

stf newsletter: november 2006



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Dear STF member

Welcome to your November newsletter from Scottish Tourism Forum, the independent forum for the tourism industry.

This month's newsletter includes information on;

- STF Open Meeting 5 Dec
- E-Commerce Workshops
- STF Manifesto Launch
- Christmas & New Year's Day Trading (Scotland) Bill
- Burt Review tourism tax proposals
- Scottish Register of Tartans Bill

Newsletter Sponsors



Macdonald Hotels & Resorts are the sponsors of this issue of the STF newsletter.

STF are delighted to welcome Macdonald Hotels as our first **Patron Member** and look forward to working with the company.

Macdonald Hotels have an outstanding collection of over 60 properties - including 13 prestigious Scottish hotels - in great locations right across the UK, from elegant manor house retreats set in extensive grounds, to modern and contemporary hotels in city centre locations.

As well as wedding locations and leisure breaks the group offers extras such as Romantic Breaks, Spa Breaks, Murder Breaks, Golfing Breaks or Live Music. For more information visit the Macdonald Hotels & Resorts website: www.macdonaldhotels.co.uk

The next STF Open Meeting on 5 Dec (details below) is being held at the **Macdonald Inchyra Grange Hotel**.



STF Open Meeting: Profitable Growth for a Sustainable Future - 5 Dec, Macdonald Inchyra Grange Hotel (*pictured above*)

There's still time to book your place at this unmissable event. One of your members benefits is one **free of charge** registration at the meeting (and you can book up to two colleagues for a 30% discount of £30) so contact Elaine on elainet@stforum.co.uk or give her a call on 0131 220 6321 **to book your place today!** If you do intend to come please let us know as soon as possible!

Speakers include:

- Alan Rankin, Scottish Tourism Forum
- Kirsten Foubister, Scottish Executive
- Eddie Brogan, Scottish Enterprise
- Riddell Graham, VisitScotland
- Janet Hood, British Institute of Innkeeping
- Alison Bell, Highlands 2007

View or download the full [agenda](#) for the 5 Dec Open Meeting.

Scotland's Strategic Future

Over 60 delegates attended this successful policy event at De Vere Cameron House on 20 Nov. A report of the outcome of the meeting is still being finalised and STF members will have access to this information when it is available - we'll keep you posted.

E-Commerce Workshops

STF's popular series of Highlands and Islands E- Commerce Workshops return, with the programme launching on 12 Dec in Tarbert. At only £25, including buffet lunch, these excellent value events help you to make more money from the internet. Today, effective presence on the internet is needed to keep existing customers and it's not just for winning new business!

For more information, including dates, locations and agenda visit the STF [website](#)

Scottish Tourism Week 2007

A [draft timetable](#) is available on the STF website and interest is already building for next year's event. Steering groups are currently being established for the regional meetings, which are at the core of the week, and we will keep you informed regarding all developments relating to this industry led week of events.



Manifesto Launch

The biggest news of the month was our launch of the STF manifesto **Profitable Growth for a Sustainable Future**, which was the result of intensive member collaboration over the past few months. This important document was distributed to the industry and to every MSP and MP and received substantial coverage in the national press, as detailed in previous news digests.

View or download the [Profitable Growth for a Sustainable Future Manifesto](#)

Lobbying

STF have been vigorously lobbying against restrictions to New Year's Day trading as proposed in the **Christmas and New Year's Day Trading (Scotland) Bill** and whilst, we were disappointed that MSPs voted for the bill in the Stage 1 debate we are gratified to hear that the New Year's Day element is now likely to be stripped from the bill. We will monitor the situation closely and continue to lobby against tourism growth being suffocated by red tape.

STF have continued to take a very pro-active approach in lobbying against **tourism tax**, as proposed mid-month in the **Burt Review of Local Government Finance**.

STF have also made a submission to the Justice 2 Committee regarding Conservative MSP (and tourism spokesperson) Jamie McGrigor's proposed **Scottish Register of Tartans Bill** - thanks to all members who responded to Alan's request for views on this bill. STF has opposed the principles of this bill on the grounds of cost and benefit.

Red Tape News

Keep up to date with changes in legislation which may affect your business.

Visa Consultation

The Home Office and the FCO have released their consultation document on the pricing structure for visas to the UK. The main focus of the consultation is to determine whether IND's (immigration) and UKvisas (visitor) pricing structures should be aligned and the basis by which the price of the visas should be calculated in future. While the actual price of visas is not part of the consultation, the document states; "We would expect fees to increase from April 2007 to take into account additional service enhancements and immigration controls and will announce the actual fee levels early next year, taking into consideration the responses to this consultation".

