

STF News 28th April 2006

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Scottish Tourism Week

Thanks again to all those who participated in the events during Scottish Tourism Week, from Monday 27th – Friday 31st March.

Overall the events in Scottish Tourism Week touched 1,000 individuals from across Scotland. We are proud that the week has reached many who may not have had such a positive awareness previously of the tourism industry in Scotland. Indeed, the messages that have come out of this week of events have been noted in articles in the Herald, Scotsman, Sunday Times and several local papers.

The week culminated with over 40 MSPs agreeing to visit tourism businesses across Scotland on behalf of the MSP Challenge, which aimed to raise awareness and understanding of tourism issues and enabled MSPs to see how businesses operate. The STF reception at Scottish Parliament was attended by 41 MSPs including the Minister for Tourism, Patricia Ferguson.

Press Coverage

Considerable Press coverage was achieved from Scottish Tourism Week to raise awareness of tourism with the general public.

Evaluation responses to all events in Scottish Tourism Week are now being considered with a view to offering a better spread of events next year. We are delighted that this inaugural programme has proved a success, and would suggest that, if you missed out on any of the events this year, you should make a special effort to come to at least one next year!

EVENTS

See also www.stforum.co.uk for updated information & brochures.

16th May, Sustainable Landscapes - Protecting Our Natural Resources, Our Dynamic Earth, Edinburgh. 9.00/9.30 – 4.00 pm

The sustainable development strategy "Choosing Our Future: Scotland's Sustainable Development Strategy" sets out the vision of the future build- for a sustainable Scotland. This conference looks at: Rural Heritage, Urban Heritage, and Sustainable Sightseeing; How our Landscapes Benefit Tourism, and the strategy. It is suitable for those with in an interest in the environment or wildlife.

Supported by [VisitScotland](#), [Scottish Environment Link](#) and [RTPI](#), this is a chance to find out what is planned and what needs to be done – now. For full info and to book online, go to:

http://www.holyrood.com/nav/conference/future_events/conf_susland06/conference.asp?content=contents

15 & 16th May Pride & Passion Theatre Workshops

How do you and your team come across to your customers? Join one of these entertaining and **FREE** theatre workshop sessions to find out how to make the most of your interactions with visitors.

Have fun discovering how easy it is to go from good to great service and how that benefits YOU directly. Feel free to invite a pal or colleague (or two!). Please let us know how many will be attending by contacting team@prideandpassion.net or free phone 0800 028 0588.

Date	Time	Venue	Area
15/05/06	10-1pm	Scotland's Hotel,40 Bonneathills Road	Pitlochry
16/05/06	10-1pm	The Green Hotel, 2 The Muirs	Kinross

Tuesday 16th May Magical Mystery Tours by Pride & Passion

The tour will take place around Linlithgow. Your business can benefit as the local professional blue badge tourist guide concentrates on the visitor experience whether they be from 10,000 miles away or half a mile away.

Local networking opportunity with an audience ranging from business principals, front line staff, to community groups and business associations. The last 10 tours have been really well received.

The tour is free, and lunch will be provided. Contact team@prideandpassion.net or free phone 0800 028 0588.

Tuesday 16th May HCIMA - Edinburgh & East Scotland Branch, VisitScotland, Ocean Terminal, Edinburgh, 6.30pm.

“Scotland's Market Share of World Tourism is 0.23%, Discuss?”

World international tourism arrivals are set to rise by 4.1% per annum, but at the same time, Europe's market share of world tourism is set to decline from 60% to 46% by 2020. Scotland's share of world tourism international arrivals is 0.23%.

This doesn't mean we can expect a decline in Scotland's international markets. Ian Yeoman & Denise Hill trace the history of Scotland's international markets and propositions what the future may hold.

This HCIMA event starts at 6.30 pm followed by buffet - £5 HCIMA members, £8 non-members. Contact Nick Stansfeld, 07887 501 794 or email: NStansfeld@hotmail.com by Tuesday 9 May.

Thursday 18th May, HMRC Business Advice Open Day, Aviemore, MacDonald Aviemore Highland Resort, 10.00 – 5.00pm.

HM Revenue & Customs and Scottish Tourism Forum are delighted to work together to provide tailored tourism sessions.

Over 20 seminars offers free advice and information on: General taxation, Tourism, Construction, Good environmental business practice, Property development for tourism, Starting your own business, Self-assessment and how to save time & expense with the latest special schemes for smaller businesses.

Experts on VAT, International and EU Trade (importing and exporting) and other topics will be on hand to provide a wealth of **free guidance and assistance** to all sizes of businesses in Northern Scotland, whatever stage they are at.

It will include information specifically for Golf clubs, shooting and fishing providers, Hotels, Conference venues, Camp sites and caravan parks, self-catering, B&Bs to those planning to start a tourism business. Cost – FREE. For more information call 0121 697 4065, or go to www.businessadviseday.co.uk, or download brochure from www.stforum.co.uk .

