

stf newsletter: spring 2007



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Dear **STF member**,

Welcome to your latest (bumper) newsletter from Scottish Tourism Forum, the independent forum for the tourism industry.

This newsletter includes information on;

- E-Business workshops
- STF Lobbying
- Scottish Tourism Week™ 2007
- Christmas & New Year's Day Trading (Scotland) Bill
- STF submission to VisitScotland.com petition
- New STF members - our voice can only get louder as the forum grows in strength!

Please note that this events and activities newsletter will return to a monthly format as of May 2007!

STF Events



E-Business Workshops

STF's popular series of web workshops - demonstrating how to get real results from your website - were a great success throughout the Highlands & Islands earlier this year

Now a new round of web workshops, in association with Scottish Enterprise, is taking place across the lowlands.

For more information, including detailed agendas and directions to the venues visit the [STF website](#)

To book your place on a workshop email Elaine Townsend at elainet@stforum.co.uk

STF AGM and Open Meeting

Mark it up in your diaries - the next STF members' meeting will take place on **4th October 2007**. The annual AGM will be followed by an Open Meeting.

Location and agenda tbc - we'll keep you updated with any developments.

STF Activities

Lobbying

Prior to the Scottish election campaign trail kicking off STF completed the rounds of meetings with the main parties, outlining the key points of the STF Manifesto; Profitable Growth for a Sustainable Future.

The manifesto, drawn from a wide range of input and members' comments, hit the desks at Holyrood with the key messages put to the politicians and advisors.

Alan Rankin and Ian Gardner met with the Minister for Tourism, Patricia Ferguson MSP, and an advisor to the First Minister to emphasise the following key messages:

- **Funding:** maintain investment in tourism, concern over local authority funding for tourism.
- **Skills:** support better vocational training to better prepare youngsters for our industry.
- **Transport:** re-invest money from the Route Development Fund in a UK based access development fund.
- **Political:** retain a cabinet post for tourism: tourism must factor in every government department.

Scottish Tourism Week 2007

Thanks to everyone who participated in or supported Scottish Tourism Week 2007!

The events were a great success and attracted a lot of media coverage and we are confident that the week achieved its objective of raising the awareness of tourism to the Scottish economy and lifting it up the political agenda.

We're also grateful to all members who responded to our recent request for feedback on the week. These submissions will help to shape next year's events. If you haven't

contacted us yet but would like to make observations on Scottish Tourism Week 2007 or if you have suggestions for activities for next year please email Sharon at sharon.mccord@stforum.co.uk



Christmas and New Year's Day Trading (Scotland) Bill

After vigorous lobbying against the anti-business elements of this bill STF was delighted by parliament's decision in March to allow New Year's Day trading to continue.

Alan Rankin, Chief Executive of STF commented: "Tourism is our largest sustainable industry and great strides and investments have been made to develop Scotland as an all-year round destination The industry has been working hard with the public sector to develop a joint strategy for growth that is based on increased visitor numbers and increasing spend. This is not just focused on hotels and attractions but will be achieved through more consumer choice across all sectors and closer working between the sectors that serve visitors to Scotland. The growing breadth of choice for visitors at New Year has transformed occupancy rates in our hotels and overall overseas visitor numbers."

Scottish Tourism Forum submission to the VisitScotland.com Petition

You can view or download our submission to Petition PE1015 on the [STF website homepage](#). This

petition to the Scottish Parliament by Alan Keith on behalf of the Association of Dumfries and Galloway Accommodation Providers, claims that VisitScotland.com should be returned to public ownership.

Tourism Tax Survey

STF and BHA completed their first joint survey to the industry in Scotland on the hotly-debated issue of tourism tax earlier this year. We received a very healthy response to this survey, with the vast majority of respondents rejecting a local authority imposed tax. We will continue to keep members informed on any updates on this issue.

