



DRAFT MINUTES OF MEETING

Wednesday 8 June 2011
Rennie Mac, Scottish Enterprise, Apex House
Edinburgh

Present: Robin Worsnop (Chair)
Manuela Calchini, VisitScotland
Margaret McNeil, Scottish Enterprise
Quintin Young, Area Tourism Partnership
Sue Stuart, Edinburgh Convention Bureau
Anna Young, Area Tourism Partnership
Nick Finnigan, Edinburgh Castle
Faith Liddell, Festivals Edinburgh
Paul Philip, City of Edinburgh Council
Ian Gardner, National Trust Scotland
Catherine Holden, National Museums Scotland
Colin Paton, Edinburgh Hotels Association
Graeme Ward, Radical Travel
Ros Lamont, TAB
Gillian Swanney, Scottish Enterprise
Sarah Cook, Marketing Edinburgh
Malcolm Duck, Edinburgh Restaurateurs

Apologies: Richard Kington (Vice Chair)
Pete Williamson, National Museums Scotland
Margaret McLeod, Scottish Tour Guide Association
Denzil Skinner, Essential Edinburgh
Graham Birse, Edinburgh Chamber of Commerce
Dennis Jones, Ocean Terminal
David Hicks, Edinburgh World Heritage
Gordon Robertson, Edinburgh Airport Limited
Mandy Haeburn-Little, TIE

In Attendance: Archie Glendinning, Royal Highland Centre
Phil Duncan, VisitScotland
Martin Ogg, VisitScotland

WELCOME AND APOLOGIES

RW opened the meeting and welcomed everyone.

Noted that due to the changes in DEMA/Marketing Edinburgh Kenneth Wardrop has now left. Sarah Cooke here this meeting, but Lucy Bird has confirmed that she will be joining ETAG.

ACTION

To keep up to date with all the latest tourism news visit
www.etag.org.uk

MATTERS ARISING

SE can now confirm that they are recruiting to fill Joanna's post, so hope to have ETAG Admin support back around September. In the meantime MM and GS will continue to do their best!

2011 Action Plan - picked up in agenda

Comms work is still being finalised so will be presented at the next ETAG meeting.

Following Tom's presentation on the new Tattoo stands, we had hoped to give ETAG the opportunity for a site visit before this year's Tattoo started, however the theft of the stand sections will delay completion and make this unlikely. Note: Full Group members will be invited to the Castlehill summer event, which includes a tour of the new stands.

National Tourism Leadership Group points picked up by Robin:

- Issue of dedicated Minister for Tourism discussed and consensus is that having tourism as part of the larger portfolio is advantageous;
- Steven Leckie presentation available via the link on Chair's Update which is on the website;
- Importance of business tourism has been highlighted and will be picked up in the next phase of work;
- Term "first choice" – connotations of cheap package holidays? Noted, but not being changed as not been raised as a concern in the business consultation.

Edinburgh.org – presentation today

Industry updates – copies of the first run were circulated and it is available on the website.

ROYAL HIGHLAND CENTRE PRESENTATION

Presentation by Archie Glendinning on the plans for the future of the Royal Highland Centre, which generates £250 million of economic impact annually for Scotland.

EXPO 2011 REVIEW, LOOK FORWARD TO EXPO 2012

Round table discussion with Phil Duncan of VS Events and Exhibitions Team in attendance.

Feedback from 2011

- expensive for exhibitors, particularly accommodation costs
- not good to have VS organising FAM trips for international buyers

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- during the actual Expo
- Wifi costs very high
- Drop in buyer nos, particularly UK buyers
- Very long food queues
- Edinburgh street worked well, other businesses already keen to join for 2012
-

2012 currently being planned:

- Mgt Group set up
- 85% of exhibit space is already booked
- Edinburgh Street space is agreed
- There was discussion around the networking event venue – either staying at the RHC or coming back into town - pros and cons to both and Phil has further meeting to discuss with buyers
- Update on progress will be provided at the next meeting
-

MC

EDINBURGH.ORG REFRESH PRESENTATION

Presentation by Martin Ogg from VisitScotland, including a quick recap of the VS digital media strategy.

The refreshed site will be completed in October 2011, but it is important to note that the full functionality delivered by the full digital media strategy will not be part of this initial exercise.

ETAG has established a short term working group to work with VS, Chaired by Robin. Russell Imrie of EHA is also on this group to ensure that the issues around hotel inventory/booking systems are considered.

CLICKET UPDATE

Ros Lamont gave a verbal update on the progress of Clicket, the new ticketing portal for the cultural sector. It should be live in July and will provide the ability to shop across a range of festivals, events and venues and pay for it all via a single transaction.

Ros will present on the website at the next meeting.

RL

UPDATE ON ETAG ACTION PLAN

The Activity Summary for the first 6 months of the Action Plan was circulated and is available at <http://www.etag.org.uk/etagmeetings.asp>
There has been a huge amount of activity so far this year, including the commissioning of the new Edinburgh Tourism Strategy.

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Robin thanked everyone for their support on the Strategy to date and stressed the importance of getting as much industry input as possible to develop the work and to drive industry buy-in to its delivery.

AOB/Date of Next Meeting

Date of the next meeting is 14 September, venue is Apex House

2011 Full Group Meetings:

Wednesday 14th September

Wednesday 2nd November

Wednesday 14th December