News in Short

Web access expands

Six BAA airports will offer extended Wi-Fi coverage in a deal with network operator The Cloud. Glasgow, Edinburgh, Stansted, Heathrow, Gatwick and Southampton airports are due to be wired by the end of this month. All major public seating and retail areas in departure and arrivals zones will be covered in airport terminals. Passengers can purchase a Cloud PayGo voucher giving access ranging from 30 minutes to 24 hours. The Cloud will also offer connectivity to UK service providers such as BT Openzone, O2, Skype, credEcard and Nintendo WiFi Connection.

Scotexchange changes

The joint website for the industry, www.scotexchange.net, which was co-funded by VisitScotland, Scottish Enterprise and Highlands & Islands Enterprise until end March 2006, is now changing. The corporate site newly launched is www.visitscotland.org. This site is not yet complete but if you take a look you will find that this is now the business-facing website of VisitScotland.

VisitScotland will become one legal entity following the *Tourist Boards (Scotland) Bill* passed to parliament. This represents the final resolution to the previous three entities, set up in April 2005 (VisitScotland, and 2 Area Tourist Boards) to succeed the old area tourist board 'network' of 15 separate entities (STB and 14 ATBs) that existed since 1994.

Visitor numbers up but revenue down in Barcelona

A recent survey now shows that hotel performance in Barcelona has been struggling despite increasing numbers of visitors, with revenue per available room *falling to its lowest level in five years*.

The Deloitte survey blamed the increased number of beds available in the city for the fall. Over 68 new properties opened in Barcelona between 2000 and 2005, and 40 more hotels are anticipated to enter the market within the next three years.

2006 Scottish Thistle Awards – Call for Entries

The Scottish Thistle Awards recognise excellence in Scottish tourism and celebrate everything that makes our tourism industry world-class. No matter what sector you are involved in, entering is a great way to showcase your business, and promote the quality service and products which reflect all that is best in Scotland's foremost industry.

To **find out more and download entry forms**, visit www.visitscotland.org/thistleawards, call 0131 557 5789 or email sta@eventconsultants.com

Closing date for entries:- Thursday 8th June 2006

Award Ceremony & Gala Dinner:- Friday 27th October 2006, EICC

Alan Rankin's Solo Round Scotland Challenge

Alan, Chief Executive of STF, set off from Lerwick, Shetland yesterday as he continues his challenge to sail solo and cycle around Scotland to raise funds for charity. To view his progress, or to sponsor him, please go to www.soloroundscotland.com. Fair winds!

STF New members

We are delighted to welcome the following new members. If you would like to be involved, network with like-minded business, and have your say on issues that effect you business, contact Fiona Maclachlan on 0131 220 6321, fionam@stforum.co.uk for a membership pack.

English Language Consultancy – English language tuition, language holidays, training for business. <http://www.englishlanguageconsultancy.co.uk>.

Global Connections (Scotland) are specialists in the provision of translation services, which help you, grow your international business. <http://www.globalconnects.com>.

Lightershade is a digital design agency fusing design with technology to build creative websites that work. <http://www.lightershade.com>.

Marketing Matters is a PR and Media communications business (mainly in Tourism). No website; for further information contact Sue McKichan (s.mckichan@btinternet.com)

Profile Plus is a Lifestyle and Leisure PR agency. <http://www.profileplus.co.uk>.

Rabbie's Trail Burners is a 5 star operator of small group minicoach tours to the Scottish Highlands and Islands and a specialist in transport logistics for events and conferences. <http://www.rabbies.com>.

Smartcityhostels (Europe) is an Edinburgh based company set up to acquire, develop and professionally manage and operate a fully branded chain of 5 star standard International Tourist Hostels. The hostels will provide affordable, safe, friendly, and comfortable city centre accommodation, close to transportation links. Smartcityhostels Edinburgh is a purpose built 600 bed hostel; and will be the largest and only 5 star standard hostel in Edinburgh. <http://www.smartcityhostels.com>.

Sunsol International is an Award winning Scottish Marketing, Design and Online Agency that works with a number of key tourism sector clients such as Glamis Castle, Hopetoun House and Scotland's Tartan Day. <http://www.sunsol.co.uk>.

Targeting Tourism is an innovative and collaborative partnership involving the three Tayside colleges - Angus, Dundee, Perth - working to make a difference to the profile and professionalism of the Tourism and Hospitality Industry. <http://www.targetingtourism.com>.

The Company Growth Team was established in 1990 to deliver strategic advice and practical business support to small and medium sized enterprises. A team of 15 non executive business advisors and 10 associated have all held senior posts, usually at director level and bring a wealth of experience of specific markets and business disciplines. Tourism is an exciting new sector to the Team! <http://www.companygrowth.co.uk>.

Transvercia Chauffeur Drive specialise in tours, executive travel, corporate events, golf trips, airport city transfers. <http://www.transvercia.com>.

Kind regards from the team,

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Support Alan Rankin on his Solo Sail & Cycle around Scotland Challenge and your chosen charity on www.soloroundscotland.com

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