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**In an effort to keep news short & relevant, we are sending you this newsletter to alert you to new events, and the latest news as they come in.**

### STF DATE FOR YOUR DIARY

**29th March 2006 - Scottish Tourism Forum Meeting**, EICC, Morrison Street, Edinburgh  
STF looks at Scotland's international perspective during Scottish Tourism Week. Latest statistics show the number of European visitors increased by 67% during the first nine months of 2005. We are bringing speakers from London, Wales, and Ireland to explain their international activities and join in a panel debate on our opportunities to work together. This high level debate will be sure to give you plenty of ideas to take away with you as a business or membership association. This is followed by the **Tourism Industry Reception** with MSPs at Scottish Parliament, Holyrood. More detail to come in next newsletters. Put this date in your diary and please note – this event will be free to STF members.

### New STF members

Welcome to the following new members who have joined in the last few weeks:

**Buccleuch Visitor Services** – Overseeing the management and services on offer to the general public at Buccleuch Properties, from great houses to magnificent woodlands, including Drumlanrig, Bowhill House & Dalkeith Park, [www.buccleuch.com](http://www.buccleuch.com).

**French Kiss Design** - offers a full range of services in foreign language communication presenting our clients with a **One-Stop-Solution**: from *Translation, Foreign Language Typesetting and Internet Services*, through to *Foreign Language printed products*, [www.frenchkiss-design.com](http://www.frenchkiss-design.com).

**Seabridge Consultants** – Tourism and heritage consulting, especially ancestral tourism strategy, product development and marketing, [www.seabridge.org](http://www.seabridge.org).

**Stirling Gallery Publications** – Supplies postcards and greeting cards (printed in Scotland) to the tourist trade.

### STF Chairman buys Glasgow RSAC

The Townhouse Company moves into Glasgow - in Style. Chairman Peter Taylor has purchased one of Glasgow's most famous historical buildings, the former Royal Scottish Automobile Club in Blythswood Square.

The deal includes plans to sensitively convert the B-listed building from 139 bedrooms into a luxury, 109-bedroom hotel; and renovate the building to its former glory with conference facilities, restaurants, a bar and first class leisure club and spa.

The Town House Company plans to restore the famous Rally Bar, named after the Monte Carlo Rally which once started from Blythswood Square. The building is home to some of the finest Edwardian features in the city including extensive wood panelling, feature staircases, marble flooring, and numerous Art Deco fittings and fixtures.

With four luxury hotels in Edinburgh, the Town House Company [www.townhousecompany.com](http://www.townhousecompany.com) is best known for its tasteful recreation of historical buildings into contemporary, award winning hotels, each with a unique personality and style.

Scott Taylor, Chief Executive of Glasgow City Marketing Bureau commented: "There is a real demand for luxury accommodation in Glasgow and I am sure that this hotel will compliment our position as a city with style. Personally, I am very pleased that this building is in the safe hands of Peter Taylor and his team."

Work is due to start on the building in February 2006 with the hotel opening for business in late 2007.

### **RGU progress on "Enterprising Tourism" project**

As some of you may remember, the Scottish Centre of Tourism (SCoT) is leading a 3-year project which focuses on "Developing and Promoting an Enterprise Culture in Tourism and Hospitality". This project runs until July 2006, with a lot of the activity taking place over the next few months. The project team will launch an **interactive on-line community** in Scottish Tourism Week in March, which will provide businesses with an environment to talk, network, learn, engage and share experiences in the sector. Building up to this launch will be **four Scotland-wide roadshow events**, see below.

The aim of the roadshows is to inform, engage and motivate those attending to be (even) more enterprising – all in a friendly environment. Attendees can expect some insights from our keynote speaker (local to each roadshow location), the opportunity to view real life case studies; three private businesses and two business support providers. Following this, there will be time over the buffet to talk on an informal basis with experts in this area.

Dates and venues for the roadshows are as follows.