The Tourism Alliance has pointed out that if the industry cannot affect the actual price it is very important that we influence the basis by which it is calculated. The consultation is open until 22 December 2006 so make the most of this opportunity to get your views on this issue across. Click here for information and a copy of the [consultation document](#).

Maternity & Paternal Leave

If you'd like clarification on the potentially confusing issue of the 'keeping in touch days' element of the Maternity and Paternal Leave Regulations 2006 click here for [more information](#).

Fire Reminder

Local fire officers are starting to put pressure on hotel, restaurant and other property owners to ensure they meet their obligations to carry out fire risk assessments - penalty for failure: up to £20,000! BHA has a new online service to help with this, from £99 plus VAT for restaurants, £144 plus VAT for hotels. Call Bob Bacon **020 7404 7744** or email bob.bacon@bha.org.uk for details of how to access the service.



Industry Events

100K Welcomes

Businesses engaged in delivering the Scottish tourism experience to customers can now get support through innovative training events to help deliver a great customer experience. **The 100k Welcomes** programme is inspired by the traditional Gaelic greeting Ceud Mile Fàilte and launched its first training programme on 7 Nov.

For further information contact **Stephen Spencer** on **01592 840090** or email info@100kwelcomes.co.uk, or visit www.100kwelcomes.co.uk.

4 Dec, Selkirk

6 Dec, Ayr

8 Dec, Falkirk

Ancestral Tourism Events

Developed to recognise the increasing number of ancestral tourists coming to Scotland to trace their ancestors, this course has been designed for people working in the frontline of tourism, providing information to visitors to make their stay more enjoyable. To book a place email TBT at tbt@tbt.visitscotland.com or telephone **01294 313006**.

6 Dec, Local Food Initiatives - Is it good for tourism?, The National Trust for Scotland Visitor Centre, Glencoe

NTS and local food initiative Lochaber Larder are the joint hosts for this seminar which aims to discuss and stimulate debate with business communities and local authorities on the various aspects of local food initiatives.

Speakers include a number of local businesses which are already operating as part of Lochaber Larder, giving hints and tips on getting established. Cost = £25. To book call Abi Wylde on **01855 811307** or email Glencoe_education@nts.org.uk

6 Dec, Highlands Tourism Seminar, Inverness

The Highland Council is hosting an annual tourism seminar on Wed 6 Dec at the Highland Council headquarters. For more info email the Tourism Co-ordinator or telephone 01997 423032. View the draft [agenda](#) for the seminar.



7 Dec, Funky Business Tourism Masterclass, Gleneagles
Kjell A. Nordström (*pictured left*) is a guru of the new world of business, ranked no. 9 in the 2005 Thinkers 50, the world's first ranking of management thinkers. Kjell's latest book *Karaoke Capitalism: Management for Mankind* (co-authored with Jonas Ridderstråle) examines how to succeed in the world of Karaoke Capitalism where copycats abound. **Cost = £85 + VAT** per person. To reserve a place call Katharine on 0141 357 2235 or email: katharine@starkeven-tsuk.com

8 Dec, VisitScotland Public Meeting, City Halls, Glasgow

Do you have a burning question you would like to ask the VisitScotland Chairman, Peter Lederer? Do you want the chance to meet members of the Board and the Senior

Management Team? If so, pop along to the VisitScotland Annual Public Meeting on **Friday 8 Dec** at the **City Halls, Glasgow**.

To register your interest in attending the event, please contact Rosalind Butchart on **0131 472 2039** or email openmeeting@visitscotland.com.

Dec 2006 - March 2007 Twin City People: Glasgow & Edinburgh Product Knowledge Tours.

80% of tourists visiting Scotland enter via Glasgow or Edinburgh, offering a huge opportunity for everyone involved in the tourism industry to deliver confident, informed and up to date advice about what's best to see, do and experience during their visit to our key cities.

For more detail on the tours and to book places online, visit Rabbie's Trail Burners [website](#).

17 Jan, Future's Lecture - Fast Food in Modern Society, Glasgow Caledonian University

Food has become an important component of popular culture and contemporary lifestyles which today plays a significant part in a destinations product offering. In an era when people talk about Slow Food and regional identity as key drivers of the future, What is the Role of Fast Food in a Modern Society?

Places are limited to 40 people and reservations can be made by emailing research@visitscotland.com

21 Feb 2007, Tourism Innovation Day, Edinburgh Corn Exchange

Adopting a theme of Collaboration this event will provide a mix of inspirational speakers, 'how to' practical sessions and demonstrations of best practice in Scotland and further afield.

