

Dear all,

Scottish Tourism Week 27th – 31st March 2006

The first ever Scottish Tourism Week will kick off on 27th March. Full details of the week long programme of industry meetings can be found on the STF website www.stforum.co.uk.

Here are some highlights to put in your diary. Venue, timings and booking emails are supplied for your information. ***Please book as soon as possible as places may be limited.***

Monday 27th March- VisitScotland Futures Lecture, Ocean Terminal, Edinburgh - 12.00 – 3.00 pm Helen.Abernethy@visitscotland.com

Another of VisitScotland's thought provoking and stimulating lectures - Back to the Future, a look at how our past will shape our future tourism products. Admission free.

Monday 27th March- Local Action Group Gathering. Huntingtower Hotel Perth - 10.30 – 4.00 pm elainet@stforum.co.uk

With the new tourism landscape after the VisitScotland merger, speakers and case studies will outline the opportunities for local marketing groups, associations and action groups. This is a first time ever events and a must for local groups. It is an essential day for group wanting to review their direction and web presence.

Monday 27th March - Launch Enterprising Tourism, Garthdee Campus, Robert Gordon University, Aberdeen – 5.30 – 8.00pm b.a.jones@rgu.ac.uk

Robert Gordon University launch the new, national on-line networking community designed specifically for tourism and hospitality businesses. Admission free.

Tuesday 28th March Tourism Innovation Day, Perth Concert Hall – 9.30 – 4.30 pm
www.tourisminnovationday.com

This, the fourth annual event of its kind, promises to be bigger and even better! TIG has created this event to help tourism organisations increase their levels of innovation and collaboration. Workshops will be led by high impact guest speakers from around the world including Terry Jones, founder of Travelocity.com and Chip Connelly, CEO Joie de Vivre Hospitality (San Francisco). IDEO will run group sessions designed to help your business create new ways to succeed.

Tuesday 28th March Tourism Society Scotland Debate, Sheraton Hotel, Edinburgh - 6.00 – 8.00 pm kenneth.wardrop@edinburgh.gov.uk

Speakers and debate on the new Scottish Tourism strategy: 'Tourism Framework for Change: Scottish Tourism the next decade' - admission free.

Wednesday 29th March STF Open Meeting, EICC Edinburgh - 10.30 – 4.30 pm
elainet@stforum.co.uk

Scotland International. STF will look to explore where Scotland sits in the international marketplace and how Scotland is promoted overseas. Top level speakers from VisitBritain, Wales, N Ireland and England will join the debate. Excellent member networking event. Cost – Free to STF members (one per organisation; additional guests £30). Thanks to EICC for venue sponsorship.

Wednesday 29th March STF Reception, Scottish Parliament – 6.00 – 8.00 pm
elainet@stforum.co.uk

Come and meet the MSPs at Holyrood in a special industry reception. Patricia Ferguson, Minister for Tourism, and many MSPs from all parties are expected to attend. Limited places are available

and preference given to STF Open Meeting Delegates. Admission Free. Food & drinks kindly sponsored by the Caravan Club.

Thursday 30th March Trade Workshop on the UK. [Cluny Clays Activity Centre](#), Fife - 10.30 – 2.45 pm elainet@stforum.co.uk

A follow on to the hugely successful trade surgery programme, this time it focuses on our biggest market – the UK. This event looks at how to get the most from our closest and largest markets – the UK regions. In addition to trends and marketing opportunities, one to one sessions are offered after lunch with the speakers.

Thursday 30th March Pride and Passion Debate. *The Hub, Edinburgh* – 12.45 – 3.00 pm team@prideandpassion.net.

'Is Tourism Everyone's Business?' Come and debate on 30th March 'Is the Scottish psyche holding Scotland back?' Why not come and tell us what you think, this is your opportunity to join in our 'Question Time' style debate. The afternoon will be chaired by BBC Scotland's Lesley Riddoch, with five panelists who are involved or interested in tourism. Book your tickets now by calling 0800 028 0588 or by email above.

Friday 31st March E-Commerce Roadshow. *Moorings Hotel, Fort William* – 10.30 – 3.00 pm elainet@stforum.co.uk

Following a successful pilot at Inverness a second roadshow explores how businesses can develop their website and online business. One to One surgeries offer the chance for delegates to speak individually to the speakers and access specialist advice. *"Absolutely brilliant!" "Best event in 9 years."*

Friday 31st March MSPs Challenge, all over Scotland events@stforum.co.uk

Your business or members of your association across Scotland are encouraged to meet with their MSP to ensure the elected sector understand the key issues that face our industry and work with us. Don't wait – get your postcode onto the MSP website and contact your local MSP. Contact us if you have any queries, to Fiona on 0131 220 6321.

To book or make enquires about Scottish Tourism Week events, please contact the STF office, 0131 220 6321, elainet@stforum.co.uk or to book direct with the contact for each event.

We look forward to seeing you!

Kind regards

The Team at STF

Sponsors:

Thanks to all our sponsors of Scottish Tourism Week who, with their kind support, have helped us to make this week a success: [VisitBritain](#), [EICC](#), [Leiths](#), [Pride & Passion](#), [Caravan Club](#), [The Royal Yacht Britannia](#), [Arioso](#)

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www.stforum.co.uk

Scottish Tourism Week 27th - 31st March. Taking tourism forward in Scotland. Details at 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.

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