



## **CHAIR'S UPDATE APRIL 2011**

There's been a lot of ETAG activity since our last full group meeting in December. The conference in January was another great success with some great feedback and a huge number of ETAG business development and opportunity workshops have been taking place over the last few months in the lead up to the 2011 season. So far so good this year as well as the weather has been reasonably kind to us and no ash clouds have appeared yet on the horizon.

### **Team Edinburgh**

Faith Liddell continues to chair Team Edinburgh and 3 strands of work are being developed on private sector funding models. These centre around developing a route development fund, ongoing funds for the development of the festivals and funding for Marketing Edinburgh campaigns.

We welcome the establishment of Marketing Edinburgh and the appointment of the new Chief Executive, Lucy Bird, who is due to take up her post in June.

### **National and Local Strategies**

The work of the Industry Leadership Group in developing the National Strategy for Scottish Tourism is ongoing. A huge amount of research has been done so far and key strands of development have been identified. The work to flesh out specific strategic developments on the back of these is ongoing, and is underpinned by a vision centred around the customer experience:

*Scotland is a destination of first choice for a high quality, value for money and memorable customer experience*

In the meantime ETAG has appointed Team Tourism Consultants led by Roger Carter to develop a strategy for Edinburgh Tourism to 2020. The inception meeting for this strategy development took place last week and I hope that the members of the ETAG full group will be heavily involved in helping develop an ambitious strategy for our sector, which will benefit both visitors and Edinburgh's citizens alike.

The work in developing the Edinburgh Tourism strategy will help define ETAG's action plans in subsequent years. There will be an onus on the members of the full group to help Roger's team to consult across a wide

range of stakeholders within the industry to achieve a robust and meaningful strategy that will help drive significant growth and investment.

### **Edinburgh and Lothians Regional Website**

Over the last 2 months VisitScotland have agreed to invest in the development of the Edinburgh.org website to make it more customer focused and better for the visitors to our city. ETAG is forming an industry steering group to help facilitate the development of this website.

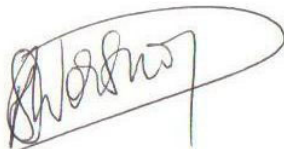
We have agreed that its development will centre around the needs of our visitors. ETAG's key facts and figures document, along with the work of VisitScotland's insights team will be the foundation upon which the site will be developed. However if any Full Group members have any specific consumer research to feed into this process to help guide this development this will be very welcome.

### **Finally**

The steering group has been discussing how to engage you further in feeding back intelligence as to the state of the market and issues faced in the sectors that you represent. Often we run out of time at the meetings and I just wanted to float the idea that full group members feed this intelligence back in a 1 pager written format prior to the ETAG meetings. We can open discussions on this tomorrow.

I look forward to seeing you all tomorrow.

Kind regards

A handwritten signature in blue ink, enclosed in a hand-drawn oval. The signature appears to read 'Robin Worsnop'.

Robin Worsnop  
Chair