Scotland United Strategic Event

The final report on the outcomes of 'Scotland's Strategic Future: Tourism', the policy event which was held at Cameron House at the end of 2006, is now available to view or download from the [STF website](#).



Red Tape News

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

Are your emails and websites legal?

Changes in the Companies Act, which came into force on 1st January 2007 mean that a company's website and e-mails should now include the same details as are required for its stationery - i.e., your company's full name in legible characters and its place of registration, company number and registered office. Companies and their officers are liable to a fine if they are in breach of these provisions.

From January this year all companies can now communicate with shareholders electronically instead of sending hard copy documents through the post, but only once they have passed a shareholder resolution or changed their Articles to allow them to do so.

For more information and guidance on the various amendments visit the [Pinsent Masons website](#).



PCI Data Security Standard

In less than three months, the Payment Card Industry, which represents credit card companies, will bring in the PCI Data Security Standard (DSS) to help safeguard customer data.

The PCI DSS sets requirements for the monitoring and storage of credit card information to four levels of security, depending on the volume of credit card transactions being handled.

Firms with large numbers of transactions are required to monitor closely all access to stored credit card information, and they can be audited quarterly at a cost of up to £10,000 a time to ensure best practice is adhered to.

For more info visit the [PCI Security Standards Council website](#)

Online marketing support

A new website, bringing marketing novices together with leading experts has been launched, giving businesses in Scotland the kick start they need to market their products and grow their business.

Headed by an animated interactive game with a helpful mentor called Jenny, the Marketing Challenge takes CEOs and managers through a simulated business scenario letting them make choices on product development and sales strategy, to teach them the key concepts of successful marketing.

The site includes an interactive forum where CEOs and managers can share problems and best practice, and features a live question and answer session every month with a guest leading expert in marketing from some of the top brand names.

Visit the [Scottish Marketing Community website](#).

Safe and Local Supplier Approval Scheme

A new, easy-to-access system for small and medium sized food manufacturers to introduce a food safety quality assurance scheme was launched in March at the International Food Exhibition in London.

The Scottish Food Quality Certification Ltd have devised the **Safe and Local Supplier Approval Scheme (SALSA)** in partnership with the British Hospitality Association, the British Retail Consortium, the Food and Drink Federation and the National Farmers Union.

For further info visit the SALSA website: www.salsafood.co.uk or contact David Whiteford at SFQC on 0131 335 6600.

Industry Events

14th May 2007, Learning Across the Globe, Henley Centre Masterclass, The Gleneagles Hotel

Henley has presented a Gleneagles Masterclass on market trends which affect Scottish tourism over the past two years. For 2007 they have announced a fresh, innovative approach. **Cost is £85 + VAT.** To book, or get more information, please contact: Katharine at Stark Events - telephone: 0141 357 2235 or email: katharine@starkeventsuk.com

16 - 18 May Getting There: Future Access to Special Places, Macdonald Aviemore Highland Resort

To mark its 30th anniversary The Tourism Society has teamed up with the UNI Millennium Institute to hold its annual conference in one of the UK's most special areas - the Highlands of Scotland. The subject of the conference will be the relationship between tourism and heritage in a fast-changing world.

For a full programme and details of how to book visit The Tourism Society website: www.tourismsociety.org

26-27 May, The Sutherland Raid - New Scottish Mountain Biking Event, Golspie

Families, enthusiasts and beginners are preparing to take part in a new Scottish bike event, 'The Sutherland Raid' in the wide open spaces and dramatic scenery of the highlands . The two day long event will encompass a combination of team and individual mountain bike events.

Visit www.sutherlandraid.com for more information on the event.



7th June 2007, Changing Worlds and Global Markets, Scottish Parliament, Edinburgh

Geoffrey Lipman, Assistant General Secretary of the UN WTO, will speak at the Scottish Parliament on the changing nature of world tourism. The theme of the conference debates changing worlds and global markets in which a crossroads of 'power' is shifting significantly from the Western to the Eastern hemisphere. This conference is **free**

View further details on the VisitScotland website.

