

Tourism Scotland 2020 Strategy Group Meeting

NOTE OF MEETING

Tuesday 9th September 2014

STEP Stirling, Stirling

Present:

- Rebecca Brooks, Abbey Tours (Scotland)
- Gordon Dewar, Edinburgh Airport
- Stephen Leckie, Crieff Hydro Ltd (SL) – Chair
- Judy Rae, Glasgow Science Centre
- Calum Ross, British Hospitality Association
- James Stuart, RYA Scotland - part
- Ian Whitaker, UK Skills Service Training Manager
- Danny Cusick, Scottish Enterprise
- Riddell Graham, VisitScotland (RG)
- Chris Taylor, Highlands & Islands Enterprise

Apologies

- David Allfrey, The Royal Edinburgh Military Tattoo
- Stephen Duncan, Historic Scotland
- Paul Easto, Wilderness Scotland
- Marina Huggett, Tourism Excellence Consultancy
- Russell Imrie, Queensferry Hotels
- James Withers, Scotland Food and Drink
- Emma Sinclair, Scottish Government
- Ann Camus, Fife Council / SLAED

In attendance

- Marc Crothall, Scottish Tourism Alliance (MC)
- Caroline Warburton, Scottish Tourism Alliance (CW)
- Graeme White, SDI – part (speaker)
- Paul McCafferty, Scottish Enterprise – part (speaker)

1. Welcome & Approval of Note of Previous Meeting

SL welcomed everyone and the note of the previous meeting was approved. There was a brief discussion around the importance of industry engagement with the strategy and the importance of using appropriate messages for different audiences. As TS2020 is moving in to the implementation stage all agreed that there is a need to communicate clearly with all stakeholders.

Decisions Asked of Group	Approved?	Comments / Actions	Who?
Approve note of previous meeting	Y	-	-

2. TS2020 Update

2.1: Reporting Progress on TS2020 Delivery

Paper 2 was discussed alongside supporting papers 3 and 4 with the following comments made:

1: TS2020 KPIs: agreement of Visitor Satisfaction score and target, however need to ensure general understanding of measure. Meeting agreed to describe measure as moving from fair to excellent (with

footer) rather than 25% to 50%. There was also discussion around how to encourage the industry to adopt TS2020 measures for their own strategies and the need to develop guidance to support this.

2: Revisions to TS2020 Framework: approval of the updated framework. Discussion about quality, in particular agreement on a general approach to define what we mean by quality experience and then identify achievable topics/projects which can start to unpick the issue and drive the wider industry conversation. Agreed to discuss at next meeting.

3: New Approach to Latest Intelligence and Trends: agreement to adopt quarterly report with summary of latest intelligence. It was agreed that the report would:

- be published for wider industry to access;
- include Executive Summary and, where possible, Calls to Action;
- be badged as Tourism Intelligence Scotland as well as TS2020;
- make use of shared intelligence across agencies.

Agreed to investigate viability of an 'Industry Barometer' with possibility to link with VS VIC network intelligence and SE/HIE Pulse Surveys.

4: Proposed TS2020 Monitoring Framework: approved.

Decisions Asked of Group	Approved?	Comments / Actions	Who?
Approve proposed Advocacy Score target of 50%	Y	Target be reported as moving from fair to excellent due to limited industry awareness of NPS measure.	CW
Approve updated TS2020 framework	Y	Updated framework to be circulated with covering note and with the additional amendments: <ul style="list-style-type: none"> • Visitor Satisfaction to be shown as above • Change size of markets relative to growth potential, not market. • 'Destinations' to be 'Destinations, Towns & Cities' Quality to be on agenda for next meeting. Approach VS Quality Assurance Industry Group to ensure alignment	CW CW/RG
Agree format for future intelligence reports	Y	Quarterly report (option 2) agreed. Discuss further with VS Insights Team, TIS Steering Group and ensure alignment with Agency Research Team network. Provide further comments on report format/content (if necessary).	CW/MC/ RG ALL
Thoughts on reinstating Industry Barometer	Y	Discuss further with VS/HIE/SE.	CW
Agree to adopt Monitoring Framework	Y	Draft Asset Frameworks to be developed for next meeting. Complete reporting sheet to be produced for next meeting.	Asset Champs/ CW

2.2: Driving Growth through Business Competitiveness: Support from Academic Sector

Papers 5-6 were presented and general support received. Initial suggestions for research strand themes included investigating triggers to industry engagement, exploration of the international visitor

marketplace for Scotland, however it was agreed that further consultation and discussion with other industry stakeholders would be required.

Decisions Asked of Group	Approved?	Comments / Actions	Who?
Support general approach to develop research agenda	Y	-	-
Endorsement of Key Strands & other suggestions	Y	Data/Intelligence theme approved. Additional topics to be put forward. Wider consultation to be undertaken.	- ALL CW
Volunteers for short-life working group.	N	To be revisited when key themes agreed.	-

3. Strategic Opportunities

3.1: TS2020 & Economic Development

Presentations were given by the following representatives:

- Scottish Enterprise: Paul McCafferty, Tourism Sector Team Leader
- Highlands & Islands Enterprise: Chris Taylor, Head of Food, Drink & Tourism
- Scottish Development International: Graeme White, Head of Tourism

General discussion followed which included the following issues:

- How each organisation agrees priorities and which organisations to assist;
- Connectivity, in particular broadband, mobile and road networks;
- How to encourage businesses to have growth ambitions, in particular internationally;
- Opportunities to maximise opportunities for Year of Food and Drink.

Decisions Asked of Group	Approved?	Comments / Actions	Who?
No decisions required			

4. AOB

There were no noted items.

Decisions Asked of Group	Approved?	Comments / Actions	Who?
No decisions asked			

Date of Next Meeting

4th December, Tods Murray, Fountainbridge, Edinburgh, 11.30am – 3pm