



## **CHAIR'S UPDATE DECEMBER 2011**

As we approach the Festive Season of Good Cheer we can reflect on another successful year for Edinburgh's tourism industry as we enter 2012 and the challenges ahead. The recent arrival of the pandas at the zoo topped off a year of significant cultural developments in the city. We welcome the reopening of the refurbished National Museum and the National Portrait Gallery as our cultural assets are set to shine and set our destination apart from our European competitors.

### **The Strategy to 2012**

Final drafts are being written as we speak and thank you again for all your engagement in developing this strategy for Edinburgh Tourism. We are finalising the strategy over the next 2 weeks and then the hard work will begin in bringing together all the actions and strands of the strategy to achieve growth and prosperity for Edinburgh over the coming years.

### **Edinburgh and Lothians website**

It's a great pleasure to see the launch of the new look Edinburgh.org website with fresh designs and navigation. A big thanks to all those ETAG members who helped VisitScotland steer this project to completion on time. A further thanks to VS for investing in our regional website and we look forward to its future development as the new national relationship database is deployed in 2012.

### **ETAG Conference 25 January 2012**

I hope you all have this in your diaries now and you have all booked and hope you can all make it there for the launch of the new Strategy by Fergus Ewing, Minister for Energy, Enterprise and Tourism. We will be focusing on how we take the strategy forward and there will be great opportunities to learn from some great speakers about market insights and innovations.

### **Merry Christmas**

I would like to take this opportunity to wish you all a Merry Christmas and a Happy and Prosperous 2012.

Kind regards

A handwritten signature in black ink, appearing to read 'Robin Worsnop', enclosed within a hand-drawn oval shape.

Robin Worsnop  
Chair