To reserve a place email VisitScotlandevent@scotlandfutureforum.org

30 September to 3 October 2007, The Vital Spark 2007: an international conference about heritage interpretation, Aviemore.

The Vital Spark 2007 is a major international event looking at interpretation - the art of communicating the significance of sites to visitors at places such as museums, nature reserves, historic buildings and national parks. For more information about the conference, or to make a proposal for a presentation or a workshop, visit the website: www.thevitalspark2007.org.uk

The **cost is £245 per person**, with discounts available for students and those from EU accession states.

Homecoming 2008

Homecoming Scotland in 2009 will be a year-long celebration of Scotland's world-changing past, vibrant present and inspiring future.

The celebrations will aim to bring 'AffinityScots' - those people across the globe who have been touched in some way by Scotland - here to take part in a year-long celebration of Scotland's rich and diverse culture. Taking place in 2009, to coincide with the 250th birth anniversary of Robert Burns, this unique series of inspirational events and activities will recognise the many great contributions Scotland has made to the world.



A visual identity (*left*) has been created that encapsulates the celebration and what's behind it. If you are planning or would like to develop an event or product to coincide with the 2009 activity, using the identity will allow you to take full advantage of the promotion and excitement surrounding this large-scale project. As well as the graphic identity, a consistent message has been developed to run across all activity -

'Come to the Home of...'

This strong umbrella message can be used to promote any products or activities that demonstrate both contemporary and traditional Scottish culture. The 'Come to the home of...' call to action can also be used where there is a specific geographical or business opportunity.

For information and support visit the Homecoming Scotland website:

www.homecomingscotland.com

The Ancestral Tourism Initiative will be working closely with the Homecoming Scotland team over the coming months to ensure that businesses and organisations can capitalise on this opportunity. They're also keen to hear from businesses which are planning to get involved in 2009, as they may be able to provide further input and advice to group projects.

Please contact Project Manager Gillian Harrower at gillian@tals.co.uk or tel: 01738 860523 for an informal discussion about your event or project idea.

Awards & Funds



Scottish Thistle Awards 2007

Applications for Scotland's top tourism awards are going online for the first time ever making it easier and more environmentally friendly for businesses to enter in 2007.

The awards honour tourism businesses which excel through quality and innovation and are widely recognised as one of the top accolades in the industry.

These 16th Scottish Thistle Awards see the introduction of two new categories and the expansion of an existing category. Tour operators who encourage UK and international visitors to come to Scotland and businesses

which use PR to promote their services are eligible to enter for the first time.

The finalists will be announced in September with the overall winners announced at the glittering Awards Ceremony and dinner at the Edinburgh International Conference Centre on Friday 26th October 2007.

For more information and to enter online visit the [Scottish Thistle Awards website](#).

Closing date is 7th June 2007.

The Hotel Catey Awards 2007

Caterer & Hotelkeeper's new awards scheme for the hotel sector comprises a total of 15 categories, including 'The Extra Mile Award' This is an opportunity to nominate hardworking and talented members of your staff. You can enter as many categories as you like.

For more info visit the [Hotel Cateys website](#).

Closing date is 18th May 2007

Heritage Lottery Fund Collecting Cultures initiative

The Heritage Lottery Fund has recently launched Collecting Cultures, an initiative to support programmes of strategic collecting in UK museums and galleries. The scheme will invest £3 million in programmes of strategic acquisition that will develop existing museum and gallery collections for public use, and enhance the professional knowledge and skills of people working in museums and galleries.

There is one round of applications with a closing date is 1 November 2007. Awards will be made in May 2008.

Further information can be found at www.hlf.org.uk/collectingcultures or telephone: 0131 225 9450.

Edge Awards

The East of Scotland Region of STF member, the Federation of Small Businesses, recently hosted an event in Edinburgh to promote knowledge of the robustly-funded **Edge Awards**.

