

**MINUTES OF THE TOURISM FRAMEWORK FOR CHANGE  
MARKETING IMPLEMENTATION GROUP MEETING,  
THURSDAY, 21 JUNE 2007, 14.00-16.00  
NATIONAL TRUST FOR SCOTLAND,  
28 CHARLOTTE SQUARE, EDINBURGH**

**Present:**

**Ian Gardner (Chair) National Trust for Scotland**

Ian Limond	JAC Travel
Pierre Masson	Moray Council / SLAED
Kenneth Clark	SDI
Tony Baker	SDI
Roger Edwards	HIE
Marco Truffelli	VisitScotland.com
Douglas Logan	Scottish Destination Management Association
Denise Hill	VisitScotland
Helen Campbell	VisitScotland
Judy Torrance	Scottish Executive
Kirsten Foubister	Scottish Executive
Mary Ward	Scottish Executive (minutes)

**Apologies:**

John Strachan	Maximillion Events
Linda Mellis	Diageo
Roy Kirk	SDI
Glen Bennett	EAE
Eddie Brogan	Scottish Enterprise

**1. Welcome and Introductions to new members**

1.1 The Chair welcomed the Group and advised that he would stand in until Julie Hunter's return from maternity leave. Introductions were made to the new members of the group.

**2. General update**

2.1 The Chair gave an update on the new administration, which was very supportive of the tourism industry and the work that is being done to take forward the Tourism Framework for Change.

2.2 The Chair also gave a brief update on implementation of the Tourism Framework for Change. Gavin Ellis, Chair of the BHA Scotland Committee, is now chairing the TFFC Monitoring Group, which the five implementation groups feed into. The Chairs of each of the implementation groups are on the Monitoring Group and give a progress report at each meeting. The Chairs are also working on a communications strategy at the moment to make sure that the industry is aware of the work being done to take forward the TFFC, and how they can get involved.

2.3 The Chair mentioned that Kirsten is moving at the end of July. He wanted to extend his thanks on behalf of the group to Kirsten for her work in pulling the groups together and for her work on the TFFC strategy.

### 3. **Proposed plans for the 2007 Meetings of the Marketing Implementation Group**

3.1 Following the last meeting, where the Group went through the list of all its actions and targets, the Chair proposed that this and subsequent meetings should each look at a different issue and the actions and targets that go along with it, namely:

- international marketing (today's focus)
- domestic marketing
- e-marketing / commerce; and
- business tourism / events.

At the end of these 4 meetings, the Group should have covered all the marketing actions and targets throughout the TFFC and come up with actions for dealing with them. These meetings would therefore take us through the process of putting together a marketing action plan. This approach was agreed by the group.

### 4. **International Marketing**

4.1 The Chair gave some 2006 statistics:

- International visitor revenue increased by 17% (over the previous year)
- International visitors increased by 12%

International tourism to Scotland was therefore growing well, but it was still possible that more could be done.

4.2 The Chair introduced the following 3 presentations:

- Judy Torrance - "The big picture from the Scottish Executive"
- Denise Hill - "VisitScotland International Marketing"
- Kenneth Clark - "Scottish Development International"

Copies of the presentations are available on request.

### 5. **Discussion**

5.1 The Chair prompted discussion with the key question: Is effective and co-ordinated marketing being carried out for all parts of Scotland?

5.2 Iain Limond's view was that in recent years there had been much better co-ordination between the public sector agencies and the industry as far as international marketing was concerned. Iain was generally pleased with the work being done by the public sector agencies, and with their engagement with the industry. One suggestion he did have was that VisitScotland could perhaps tailor their work differently to the different industry groups. Denise Hill welcomed this suggestion, and invited further feedback from the industry on an ongoing basis about VisitScotland's marketing activity, in order to ensure that they are providing what the industry and the consumer needs. Industry interest groups already take

place several times a year, but Denise invited the industry to simply get in touch with VisitScotland and let them know what they need and what is not helpful. **It was agreed that this should be added as a new action to the Marketing Action Plan.**

5.3 Douglas Logan took a different view of VisitScotland's marketing and was very critical about a number of issues. One example was criticism of VisitBritain and the work they do on VisitScotland's behalf. Following discussion, it was agreed that much of this negative view from the industry might be down to communication – ie not knowing about VisitScotland's work. Denise explained that [www.visitscotland.org](http://www.visitscotland.org) contains a lot of information about VisitScotland's work, which should tell businesses all they need to know, but Douglas expressed concern about this method of communication, indicating that small tourism businesses do not have the time to look at visitscotland.org to find these things out. He expressed particular concern that Business Relationship Managers (BRMs) are often unable to provide this kind of useful information to businesses.

5.4 **It was agreed, therefore, that better communication of the agencies' work should be added to the action plan, and that everyone has a role to play here.** The agencies would have a role to play in getting good messages about their work out to tourism businesses, and other channels such as the Scottish Tourism Forum could be put to better use. The industry also had a role to play in meeting these organisations half way and taking a proactive role to find out what was going on and the opportunities available.

5.5 The Group went on to discuss the use of the saltire by the tourism industry and agencies. Judy reported that she was seeing increasing use of it and that a number of public sector partners had taken it on board. **Group members were invited to get in touch with Judy if they wanted to use the Scottish Executive's image library, which included general images of Scotland as well as those including the saltire, and could be used free of charge.** Iain noted that if all businesses were to start using the same images in their messaging, it would make the Scotland message much more joined up. Pierre asked how involved local authorities were in the Scottish Executive's Scotland brand. **Judy reported that work had taken place so far with the city authorities, but that they would now get other local authorities more involved, as they had an important role to play.**

## **6. Action Plan**

6.1 It was agreed that the points raised throughout the course of the meeting should be added to the action plan, as follows:

- Create better mechanisms for communication between the industry and the public sector agencies involved in marketing (action for agencies, industry and STF)
- Agencies to use this feedback in their planning processes
- BRMs to be up to speed on VisitScotland's work and ready to provide good advice to businesses
- Better communication about VisitBritain's work in relation to Scotland
- Businesses to make more use of the saltire
- Businesses to make use of the Scottish Executive's image library
- Scottish Executive and local authorities to work together to make better use of Scotland brand in local areas.

6.2 Iain referred to Action 41 in the action plan and asked whether the Challenge Fund was going to be changing. He hoped that it would, and expressed concern that the current Challenge Fund vehicle was very unwieldy and would benefit from being more along the lines of the TIDA model. **It was agreed that this too should be added to the action plan.**

## **7. Next Meeting**

7.1 The next meeting would be arranged for end September, when Helen Campbell would give a presentation on domestic marketing.