

Tourism Scotland 2020 Strategy Group Meeting

NOTE OF MEETING

Tuesday, 20th January 2015

STEP Stirling, Stirling

Present:

- Russell Imrie, Queensferry Hotels (RI)
- Stephen Leckie, Crieff Hydro Ltd (SL) – Chair
- Judy Rae, Glasgow Science Centre (JR)
- James Stuart, EPP Ltd
- Chris Wayne-Wills, Macdonald Hotels
- Stephen Balfour, SLAED
- Riddell Graham, VisitScotland (RG)
- Danny Cusick, Scottish Enterprise
- Emma Sinclair, Scottish Government

In attendance

- Marc Crothall, Scottish Tourism Alliance (MC)
- Caroline Warburton, Scottish Tourism Alliance (CW)
- Paul McCafferty, Scottish Enterprise (PM)
- Malcolm Roughead, VisitScotland (part)

Apologies

- David Allfrey, Royal Edinburgh Military Tattoo
- Rebecca Brooks, Abbey Tours (Scotland)
- Gordon Dewar, Edinburgh Airport
- Stephen Duncan, Historic Scotland
- Paul Easto, Wilderness Scotland
- Marina Huggett, Tourism Excellence Consultancy
- Calum Ross, British Hospitality Association
- Chris Taylor, Highlands & Islands Enterprise
- Ian Whitaker, Cawdor Castle
- James Withers, Scotland Food and Drink
- Ann Camus, Fife Council / SLAED

1. Welcome

SL welcomed everyone in particular Malcolm Roughead, CEO of VisitScotland.

2. Approval of Note of Previous Meeting

The note of the previous meeting was approved and all actions discharged. RG updated the group on VS's social media aggregator contract. The appointment is still to be made, however it is still intended that the appointed contractor will provide customer satisfaction ratings as a measure for TS2020.

3. Presentation: Malcolm Roughead, CEO, VisitScotland

MR presented an update from VS on the key TS2020 issues. The presentation is circulated with the note of this meeting. Discussion points included:

- Profile of Scottish tourism at a European and international level (European Tourism Council/UNWTO)
- The importance of the accessibility and sustainability agendas;
- The need to increase the online capabilities of the tourism industry;
- The value of the National Tourism Development Framework: currently being mapped across Scotland.

The presentation concluded with discussion of VS's current work on future markets, involving the Boston Matrix and Market Attractiveness Index (MAI). This generated considerable discussion and the group agreed that such strategic and long term planning is essential to informing TS2020. It was agreed that VS would keep TS2020 Strategy Group updated on progress so that the strategy is aligned to the latest strategy thinking on Scotland's market opportunities and marketing activities.

Decisions Asked of Group	Approved?	Comments / Actions	Who?
		VS (RG) to update group on conclusions on MAI. VS to be invited to present to group on regular (most likely annual) basis. RG/CW to invite VS Marketing Director to speak to group at future meeting.	VS/RG VS/RG CW/RG

4. Review of Strategy Group

Since the last meeting CW and PMc had asked the majority of group members for their thoughts on the TS2020 Strategy Group, its role and responsibilities. PMc facilitated discussion of Paper 2 (circulated prior to the meeting). The following points and actions were agreed:

Decisions Asked of Group	Approved?	Comments / Actions	Who?
Agree role of the group.	Y	The group agreed that the role should be as shown in presentation, namely, <ul style="list-style-type: none"> • Monitor progress • Communicate key messages to industry • Influence Government, agencies and industry to deliver CW/PMc to update wording of role.	CW/PMc
Agree structure of meetings.	Y	Strategy Group meeting structure would comprise: <ul style="list-style-type: none"> • Update on Key Projects – current projects spreadsheet circulated in advance. Only those projects flagged 'red' to be discussed. Or update from Asset Champion. • Strategic Issues – in-depth discussion on maximum of 2 issues. Background paper circulated in advance. Forward agenda of key themes to be agreed. CW to devise forward agenda topics and relative prioritisation.	CW
Consider need for additional resources.	Y	It was agreed that additional resource in the following areas would help delivery of TS2020: <ul style="list-style-type: none"> • Communications • Asset Delivery CW, PMc & MC to develop rationale for additional support.	CW/PMc/ MC
Consider the need for KPIs for Strategy Group activities.	Y	If KPIs are required then they should align closely to group's strategic role above. CW/PMc to explore KPIs for group	CW/PMc

5. TS2020 Update

5.1: Report on TS2020 Projects

Paper 3 and 4 provided an update on TS2020 activities. No specific comments were made with regard to the projects.

Following on from the previous agenda item, there was some discussion about how the projects were presented. It was agreed that the format was correct, with the addition of a column on the projects' impacts.

Decisions Asked of Group	Approved?	Comments / Actions	Who?
		CW to add 'Project Impact' column to TS2020 Projects Update template.	CW

6. Scottish Tourism Week 2015 & TS2020

MC provided an update on Scottish Tourism Week and the links to TS2020. He asked all Strategy Group members to attend and support the event and also promote the events through their own networks. The programme can be found at <http://scottishtourismalliance.co.uk/stw2015/>.

Decisions Asked of Group	Approved?	Comments / Actions	Who?
No decisions required.		All Strategy Group members to attend STW and promote through networks.	ALL

7. AOB

There was no AOB.

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

Date of Next Meetings

28th April, 12pm – 3.30pm, Stirling

15th September, 12pm – 3.30pm, Stirling

3rd December, 11.30pm – 3.30pm, Edinburgh