In association with the Sunday Telegraph, these awards reward organisations that provide outstanding learning opportunities for 14-25 year-olds and in 2007 will also reward individuals for their practical learning achievements. *The awards are simple to enter - for more information visit www.edgeawards.co.uk.*

Closing date 29th June 2007



New Members

City Inn Limited

City Inn Ltd, is a joint venture of the Bank of Scotland and the Scottish founders of the business, Sandy and David Orr and Donald MacDonald.

City Inn is at the forefront of innovative, high quality, stylish hotels - targeting the corporate and leisure markets in prime city centre locations. Founded in 1995, the City Inn brand provides competitively priced modern luxury with an emphasis on understated style and personalised service. Each hotel features the award-winning restaurant brand CITY Café, offering contemporary dining of an exceptional standard.

City Inn currently has four successful hotels in the UK (Glasgow, Westminster, Bristol and Birmingham) and three more in development, including Amsterdam which is the Group's initial expansion of its City Inn brand internationally and provides a platform for City Inn's next stage of growth with expansion into key European cities. The City Inn brand has been awarded numerous industry accolades such as 'Best Business Hotel Brand 2006' and again for 2007 at the Business Travel World awards.



Huw O'Connor, Managing Director, commented: "In respect of tourism, Scotland has outstanding natural assets and enormous unfulfilled potential, we believe city centres are right at the heart of this and are fast becoming major resorts in their own right. We therefore feel that the work of the Scottish Tourism Forum is most important, not just for the good of the sustainable economy as a whole but specifically for the markets in which we operate and we are delighted to become a part of it."

View the City Inn Ltd [website](#)



Contact Marketing Solutions

This marketing company specialises in customer feedback management and customer database

management for the hospitality industry Their services enable hospitality businesses to build customer loyalty, generate repeat sales and increases customer satisfaction. Contact Marketing Solution's services include mail, text and mail marketing, database management, and customer feedback systems, all within the budget of even the smallest hotel, restaurant or bar.

Director George Drever said the company joined STF "because we want to be involved with an organisation that has the very best interests of the Scottish tourism industry at heart."

View the Contact Marketing Solutions [website](#)

Culligran Cottages & Fishing

Located in the stunning setting of Glen Strathfarrar in Beauly, Invernesshire, Culligran Cottages is a family- run business, established in 1984, which offers self- catering accommodation and can also arrange salmon and trout fishing on the Rivers Farrar and Glass.

The accommodation comprises a stone-built cottage and four Norwegian chalets all located at the lower end of Glen Strathfarrar on Culligran estate.



"We joined STF because we want to actively participate in the development of tourism in Scotland," said proprietor Frank Spencer-Nairn.

Visit the Culligran Cottages [website](#)



Destination Dundee

Destination Dundee is a marketing organisation created to drive forward the local tourism agenda in regional and national terms and create the right environment for the area to capitalise upon the economic benefits associated with this. The company has been formed through a collaboration of key organisations from both the public and private sectors. This endorsement will ensure the development of a clear strategy that will achieve the tourism goals for the public sector as well as in increase in market share for the private sector. By creating awareness of Dundee and its surrounding hinterland, the products therein, the reputations of those involved in the industry and the quality of experience on offer Destination Dundee aims to collectively grow tourism and build a stronger industry.

Manager Ann Butler comments: "Destination Dundee is a relatively new place marketing organisation representing both the private and public sectors in Dundee and Angus. By joining STF we will be able to communicate our messages and grow our experience through the membership interaction with others.

On a personal note, I am on the Board of Directors (Council of Management) for the Tourism Management Institute, a body that has been running for a number of years and strategically inform and lobby on behalf of tourism destination managers like myself. By joining STF I can bring expertise to the group as well as growing my own knowledge base of Scotland."