**31st January** - EDINBURGH: - VisitScotland Offices, Leith

**9th February** - FORT WILLIAM: - Lochaber College

**14th February** - ARBROATH: - Angus College, Arbroath

**23rd February** - DUNFERMLINE: - Lauder College

All roadshows have a 5.00/5.30pm start time with an anticipated finish time of 8.00pm.

More details on the roadshows will be available via Trade Forums/Associations, and [www.scotexchange.net](http://www.scotexchange.net). For more information on the project or indeed any of the roadshows, please contact Deirdre Mactaggart on [d.mactaggart@rgu.ac.uk](mailto:d.mactaggart@rgu.ac.uk), or 01224 263010.

### **1st February - Trade Surgery on Eastern Europe**

Trade Surgery countries to be covered are: **Poland, Russia, Czech Republic, Hungary**, and VisitScotland and VisitBritain will bring over representatives and tour operators from both Moscow & Poland. This is your chance to find out about 4 fast growing markets, due to the increasing direct flights to Scotland.

**Two new routes** were announced yesterday (12<sup>th</sup> Jan): Wizz Air, a Hungarian low-cost airline, is to link Prestwick with Warsaw and Gdansk in Poland.

Last year Transaero Airlines launched the first direct flights between Moscow and Edinburgh, and more than 22,000 Russian visitors came, an increase of 5000 (29%) from 2002. The average Russian visitor spends twice as much money in the UK as any other tourist nationality – and they tend to stay longer than average and often bring their extended families.

New flight routes give us huge opportunities in all 4 markets, see today's article in the Herald, [www.theherald.co.uk/54202.shtml](http://www.theherald.co.uk/54202.shtml), and we can start to plan now to attract them, and to ensure we deliver an experience that exceeds their needs and expectations. One to one sessions let you speak individually to the speakers and advisers who can help your business.

Tickets cost £25, including networking lunch. To register, or for more info, contact Elaine on 0131 220 6321 [elainet@stforum.co.uk](mailto:elainet@stforum.co.uk)

### **2nd February, Tourism Executive Seminar** The Gleneagles Hotel, 9am – 5pm

#### **Bob Johnston- 'Key Drivers of Service Excellence'**

Many of you will remember Bob's superb presentation at Service in the City 2005, and this time he will expand upon his presentation to a small group of Scottish Tourism businesses. The objective of Bob's seminar is to identify and explore the key drivers of service excellence. In addition Bob will share some of the results of a recent study into customer service in Scotland. This Scottish Enterprise seminar is interactive and gives delegates almost individual attention.

To register contact Stark Events on 0141 357 2235, [katharine@starkeventsuk.com](mailto:katharine@starkeventsuk.com). It costs £225 + VAT (£264.38) per seminar or £600 + VAT (£705) if you register for the series of 3. The other two seminars are:

**28 March** - Corbin Ball - Top 10 Trends Transforming the Meetings & Associations Industry

**19 April** - Dunnhumby - Customers Don't Get Stolen - they walk!

### **8th February - Masterclass with Paul McKenna**

The next Scottish Enterprise Tourism Masterclass, on Personal Development, is to be presented by the world-famous hypnotist, Paul McKenna, at Gleneagles Hotel.

Paul has put his powers to more use than just entertainment. He has sold over 500,000 hypnotherapy tapes with a range of audiotapes including Stop Smoking For Good, Slim Now, Eliminate Stress, Sleep Like a Log, Supreme Self-Confidence, and Accelerated Learning for students as well as a series of sports hypnosis and Success for Life tapes.

He works extensively in the corporate sector training in the realms of influence, stress control and personal power among others.

To confirm your participation at the Tourism Masterclass series please contact Starkevents, [katharine@starkeventsuk.com](mailto:katharine@starkeventsuk.com), Tel: 0141 357 2235. Costs are: £80 + VAT (£94) per seminar or £200 + VAT (£235) for the series of 3.

