

**ETAG FULL GROUP
ACTION NOTE**

**Wednesday 09 December 2015
Scottish Enterprise, Apex House, Edinburgh**

- Present:
- Robin Worsnop, Chair
 - Margaret McNeil, ETAG
 - Gillian Richardson, ETAG
 - Synden Grieve, ETAG
 - Lynsey Shovlin, ETAG
 - Ali Bowden, City of Literature Trust
 - Elaine Green, Edinburgh Capital Group
 - James McVeigh, Festivals Edinburgh
 - John Donnelly, Marketing Edinburgh
 - Karen Robertson, JacTravel
 - Manuela Calchini, VisitScotland
 - Margaret McLeod, STGA
 - Nick Finnigan, Edinburgh Castle
 - Pete Duncan, Radical Travel
 - Pete Williamson, NMS
 - Rob Lang, Edinburgh Airport
 - Roddy Smith, Essential Edinburgh
 - Sarah Cooke, City of Edinburgh Council
 - Sonia Valcarcel, VisitScotland
 - Tristan Nesbitt, Edinburgh Hotels Association
- Apologies :
- Andrew White, Seton Design
 - David Hicks, Edinburgh World Heritage
 - Helen Ireland, National Museums Scotland
 - Marshall Dallas, EICC
 - Paul McCafferty, Scottish Enterprise
 - Steve McGavin, City of Edinburgh Council (Sarah attending)
 - Richard Kington, Vice Chair
- In attendance:
- Charlie Smith, Visit Scotland - presenting
 - Danny Cusick, Scottish Enterprise
 - Fiona Hunter, Marketing Edinburgh
 - Linda Hanna, Scottish Enterprise
 - Sam Smith, Borders Railway Blueprint

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Welcome and Apologies	ACTION
<p>RW opened the meeting and welcomed the ETAG Full Group and guests including Linda Hanna and Danny Cusick of Scottish Enterprise, Charlie Smith of Visit Scotland and Sam Smith of Borders Railway Blueprint. Lynsey Shovlin was introduced as the new ETAG coordinator.</p> <p>Apologies were noted.</p>	
Matters Arising	
<p>DESTINATION EDINBURGH – Margaret McNeil Margaret McNeil announced Scottish Enterprise approved funding for the Destination Edinburgh 2020. She congratulated the ETAG Full Group for on-going contributions which were instrumental to the successful application.</p> <p>Linda Hanna reiterated that the evidence of prior ETAG Full Group work was influential in approval and stressed how important Edinburgh is as a destination in Scotland.</p> <p>Robin thanked the everyone for their support and Scottish Enterprise for their commitment to Edinburgh and ETAG in ensuring the city as a successful destination.</p> <p>On behalf of the Full Group, Nick Finnigan thanked Scottish Enterprise for the efforts of Margaret McNeil, Gillian Richardson, Synden Grieve and Lynsey Shovlin.</p> <p>Pete Duncan clarified that he was not present at previous meeting when he was noted as attending.</p> <p>CONNECTED CAPITAL – Sarah Cooke Sarah Cooke advised that the Connected Capital pilot has been pushed back to 2016.</p> <p>CITY BRANDING – John Donnelly, Marketing Edinburgh No update, work to continue in early 2016.</p> <p>RESTAURANT CHAMPION – Roddy Smith Champion still to be confirmed but approaching David Johnston from Montpellier Group.</p> <p>CHINA READY – Margaret McNeil A paper updating key activity was made available at the meeting but there was not time for discussion at this meeting. Martin Reynolds received positive feedback having updated the Implementation Group. It was announced that</p>	<p>MM to circulate Blogmanay campaign opportunity.</p>

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<p>Andrew Kerr, Chief Executive of Edinburgh City Council, will be Chair. Margaret McNeil encouraged businesses to engage with Edinburgh Christmas' #blogmanay. The campaign will include influential travel bloggers from over 20 countries, including China, who will report the cities festivities and tourism opportunities across Scotland. Al Thomson of Unique events is inviting businesses to get in touch to help curate blogger content.</p> <p>ETAG LEARNING JOURNEY STRATEGY – Gillian Richardson Gillian Richardson confirmed that SDI has endorsed funding support for learning journeys but this is on a case by case basis. The Group thanked James McVeigh, Nick Finnigan and Elaine Green for their contributions.</p> <p>ETAG CONFERENCE – Nick Finnigan Confirmed date of Friday 5 February at EICC.</p> <ul style="list-style-type: none"> • E-blasts have been sent to mailing list to promote event. • Based on 2015 feedback, the 10 minute talks and voting buttons will return as these were popular. • Andrew Kerr, Chief Executive of Edinburgh Council has been confirmed as a speaker. There will be an international context with a keynote speaker from Reykjavik and further promotion of China Ready. • All colleagues were encouraged to promote the Conference to their networks. <p>Sarah Cooke – Council Team looking at responsible employment with tourism and would like to request 10 minute talk at conference. Nick Finnegan will relook at the agenda but request is too late. Mags McNeil advised it may be better placed at a business briefing.</p>	<p>NF to coordinate with SC</p>
<p>VisitScotland Presentation – Charlie Smith, Director of Marketing</p>	
<p>VS will change how they market Scotland as a destination, at home and abroad.</p> <p>Visitors will create authentic content and their advocacy is the most successful way to engage new visitors. It is VS intent to curate content created by visitors into inspiring content.</p> <p>Marketing is evolving and managing data to target specific audiences is now an essential skill requirement. Doing so produces value for money in comparison to larger traditional campaigns.</p> <p>Partnership with industry, such as travel brands, industry partners and broadcast media is a necessity and priority. Opportunities to collaborate by providing Scottish content is extremely powerful in attracting visitors due to increased customer reach.</p> <p>VS will work with influential industry partners including, Tripadvisor, NBC, New</p>	