Contact Destination Dundee on 01382 868614 or email: butlera@sensation.org



Destination Loch Ness Ltd

Destination Loch Ness Ltd. (DLN) has been actively involved in setting up a new private sector led community company with a remit to develop Loch Ness with investment from both the private and public sector.

In addition, DLN Ltd. has set up a range of marketing opportunities for business seeing the benefits of working together to sell Loch Ness to visitors including the development of a destination portal website, customer evaluation cards & leaflets as well as promotion of the Loch Ness area at trade shows.

Chairman Graeme Ambrose explains the reasons why they have joined STF: "Our board feels that the Scottish Tourism Forum plays an important and vital role in giving a voice to the industry and we want to ensure that we are part of that voice and are supporting the work of the forum."

Visit the Destination Loch Ness Ltd [website](#)

Enterprise Rent-A- Car

Enterprise Rent-A-Car is a \$9 billion international rental car company with over 850,000 vehicles in its global fleet. Since establishing itself in Europe twelve years ago it has gone from strength to strength; it is now in the top three rental car companies in the UK and a growing competitor in Europe.



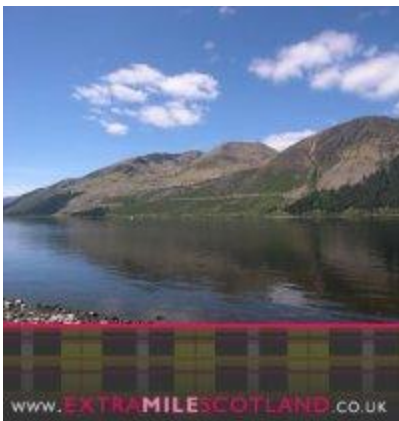
In the UK and Ireland it currently has over 300 locations, more than any other corporately owned rental car company - including 12 at UK airports. This expansion has primarily been the result of organic growth, providing hire cars to the tourism and leisure markets, as well as individuals and families, replacement vehicles to bodyshops and insurance companies, and corporate rentals to private and public sector organisations.

Customer satisfaction is the cornerstone to Enterprise's success, encouraging customers to use the service again. Because of this dedication to customer service Enterprise has also introduced the free and unique Pick-Up service. Customers are picked up, taken to the nearest branch and are therefore able to examine the car before setting off. At the end of the rental, they return the car to the branch and Enterprise returns them to a location of their choice.

Khaled Shahbo, Vice President and Director (Scotland & Northern Ireland) was our excellent keynote speaker at the recent national industry conference during Scottish Tourism Week who delivered a passionate address on the customer experience journey.

Khaled says: "I'm delighted to be joining the Scottish Tourism Forum as we view the Forum as important in driving forward strategic growth. As a stakeholder in Scottish tourism we believe it is our responsibility to grow the overall tourism market as well as competing within that tourism market."

Visit the Enterprise Rent-A-Car [website](#)



Extra Mile Scotland

This fantastic (and mildly addictive!) new user review site was recently launched by Johanna Campbell and Gilbert Summers. They invite visitors who have had a good experience of service in Scotland to post their comments on the website. As a partnership with many years experience within the tourism industry Johanna and Gilbert aim to create a site which, though based on their own product knowledge, is driven by real and positive feedback from users. They hope Extra Mile Scotland will be a site where businesses serious about service will desire to

have a presence.

Extra Mile Scotland's other services include all forms of copywriting on Scotland and writing for tourism training. They also offer tourism PR and marketing consultancy.

On their reasons for joining STF, Johanna Campbell said: "It's more important than ever that we keep in touch with issues preoccupying the tourism industry and we are sure participating in STF will help us identify future trends. And we hope we can make a contribution to ongoing debates on service standards."

Visit the Extra Mile Scotland [website](#)

Knockomie Hotel

Knockomie Hotel is a new generation of award winning romantic, luxury, Scottish Highland Hotels, providing friendly, honest and unstuffy service. Situated 4 miles from the Moray coast and the world famous village of Findhorn near Inverness.

