, great food, fantastic service, a full range of activities, inside knowledge of our area we can share with locals and tourists alike. Yes we do have to make an effort. Mystery shop your staff - are they actually as welcoming, friendly and interested in your customers as you'd like? Are they knowledgeable about your local area? Is your menu up to standard? Are your premises clean, fresh and smart? If the answer to any of these questions is no - you need to be making changes. Remember Tourism is everyone's business so let's develop our business to meet that market.

World Cup fever is about to engulf England. What will be the effect north of the Border? Brilliant! At worst we have 33 teams to support so it's opportunities galore. Dust off that big screen, hold themed nights - France v Mexico? Frogs legs v Fajitas make your quiz about these countries. Run fancy dress events based on national dress; have your staff wear "team" colours. Make it work for you. Here's the link www.fifa.com/worldcup/matches. And remember not everyone loves the "footie" so you may also wish to offer sanctuary to those who "just don't care". Try shoe parties, pampering sessions, music events - ask your customers what they want and deliver. Remember - it's all up for grabs and it's up to you to make the most of these opportunities. The Scottish Government has determined yet again to squeeze business until it squeaks. All of you will be groaning after receiving your new regime business rates which have been set in Scotland without the benefit of a

year.

Our understanding of what children want from their play area has resulted in a wide range of innovative products which are physically challenging,



mentally stimulating, safe and guaranteed to ban the boredom! Certified to safety standard EN 1176 and constructed using natural, sustainable timbers our products are designed to last with minimal maintenance. Our service includes both full design and build or self build options.

Let us use our experience to develop your play area, adding value by creating a place that children - and their parents - will happily return to again and again.

Call Caledonia Play on 01577 840570 to register for a copy of the new brochure or to discuss your play area requirements.

Caledonia Play, Drumbog House, Drum, Kinross, KY13 0UN

www.caledoniaplay.com info@caledoniaplay.com

transition period. The new regime has been described to me as a tax on success. It's a tough one to face after the credit crunch and while the industry is still reeling from the £60 million spend on licensing change. However all may not be lost. BII Scotland is rolling out a series of rates review roadshows this June. We have invited experts to advise you how to challenge these demands. If you need help and can't get to the roadshows check out the BII Scotland web site www.bii.org/scotland and book early.