



CHAIR'S UPDATE SEPTEMBER 2011

All the indications are that Edinburgh has enjoyed another successful Summer season. Edinburgh airport's passenger numbers and Edinburgh Castle's visitor numbers broke all known records in July. The Edinburgh Festivals have also proved to be highly successful yet again, even despite some fairly wet conditions over August.

Edinburgh Tourism Strategy to 2020

Thank you to all for your involvement and engagement with the workshops hosted by our Strategy development consultants over the last few months. These have proved very successful and a consensus is being formed. All your views have been collated together and a draft strategy is being prepared this month. Development of this strategy remains on course for completion before the end of this year as planned, and we hope your engagement will continue as we go into the planning and action phase of this strategy. From the research that has been done it is clear that the tourism industry has been a major success story in Edinburgh over the last 20 years, with employment tripling in our sector since 1990 and accounting for 12% of Edinburgh's jobs today. There is a consensus forming that we can continue to be ambitious for our sector over the next decade as well.

City of Edinburgh Economic Review

The timing of our tourism strategy for Edinburgh dovetails very well with the City of Edinburgh Council's Economic review as the visitor economy is seen as a core and vital industry for the future of our city. We look forward to hearing further about the City's plans and expect our strategy to feed into this review and be part of the cement that holds this city's future together.

Litter

Whilst I was away this Summer it became clear a pressing issue had arisen with the clearing of litter from Princes Street Gardens. These issues were highlighted to Edinburgh Council by James Fraser of EHA and Richard Kington (vice-chair of ETAG, acting in my absence). Mark Turley, Director of Services to Communities, took action to address these problems in July, and we look forward to welcoming him to the ETAG full group meeting to discuss his department's remit and how we can engage effectively in the future.


Ongoing

There are a number of workshops and business opportunities ongoing and a busy calendar over the next couple of months. Please ensure information about these reaches your group members and stakeholders. A key focus this Autumn is how to maximise business opportunities around the use of technology on the back of the incredible demand we had from our Tourism and Technology conference earlier this year.

ETAG conference 2012

Please put Wednesday 25th January 2012 in your diary for the ETAG Conference, where we will be launching the new Edinburgh Tourism Strategy.

Kind regards

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

Robin Worsnop

Chair