A family run business led by Penny and Gavin Ellis (who some of you may know in his capacity as the current chair of BHA Scotland) this four star hotel offers a variety of services and packages.



Gavin explained why the business joined STF; "It's important that the Scottish Tourism Forum has a strong voice and we are proud to be part of the forum."

Visit the Knockomie Hotel [website](#)



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Scotland by Design

Scotland by Design is managing the new Food Tourism Product Development project on behalf of Scottish Enterprise and Highlands and Islands Enterprise. Managing director Sheena Kitchin is a tourism professional with many years' experience of managing complex events and itineraries in Scotland for international corporate and incentive clients.

The level of service and expertise demanded by corporate clients is now offered to individuals and groups looking for a unique Scottish holiday. Scotland By Design by-passes the mediocre, seeking out special places and people to create itineraries that are far from ordinary. The company is passionate about Scotland and loves to introduce visitors to the best the country can offer, be that a private castle, a contemporary craft studio or a charming inn.

Sheena is a member of the international Slow Food organisation and takes great pleasure in recommending places where visitors can enjoy Scotland's excellent natural produce, taste new flavours and sample foods unique to local areas.

Visit the Scotland by Design [website](#)

SuperControl

Created especially for the self-catering industry, this innovative and sophisticated online booking and management system is quick and easy to set up and administrate. It is also user-friendly for the customer and integrates seamlessly into the accommodation website.



The company directors are Melinda and Robert Kennedy - who some of you met recently when they exhibited at the national conference at the Roxburghe Hotel in Edinburgh. You can view the features, benefits, online demos and pricing at the SuperControl website..

Melinda commented: "We decided to join the Forum because of its pro-active approach to the advancement of the tourism industry in Scotland. We like the fact that it seems to be an organisation populated by tourism "doers" and decision makers and feel it is a good route to sector information."

Visit the SuperControl [website](#)



Tall Poppies Scotland

Tall Poppies Scotland specialises in brand and reputation development and can help Scottish tourism business to build better customer experiences through:

- building the vision - brand and spirit
- integrated marketing communications
- expression of the brand spirit through people
- *They do this through:*
- Strategic brand and communications planning
- Marketing communications and project management
- Customer experience development with 100K Welcomes Training

Director Jennifer Medcalf explains: "Tall Poppies Scotland decided to join the forum to be able to keep in touch with the current strategic tourism agenda and also to have the opportunity of being part of a wider network. As a keen supporter of Scottish Tourism, I also welcome the opportunity that STF gives members to participate in debates and ideas for development and improvement. "

Get in touch with Tall Poppies Scotland Ltd by telephone on 0131 449 7377 or email: jen@tallpoppies-scotland.co.uk. The Tall Poppies Scotland website is coming soon at www.tallpoppies-scotland.co.uk

The Garden House

This Scottish Bed and Breakfast offers guests a peaceful stay in a comfortable, warm modern farm house (built 1995) with private bathroom for each bedroom, and additional facilities for walkers, cyclists and riders. The house is set in a large south facing walled garden with a large terraced area, garden furniture and barbecue. Home grown fruit and vegetables are available in season.



The farm extends to 400 acres (160 hectares) with cattle, sheep, crops and woodland. The owners can provide a paddock close to the house for horses and ponies on request. The cost of this is £7.50 per horse/pony per night.

Proprietor Hilary Dunlop points out that pets are also welcome as long as they can make friends with the establishment's dogs, the Spaniel, Holly, and Golden

Retreiver, Monty!

Visit The Garden House website at www.whitmuirfarm.co.uk

The Glamis Consultancy

This specialist tourism consultancy business located near Glamis in Angus, launched at the beginning of 2007 and offers a range of advice and services to tourism businesses and to public sector clients across the UK.

Dr. Colin Smith, who was Chief Executive of the former Angus & Dundee Tourist Board for nine years, established the practice. Since leaving the tourist board in April 2005, following reorganisation of the national VisitScotland network, Colin has been in private sector consultancy.