### **10<sup>th</sup> February - HIT Emerging Talent Conference, EICC, Edinburgh**

**Hospitality Industry Trust, Scotland** host the day at Edinburgh International Conference Centre (EICC). It will incorporate Guest speakers including Nick Nairn, a question time debate and Best Practice Seminars hosted by leaders from various areas of the industry. Last year, 270 delegates attended, and for the first time, students and new entrants to the industry were given the opportunity to meet with industry leaders and influencers. This year's conference has a goal not just to involve emerging talent but also educational bodies and government. Tickets will be £50 including lunch, tel 0870 870 2778, or go to <http://www.hitemergingtalent.co.uk/>

### **SE Business Tourism Workshops**

#### **January - March 2006**

Only a few places remain for the current series of Scottish Enterprise Business Tourism Workshops. Following on from the highly successful Business Tourism Conference in October 2005, these events will provide tailored practical tips which you can implement in your business, helping you to benefit from the lucrative yet demanding conference & meetings market.

Workshops include Sales Proposals, The Venue Contract, and an ICT learning journey to the award-winning Edinburgh International Conference Centre.

Due to demand, an extra date for Successful Showrounds will take place on 20 March 2006.

For further information and a booking form, go to:

[www.scotexchange.net/events\\_conferences/scottish\\_enterprise\\_tourism\\_development\\_programme/learn\\_new\\_skills/business\\_tourism\\_workshops.htm](http://www.scotexchange.net/events_conferences/scottish_enterprise_tourism_development_programme/learn_new_skills/business_tourism_workshops.htm)

### **Scottish Tourism Week**

#### **27th – 31st March 2006**

If you would like to find out more about what is going on in your area, or contribute to our events listing, please contact Fiona on 0131 220 6321, [fionam@stforum.co.uk](mailto:fionam@stforum.co.uk). The event timetable is on the STF website, [www.stforum.co.uk](http://www.stforum.co.uk). Latest events and information will be sent out to members on a regular basis. Please tell your colleagues and other businesses to get involved by joining STF.

### **Bright Ideas in Service - Tourism Awards 2006**

#### **Last Call for Entries: Closing date 31st Jan 06**

**Your chance to win a Learning Journey to the 5 star Radisson SAS Hotel, Berlin!**

Scottish Enterprise are delighted to offer for a second year these service excellence awards.

The overall winner of the **Bright Ideas in Service Awards 2006** will receive a fantastic learning journey for two employees to the world-class Radisson SAS Hotel, Berlin. The prize will include 3 nights DBB, flights to Berlin, and a customised programme for two people. Runners-up will

receive £500 towards participation in events on the Scottish Enterprise tourism development programme.

It doesn't matter how simple the idea is - if it's something new in service ideas that's made a difference to the way you work, tell them about it! To take part, please contact Diane Field for an entry form on 0141 204 1111. Completed forms must be returned by **31 January 2006**. Alternatively fill in online on [www.scotexchange.net/businessdevelopment/innovation\\_2004-2/bright\\_ideas\\_in\\_service\\_2006.htm](http://www.scotexchange.net/businessdevelopment/innovation_2004-2/bright_ideas_in_service_2006.htm).

**The Olive Barnett Award** is now open for entries. If you are, or have any staff, under 30 on May 15th 2006, committed to a career in hospitality, leisure, travel or tourism, and currently working in a customer facing role in the industry ambitious and thrive on a challenge, You could be the next winner. The first step is to prepare a 500 word essay.

*'If you were planning to open up a business of your own in hospitality, leisure, travel or tourism, what business would it be and what would your top five priorities be to ensure a successful and profitable venture?'*

The Olive Barnett Award recognises potential and provides support to assist future career progression in a very practical way through its prizes and funding grants. It also showcases the importance of these customer facing roles in delivering business success.

For further details see [www.springboarduk.org.uk/olive](http://www.springboarduk.org.uk/olive)