

STF Industry Bulletin No 1

**|| scottish
tourism
forum ||**

the voice of the industry

The following is a summary of the STF May Newsletter.

For full access to news, all member services and support activities please contact Fiona Maclachlan at fionam@stforum.co.uk, call on 0131 220 6321 or visit www.stforum.co.uk

STF Chair announced

The Board have appointed Peter Taylor, Townhouse Company, to be the new STF chair. Peter is known to many, as in 2001 Peter was awarded the highest accolade in the Scottish tourism industry – the Silver Thistle Award for outstanding. In 2004, Peter was awarded the OBE for his services to Tourism.

Peter has appointed 2 vice chairs: Ian Gardner, National Trust for Scotland, and Andy Machen-Young, Highlands & Islands Tourism. For background information on all directors please go to the website www.stforum.co.uk/staffandmembers.asp

STF to brief public agencies

STF will brief, on 6th June, the Scottish Executive, Visitscotland, Scottish Enterprise, HIE and visitscotland.com on industry views and concerns gathered from STF members and the trade during recent consultation on the national tourism strategy.

STF are to meet with the Scottish Executive to give the tourism business response to the Private Water Supplies (Scotland) Regulations 2005 (did you know that you may be facing a £630 annual bill as a result of new drinking water regulations?).

STF in the press in April

- **Radio Scotland;** to discuss the need to move the skills and infrastructure agenda along to stay in line with the reported growth of overseas visitors;
- **Scotsman Business Section;** tourism opportunities created by the G8 summit.
- **Scotsman letters;** concern voiced over the Forth Road Bridge summer road-works impacting on tourism.
- **STV lunch and evening news;** Overseas tourism growth and need to keep the skills agenda to the fore to meet consumer demand.
- **Ambitions Magazine:** accepting that the new Visitscotland structure should be supported but airing concern over the future of the TIC network.

Will the Election benefit Scottish Tourism?

At Westminster, James Purnell has been confirmed as the new Minister for Tourism. STF wishes to see a greater recognition of tourism as a key economic driver in the UK.

Challenge Funding

The STF has been involved in the judging of the finalists to be awarded challenge funding by VisitScotland. For further information on round two see <http://www.scotexchange.net>

Hospitality Assured events

The Forum, in partnership with Scottish Enterprise, HCIMA and Pride & Passion, held two events in April on Hospitality Assured and Pride & Passion.

People 1st in Scotland includes: The setting up of two Industry Fora to represent Visitor Attractions, Theme parks, Holiday Parks and Youth Hostels. <http://www.people1st.co.uk>

Langbridge are bridging the language gap, by offering staff involved in customer care a short course with unique, easy-reference training. For more info contact fionam@stforum.co.uk

The Licensing (Scotland) Bill There will be five "licensing objectives"- not four as in England.

Broadband finally for all

Every community in Scotland will have access to affordable broadband services by the end of 2005 was announced by Jim Wallace, and STF will seek to see that this election promise is delivered. For roll out details contact fionam@stforum.co.uk

EVENTS

17 May, Glasgow Science Centre, - Tourism Innovation Day 2005 - Your flight to success!

A day of celebration, inspiration and education

http://www.scotexchange.net/tourisminnovationday_2005.htm

19 May, Edinburgh, Macdonald Holyrood Hotel - UKinbound Scotland Networking

'Ask the Experts?' Panel Debate The annual UKinbound event in Scotland has an exciting new format this year to allow for greater participation. The networking evening will be open from 18.30, and the meeting will run from 19.00–20.00 hrs, for registration details contact the STF office.

24 May 2005, Inverness, Highland Council Headquarters

Share the latest developments, views and controversies around the future of the Scottish tourism industry under the leadership of VisitScotland's Integrated Tourism Network.

25 May Inverness, Thistle Hotel Innovation – What Does It Mean To Your Business?

A major Fusion event exploring what innovation really means and what is involved. A range of Highland businesses will give brief overviews of how they have innovatively approached a number of different aspects of business

26 May, Aberdeen, Robert Gordon University - Technology: New Routes to Market

With case studies from the industry, organised by the Scottish Tourism Society

6 June, Crieff Hydro, Perthshire - Climate Change Conference

Climate change has been identified as one of the two key themes for this year's G8 Summit of world leaders in Perthshire. This conference builds towards the G8 summit, as businesses are encouraged to review climate change research, government regulations and good business practice.

Thistle Awards

Its time to enter the 2005 Scottish Thistle Awards! **The closing date is 2nd June.** For full details on the award categories and entry forms visit <http://www.scotexchange.net/thistleawards>, tel 0131 557 5789, sta@eventconsultants.com

Calor Scottish Community of the Year Awards 2005

This year's awards scheme, established to celebrate the achievements of ordinary communities, has opened for nominations, with a prize fund of £5000 available.

STF Members Offer

Easyway: staff smoking cessation programmes available at discount prices. Now available to STF members, contact fionam@stforum.co.uk

News in Short

VisitScotland's Headquarters and contact details changed from 9th May 2005 to:
Ocean Point One, 94 Ocean Drive, Edinburgh EH6 6JH
Tel: 0131 472 2222 Fax: 0131 472 2250

AA Awards go to Scotland

All three winners are from Scotland in the AA Landlady of the Year 2005 (UK-wide) competition.

Dundee and Angus Convention Bureau reported a dramatic year on year rise in the number of business tourists visiting the area.

At the **ASVA conference** last week it was announced that Castles, museums and art galleries have seen a 4% increase in visitor numbers last year.

What's the story, Balamory?

The BBC programme for children is to be cancelled. Balamory led to an extra 150,000 people visiting Mull every year.

NEW MEMBERS

Goal Training - offers remote access training for the full range of hospitality and catering qualifications across mainland Scotland. <http://www.goaltraining.co.uk/>

Bizazz now are The Original Edinburgh Medical Tour <http://www.edinburghmedicaltour.com>

TKS Research Bytes: www.tks.org.uk

TKS are providing industry focussed and relevant research for the members of the Scottish Tourism Forum. This data sheet provides a selection of contemporary research on the Scottish tourism product. STF members can request information or copies of any of the research publications in full. Please contact Fiona at fionam@stforum.co.uk.

The Scottish Tourism Forum is an independent tourism membership organisation that represents tourism businesses in Scotland. We need your support make our voice louder on issues such as:

- Industry representation for your area now that ATBs have been swept away.
- Government red tape strangling business
- Tourism across Scotland, are you getting a fair share?
- Transport infrastructure needs for future tourism demand.
- Skills, recruitment and staff retention for future growth.
- Are we building a sustainable tourism product?

To know more about our agenda and how we can represent your interests as the "voice of the industry" and how to join STF please contact:

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