The Glamis Consultancy offers business advice and consultancy services to public and private sector clients across the UK. In addition to Colin Smith's own expertise and experience, the practice will draw upon a broad range of associates located across Scotland and will offer services ranging from market research to business planning to providing advice on major capital projects, events, marketing and other tourism initiatives.



Colin comments "Membership of the Scottish Tourism Forum will hopefully provide a valuable networking tool and a great way to keep in touch with the big issues affecting the industry today."

The Glamis Consultancy can be contacted on 01307 840343 or by e-mailing colin@theglamisconsultancy.com



The Gleneagles Hotel

Set in its own magnificent 850-acre estate Gleneagles 5 Red Star Resort is only one hour's drive from both Glasgow and Edinburgh. It offers 3 championship golf courses, and a host of outdoor activities including riding, fishing, off road driving, falconry, shooting and archery. To relax further there's an exquisite spa with all the latest therapeutic treatments, as well as a range of bars

and restaurants, including the Michelin starred Andrew Fairlie. Gleneagles is a sanctuary from the modern world, offering the best of Scotland every day of the year.

Patrick Elsmie, Operations Director, The Gleneagles Hotel comments: "The Scottish Tourism Forum brings together bodies that are crucial to the tourism industry in Scotland. Gleneagles is delighted to be part of this valuable organisation and to offer support and assistance to an industry that is so important to the economy of our country."

Visit The Gleneagles Hotel [website](#)

TuMinds Ltd

A new tourism consultancy set up by Rene Looper and Pamela van Ankeren who previously established and ran a four star hotel



in Forres, TuMinds Ltd is based in Inverness and provides a range of services to the tourism industry.

Rene will be familiar to any of you who attended STF's recent series of e-commerce workshops throughout the Highlands and Islands. He presented case studies to delegates throughout the series on improving your online presence, based on his success at running a hotel and achieving strong online business.

TuMinds have recently been involved in developing the GreaterSpeyside portal (www.greaterspeyside.com), which launched recently.

Tuminds Ltd has joined STF because, as Rene says; "It's the best way to stay up to date with anything to do with tourism in Scotland."

Contact TuMinds Ltd by telephone on 01309 678 161 or email info@tuminds.com. The TuMinds website is coming soon at www.tuminds.com



UK Tax Free Refund

UK Tax Free Refund is the fastest growing VAT refund company in the UK. Their company mission is to provide the latest technology, the highest level of operational efficiency, tailor made services, quality consultancy, individual account management and absolute integrity to their customers.

Travellers are well informed as to their right to be able to claim back the VAT on purchases made here and taken out of the EC. The company's aim is to ensure that retailers are able to offer that extra customer service to them (at no cost to themselves) in a manner that is quick, efficient, easy to use and financially beneficial.

They are committed to providing retailers with the tools to make this happen, whether it is in the form of international leaflets at the point of sale, training sessions with retail staff or help with other areas of marketing. No two retailers have the same business needs, which is why the company has a selection of solutions, working with retailers to provide the service which is right for the individual business needs.

Cheryl Kennedy, Regional Sales Manager for Scotland, explains that the company's reasons behind joining the Scottish Tourism Forum come from a firm commitment to being an active part of the tourism industry in Scotland: "We understand the geography of Scotland, and the issues which affect each region differently. We travel to our customers to provide individual and group support, and the Forum helps to inform us of concerns and events which have a bearing on the tourist industry throughout Scotland. We look forward to being an active member of the Scottish Tourism Forum and helping businesses to take full advantage of the services and products available to them. Working together will make us all stronger."

Visit the UK Tax Free Refund Ltd [website](http://www.uktaxfreerefund.com)

email: sharon.mccord@stforum.co.uk

phone: 0131 220 6321

web: <http://www.stforum.co.uk>