

## Outdoor Tourism Groups Meeting

**Date:** 2<sup>nd</sup> September 2014

**Venue:** STEP Stirling, Stirling

### Attendance

- Aileen Monk, BMF Scotland
- Katharine Taylor, Cycle Tourism Forum
- Mike Dennison, Cycle Tourism Forum
- Audrey Maclellan (AM), Highlands & Islands Enterprise (phone)
- Andrew Grainger, Scottish Country Sports Tourism Gp
- Gordon Todd (GT), Scottish Enterprise
- Katy Dickson, Scottish Land & Estates
- Caroline Warburton (CW), Scottish Tourism Alliance
- Gillian Brymer, Scottish Tourism Alliance
- Marc Crothall (MC), Scottish Tourism Alliance
- Gwen Raez, VisitScotland (GR)
- Ben Mardall, Wild Scotland
- Graeme Mclean, Developing Mountain Biking in Scotland
- Daniel Steel, Sail Scotland
- Heather Negus, Ski Scotland

#### Apologies

- Stewart Smith, Golf Tourism Scotland
- Paul Easto (PE), TS2020 Champion – Chair
- Caroline Miller, Go Rural
- Stevie Christie, Wild Scotland

### 1. Welcome / Note of Last Meeting

MC welcomed everyone to the meeting. PE had sent last minute apologies due to a family issue. All actions from last meeting were discharged.

### 2. Update on VS.com

GR presented an update on her discussions internally with VS regarding representation of outdoor activities on VS.com and on other marketing activities. The presentation is circulated with this note. The following actions were agreed:

#### AP1: GR agreed to:

- **share findings of audit of nature/wildlife & activities sections (due end of Oct);**
- **clarify whether the keyword search (referred to in presentation) relates to VS.com site searches or off-site searches**
- **provide criteria for advert to CW, including which pages these adverts are available on.**
- **provide current/in development list of e-brochures/books and number of downloads.**
- **investigate further options for associations to be occasional guest bloggers and to provide topline stats on blog readership etc.**

**AP2: ALL to notify CW if interested in having advert on VS.com and indicate which pages.**

**AP3: ALL to email GR if have appropriate sector/generic video content which could be used by VS.**

**AP4: ALL to ensure that following other associations' Facebook, Twitter and blogs (where available).**

### 3. Tourism Leadership Programme

GT provided an update following a meeting with KT, AG and Aileen Lamb (Scottish Enterprise) who leads the Destination Leadership Programme (DLP). There is a willingness to include representatives from the outdoor tourism group (and beyond) either on the existing programme or, if sufficient numbers, on a specific programme.

Three individuals put their names forward to join the programme and it was agreed that they would report back to the group on its relevance to the sector.

**AP5: ALL to provide thoughts on the programme** (<http://www.ei.napier.ac.uk/c/custom/customid/2945>).

**AP6 GT to put names forward to join next DLP.**

**Update:** we have been notified that the next programme is full, however it is hoped that another programme will be run towards the end of the year when the Outdoor Tourism Groups representatives will be considered.

#### **4. HIE Adventure Tourism Activity**

AM informed the group of HIE's current activities around the 'adventure tourism' theme – a summary of these projects is provided with this note. AM welcomed the group's input into the projects, in particular feeding in to research on the opportunities and barriers to the growth of adventure tourism in Scotland, and the digital business support project.

**AP7: AM to circulate invitation to join Digital Pilot (limited to specific geographical areas) to group to enable suitable businesses to be put forward. Likely to be in October.**

#### **5. The Role of Group and Future Direction**

CW asked the group about the future direction of the meetings. It was agreed that they should continue, possibly 2-3 times a year and continue to focus on 2-3 structured issues. In order to determine the key issues, a full day facilitated meeting would be arranged. It was proposed that it could be held the day before the Wild Scotland Conference in Perth and that a Board/Committee member and/or member of staff should attend.

**AP8: ALL to indicate availability for Tues 25<sup>th</sup> November meeting.**

#### **6. Any Other Business**

**Youth Employment Paper:** CW brought this paper (circulated with the agenda) to the group. Comments on the paper to Adrian Martin, Scottish Government ([Adrian.martin@scotland.gsi.gov.uk](mailto:Adrian.martin@scotland.gsi.gov.uk)).

**Date of Next Meeting: Tuesday 25<sup>th</sup> November, Perth**