Details of speakers and other sponsors are still being finalised, so keep an eye on www.tourisminnovationday.com. Online booking will be available on the web site in due course.

Awards & Funds

HIT Scholarships

HIT Scotland has announced the 3rd round of HIT Scholarships applications. These scholarships are designed to provide a unique experience to those seeking to make a significant difference to Scottish Hospitality. For more information on the scholarships visit the [HIT website](#) or download an [application form](#) here. Submit applications by 5 Jan 2007.

The scholarships will be awarded at the next Emerging Talent conference held at the Radisson SAS Hotel, Glasgow, on the 9 Feb 2007.

Highlands & Islands Enterprise (HIE) £120,000 Tourism, Heritage and Technology Challenge Fund

HIE have launched the above fund in partnership with Aim-Hi and Fusion which has been created to encourage innovative and collaborative working across the Highlands and Islands using technology to link tourism and heritage. To find out more and to register interest online visit www.hie.co.uk/tht-challenge.

Tourism for Tomorrow Awards

With categories for destinations and businesses of all sizes, comprising all aspects of responsible tourism including conservation and community involvement, the Tourism for Tomorrow Awards, organised by The World Travel & Tourism Council, promote and encourage the world's leading examples of tourism best practice.

To apply visit www.tourismfortomorrow.com or email info@tourismfortomorrow.com

New Products



Edinburgh Shuttle

Edinburgh Shuttle, a new door to door transport service between Edinburgh Airport and the City Centre, will commence operation on 11 Dec.

Based on the extremely popular American 'shared van' operations, seen at most major US airports, Edinburgh Shuttle will take passengers from the airport to the front door of their hotel, business or home anywhere within the City Centre zone. For journeys from the City Centre to the airport, Edinburgh Shuttle will pick customers up at their front door.

Visit www.edinburghshuttle.com for more information, a map of the City Centre zone and timetable of the service.

Members News

Please send details of **your** news to [Sharon!](#)

STF Chair, Peter Taylor of The Townhouse Company announced the details of the redevelopment of the Royal Scottish Automobile Club building in Glasgow into a new luxury hotel, Blythswood Square - [The Herald](#).

West Lothian Tourism Forum's AGM takes place on 8 Dec at Hopetoun House. Speakers include Alan Rankin, STF Chief Executive. Click here for [more information about the AGM](#).

Congratulations to STF members **Glasgow Caledonian University's Moffat Centre for Travel & Tourism** and **Ascension Solutions** for their work in developing the 100k Welcomes training programme which launched earlier this month (*see above in Industry Events*).

Loch Lomond Seaplanes are set to bring aviation glamour to the River Clyde in an exciting new air service which will open up West Coast routes and boost tourism - [Scotland on Sunday](#).

National Galleries of Scotland purchases iconic portrait of Elizabeth Gunning from the Hamilton family for over £600,000 - [The Scotsman](#).

The Caravan Club has revamped its website and improved online booking for customers - [TravelMole](#).

Scottish Retail Consortium reports a rise in consumer spending - [The Scotsman](#).

New Members



Kirkcaldy Town Centre Management

KTCM is a Company Limited By Guarantee and is formed as a public and private sector partnership whose overall objective is: " To improve the quality of experience of Kirkcaldy as a retail and visitor destination of choice within east central Scotland."

KTCM has worked tirelessly to improve communications among local businesses which has led to a greater buy in for the overall objective. Their work focuses on many product development and improvement issues to make Kirkcaldy a safe and welcoming destination.

Sunil K. Varu, Kirkcaldy Town Centre Manager, explains that KTCM joined the STF "**as we see the need to put Kirkcaldy more into a tourism context due to the diversity of offer available which has, to date, not been maximised. We would like to establish a Tourism Forum locally and the STF will offer opportunities to view good practice and networking whilst we would also add our voice to your good work in Scotland.**"

Visit the KTCM [website](#).

StreetsAhead Self Catering

This Glasgow- based company, which has grown from strength to strength over the past few years, specialises in self catering accommodation in the city centre and surrounding areas. It's portfolio covers a range of properties from 3-bedroomed penthouses in the city's West End to one bedroomed flats. All feature broadband and internet access.



Customers include families, couples and business users; director Patrick Fisher has noticed an increasing trend of the price-driven corporate market, booking accommodation through him and also of convention delegates booking self catering flats to accommodate their families.

The company has joined STF **"to keep up to date with the issues surrounding Scottish tourism and to be updated on legislation."**

View the StreetsAhead Self Catering [website](#).

[See the full list of STF members](#)

email: sharon.mccord@stforum.co.uk

phone: 0131 220 6321

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