

Outdoor Tourism Groups Meeting

Date: 13th January 2015

Venue: Old Town Jail, Stirling

Attendance

- Andrew Grainger, Scottish Country Sports Tourism Gp
- Audrey MacLennan, Highlands & Islands Enterprise
- Caroline Warburton (CW), Scottish Tourism Alliance
- Gillian Brymer (GB), Scottish Tourism Alliance
- Gordon Todd (GT), Scottish Enterprise
- Graeme Mclean, Developing Mountain Biking in Scotland
- Katy Dickson, Scottish Land & Estates
- Mike Dennison, Cycle Tourism Forum
- Paul Easto (PE), TS2020 Champion – Chair
- Richard Whitcomb, Ekosgen (RW)
- Sally Dowden (SD), Wild Scotland

Apologies

- Aileen Monk, BMF Scotland
- Ben Mardall, Wild Scotland
- Caroline Miller, Go Rural
- Daniel Steel, Sail Scotland
- Gwen Raez, VisitScotland
- Heather Negus, Ski Scotland
- Katharine Taylor, Cycle Tourism Forum
- Stewart Smith, Golf Tourism Scotland

1. Welcome / Note of Last Meeting

PE welcomed everyone to the meeting.

2. Guide Training: Sally Dowden, Wild Scotland

Background papers were circulated prior to the meeting. SD presented industry feedback to date regarding the proposed course structure which has been very supportive. Further feedback would be welcome and it was agreed that each association would encourage members to contribute to a questionnaire (by 26th January). WS agreed to keep the group informed of the programme development. The group was formally asked to endorse the development of the programme which was duly agreed.

AP1: GB to circulate link to guide training survey to the group. ALL to forward to their membership. RW to circulate link to Adventure Tourism Research database. (Deadline for completion is 26th January)

AP2: ALL to forward to SD further information/key contacts of other industry training programme which may overlap or be relevant to the guide training programme (e.g. Rural Skills Learning Ladder, Mountain Bike Leader Training etc).

AP3: SD to provide a summary of progress by mid-February (by email) to the OTG.

3. Adventure Tourism Research (consultation): Richard Whitcomb, Ekosgen

RW presented the findings to date of the Adventure Tourism Research – the presentation is circulated with this note. There was discussion around some of the key findings and a request made to be updated as the findings are finalised.

4. Priorities for the Sector 2015 & Beyond

Paper XXX – TS2020 Monitoring Framework for Nature & Activities - was circulated to the group prior to the meeting. CW outlined the document's context in relation to TS2020 and also how it related to the future direction and responsibility of the group. The group endorsed the TS2020 process and agreed that they

would take ownership of the framework in order to support Paul Easto as industry champion for Nature & Activities on TS2020 Strategy Group.

Discussion focussed on the key issues facing the sector. These included:

- **Key Performance Indicators (KPIs)**
Suggestions included average daily spend, visitor numbers, total turnover, customer feedback, industry engagement (e.g membership of trade associations).
- **Generating effective and reliable intelligence**
There was much discussion around the importance of understanding the visitors, the non-visitors (i.e. those choosing to do outdoor activities elsewhere) and the needs of the businesses. Destination benchmarking, customers' decision-making hierarchy, future forecasting and business barometers were all mentioned.
- **Sustainability**
Access: the importance of open access to the industry and how changes to this would have significant impact on the sector.
Responsible planning/landscape values: how major developments in rural areas can impact on the sector.
- **Quality** of guiding is a reputational risk for Scotland (**safety, quality**): guide registration?
- **Collaboration:** opportunity for cross-selling between outdoor activity sectors and also across different sectors (such as business tourism) and through destination groups and city marketing bureaux.

AP4: ALL to feedback key issues for sector to CW by 28th January.

5. Any Other Business

5.1 Fatal Accident Enquiry: PE draw the group's attention to this recent enquiry where a mountain guide had died on the hill. He encouraged all to read it and in particular the Sheriff's recommendation for *'policy makers to discover a means by which mountain guides in Scotland are properly qualified and equipped to provide the service which they promote and which they operate for commercial gain.'*

Discussion touched on the need for formal registration and/or peer policing. The group agreed that it was an important issue which needed further exploration and therefore should be included in the Key Issues paper (agenda item 4).

AP5: CW to circulate link to the Fatal Accident Enquiry Report.

AP6: PE to provide CW with a sentence regarding regulation/ registered lists to be added into the strategic action table.

5.2 VS Active Guide: GM asked whether any of the groups advertised in this guide as he was interested in its effectiveness.

AP7: CW to ask GR for distribution network for Active Guide.

5.3 'Pop-Up Promotional/Booking Centre': SD (on behalf of Ben Mardall) asked for the group's thoughts of a Tourist Information/Booking Centre for outdoor activities based in Edinburgh for two weeks in June/ July 2015. The initiative could be a joint activity for the group and provide direct sales for individual businesses. SD asked any group interested in exploring how this might work to contact WS.

AP8: ALL groups interested in 'Pop-Up Info Centre' to contact Gillian Brymer.

Date of Next Meeting: beginning May