

---

## STF Trade Bulletin June 2005

We bring you a full update on the latest information and events.

- Private Water Supplies response
- STF Media Coverage
- Smoking Ban Implementation
- Strategy Refresh Report
- Visa Shock Increase
- VisitBritain targets set
- China welcomed by VS
- Scotland's Welcome Report
- Customer Sales and Information (TIC) Project
- STF Activities
- New members

### Scottish Tourism Forum

STF is an independent organisation that relies on memberships to sustain and meet operating costs. We receive no government funding or grants and rely on subscriptions and various incomes from other activities.

We seek to represent your interests and lobby on behalf of the tourism industry; the louder the voice we have, the more we will be listened to.

Please direct all membership enquires to Fiona Maclachlan at [fionam@stforum.co.uk](mailto:fionam@stforum.co.uk)

If you have not recently visited the website please take some time to catch up on consultation reports and recent issues: <http://www.stforum.co.uk>.

### Private Water Supplies response

The Forum has sent in its response on behalf of members to the Scottish Executive on the Private Water Supplies PWS Consultation. STF believes that the application of the regulations as they are set out is both unfair and unnecessary. We believe that the present system of monitoring of the supply of private supply drinking water by tourism businesses is adequate and that the proposed regulations are overly burdensome in cost to business and in terms of administration and management time for the local authorities.

To read the full text of the STF response, see the website <http://www.stforum.co.uk>.

### STF in the Media

Customer Complaints: STF is quoted seeking stronger customer focus in the Sunday Times, 19 June, <http://search.thetimes.co.uk/cgi-bin/ezk2srch?-aSTART#>

STF is quoted re complaints and the need for the Pride and Passion scheme (see below) in the Scotsman, 20 June <http://news.scotsman.com/topics.cfm?tid=106&id=675842005>. STF Director, Laurence Young, is quoted on the purpose of the industry-led Pride and Passion scheme in the Scotsman, 04 June, <http://news.scotsman.com/topics.cfm?tid=106&id=611612005>.

Radio Interviews: Alan Rankin was interviewed on Radio Forth, Radio Moray Firth, and Good Morning Scotland regarding the Visa costs increases on 20 and 21 June.

Visas: Two articles quoting Alan appeared today, 21 June, in the Press and Journal and the Scotsman, <http://news.scotsman.com/archive.cfm?id=679892005>.

### Smoking Ban Implementation

STF sits on the Industry Implementation Group "Making it Happen". Alan Rankin attended the committee group meeting on 13<sup>th</sup> June. The smoking ban takes effect on 1<sup>st</sup> April 2006. [For more information on the implementation plans, please contact STF.](#)

STF has alerted VisitScotland and VisitScotland.com to the implications for tourism of the ban and on advertising and promotion to overseas and UK visitors moving within UK where different regulations are applied between Scotland and England. STF will continue to put tourism at the heart of this debate putting your interests first.

### **Strategy Refresh Report**

Contracted by the Executive, STF undertook a major industry consultation seeking input and comment towards the redrafting of the strategy for Scottish tourism. During the project STF consulted with industry through a series of workshops, focus groups, one to one meetings and an online survey. Over 9500 businesses were contacted. The project was a major commitment of resource within the office.

### **Strategy Refresh**

STF gave a report to Scottish Executive, VisitScotland, Scottish Enterprise, HIE, VS.com and COSLA on 7<sup>th</sup> June. [A full version of the report is available on the STF website <http://www.stforum.co.uk>.](#)

### **Visa shock increase**

The STF has written to Patricia Ferguson, Minister for Tourism, to oppose the decision taken by the Whitehall government to increase visa costs into the UK. We have learnt that, without consultation with the industry, significant cost increases are proposed that will make the cost of entry to the UK and Scotland more expensive and consequently make us less competitive in the international tourism marketplace. To view our letter and see the full detail of the increases see <http://www.stforum.co.uk>

### **VisitBritain targets set**

VB set out the 2005-06 targets against which it will be judged internationally, to generate at least £887.5 million additional visitor spend, with at least 55 per cent of the extra spend being outside London and at least 36 per cent of it being between October and March.

### **VisitScotland woos the Chinese**

In the week following July's Open Championship at St Andrews, VisitScotland will spend three days wooing delegates from tourism agencies in Shanghai and Beijing.

### **Scotland's Welcome Report**

We reported last year that Councillor Eric Milligan, ex Lord Provost of Edinburgh, had been commissioned to examine the First Impressions for visitors coming into Scotland.

See the report on <http://www.scotland.gov.uk/Publications/2005/05/firstimpressions> and the response on <http://www.scotland.gov.uk/Publications/2005/05/firstImpressionsResponse>.

### **Customer Sales and Information (TIC) Project**

VS ran a workshop on 7<sup>th</sup> June on the **Customer Sales and Information Project**. [STF will represent industry views at future consultation meetings.](#)

### **Tourism Innovation Group Director**

Sue Crossman took up post as TIG director on 13<sup>th</sup> June. [sue.crossman@tourisminnovation.com](mailto:sue.crossman@tourisminnovation.com)

### **Pride and Passion**

The Pride & Passion movement is committed to ensuring that customers in Scotland have an exceptional experience. To be part of a forward thinking, inspiring network, sharing ideas and learning from each other, call 0800 028 0588 or email [team@prideandpassion.net](mailto:team@prideandpassion.net) to register your interest or <http://www.prideandpassion.net>.



## STF Activities

**BHA Scottish Committee** – STF attended the BHA Scottish Committee meeting in Edinburgh with Bob Cotton on 14<sup>th</sup> June to look at Policy issues for Scotland at Westminster.

**Taxation in Tourism** - HMRC with STF will hold a workshop in Edinburgh 14<sup>th</sup> July with invited industry personnel.

**VisitScotland Challenge Fund** - STF was represented on the first round judging panel and will again make industry representation on Round Two. STF has been involved in the assessment of application criteria, application processes and scoring systems and revised arrangements are in place for the second round.

**VisitScotland Scenario Planning Group** - STF participated in a workshop on 6<sup>th</sup> May looking at the potential impact of Avian Flu on international tourism.

## New Members

**Arioso Entertainment Ltd.** – First class quality musical entertainment tailored to suit your needs with performers of international renown <http://www.arioso.org.uk>

**EICC** - Edinburgh International Conference Centre <http://www.eicc.co.uk>

**Melfort Pier and Harbour** offer 15 self catering luxury lochside houses which offer the ultimate in luxury living and cater for special needs, <http://www.mellowmelfort.com>

For further information regarding the services and activities of STF, your “voice of the industry” please contact Fiona Maclachlan at [fionam@stforum.co.uk](mailto:fionam@stforum.co.uk)

scottish **tourism** forum, 29 drumsheugh gardens, edinburgh eh3 7rn  
t: 0131 220 6321 f: 0131 220 5905 e: [mail@stforum.co.uk](mailto:mail@stforum.co.uk)  
<http://www.stforum.co.uk>

**STF is a membership organisation that unites tourism interests in order to make a meaningful contribution to the improvement of Scotland’s international competitiveness and business performance.** For more information see <http://www.stforum.co.uk>.

Attachments are sent in good faith. We virus check our files regularly and recommend that you virus check prior to opening attachments. Opinions and content in this message, or in attachments, will be understood as neither given nor endorsed by the Forum, except in so far as they relate to our official business.