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<p>York Times and the Guardian which will improve the SEO for potential visitors looking to find out more about visiting Scotland.</p> <p>In 2016, the VS brand will promote visitors experiencing the intangible ‘spirit of Scotland’. Youtube will be the communications channel for launching the video campaign from February. The group were shown a preview of the campaign.</p> <p>Customer experience – visitors want more accessible information such as mobile content. The VS website is currently being redesigned to represent a world class destination; web will work on any device / it will be user intuitive / in 5 languages with absolute translation. Imagery/discussion to be pulled through from industry partners to ensure content is organic.</p> <p>A Digital Platform will be launched in March, it will be an interactive community for the public to create personalised itinerates for visitors. The forum will develop intelligence to create a database which can answer any question in real time.</p> <p>Work is also being completed on rebranding the Spirit of Scotland travel pass and making journey organisation across different suppliers easier.</p>	
<p>ETAG & Digital Tourism Scotland – Synden Grieve</p>	
<p>Synden Grieve thanked Cathy Malone for her work during the past 3 years in developing the digital tech events.</p> <p>2012-2015 technology programme has been a growing success having delivered: 140 events over 3 years – including 27 Tech Tuesdays, 86 workshops and practicals, 23 1:1 digital surgeries and 4 Technology Solutions for Tourism Conferences. Overall there has been over 2550 delegates.</p> <p>Initially workshops began with digital strategy but are now evolving to include more advanced content such as search engine optimisations and Google Analytics. Planning is underway to include workshops on interactive tools.</p> <p>Marta Eizaguirre has facilitated a Digital Tourism Scotland Programme which includes a complimentary national technology tourism programme. It has been a very positive collaboration with ETAG and Synden will continue working together to ensure seamless delivery for Edinburgh. ETAG will benefit from the national portfolio with funding and a greater range of speakers although ETAG will maintain day to day delivery in Edinburgh and taking the lead in pilot workshops which may include; payment solutions, online ordering and managing big data.</p> <p>Feedback from the first Digital Tourism Scotland Conference on 20 November at EICC was 84% good to excellent, an achievement for its inaugural year. A big</p>	

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<p>announcement at the event was made by Danny Cusick who launched the DTS programme. There was split opinion about live stream from Barcelona but Synden advised it was innovative to try new things and gave ETAG access to speakers who would otherwise be unattainable.</p> <p>Synden attended the Digital Tourism Innovation Campus in Barcelona which provided the live stream to Edinburgh. There was lots of international learning and highlights (see Synden's notes on the conference).</p> <p>Danny Cusick emphasised the importance of the Digital agenda and encouraged partnerships with industry and businesses to enable competitiveness and improve customer experience.</p>	<p>SG to circulate Barcelona notes.</p>
<p>Youth Travel Edinburgh – Pete Duncan</p>	
<p>Industry led collective of local businesses to appeal to youth market in Edinburgh.</p> <p>Agreed from recent workshops with ETAG that purpose is to initiate a destination wide conversation on the youth travel market in Edinburgh.</p> <p>Thanks to the support of Scottish Enterprise, progress has been educated by a learning journey to largest youth conference of sector WYSTC in Cape Town:</p> <ul style="list-style-type: none"> • Difficult to segment but agreement that a youth traveller is 18-35 who makes the choice to travel and has buying power. • Necessity for wifi and expectation of youth travellers for it to be free. This helps users to create content which is an authentic promotion of the destination. • Existing statistics are impressive but there is difficulty in identifying the size of the market definitively. • Questioned why Edinburgh came second to Liverpool in British Educational Travel Association (BETA) Best UK Youth Destination survey and expressed the ambition for YTE to make Edinburgh number 1 <p>Moving forward the group hope to use universities as ambassadors, identifying best communication channel and ensuring conversation is consistent when they visit. It is believed that partnership working is essential to develop the sector.</p> <p>Potential for collaboration to bring the WYSTC to Edinburgh for 2018 to celebrate the Year of Young People. Conversations for a pitch are already in motion and submission is anticipated in December 2017.</p> <p>Ali Bowden reiterated the need to use data for focussing communications and messaging. Pete agreed that this is useful but time and staffing is a restraint.</p> <p>Work is in motion for a 2016 business opportunity guide and innovation</p>	

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workshop.	
Edinburgh 2020 Mid Term Review – Gillian Richardson	
<p>Gillian Richardson advised that on the w/c 14 December 2015 she would send the final brief for the Strategy Review to tender.</p> <p>The intended purpose of this exercise is to review progress on the delivery of the ambitions of Edinburgh 2020 as a commitment was given to carry out a strategy review in 2015/16.</p> <p>Moving forward ETAG must consider changes in the wider market environment; to make evidence-based decisions on any changes required – either to the strategy itself, associated action plans or the approach to delivery and monitoring; and to identify key priorities for remainder of the strategy period.</p> <p>Gillian asked the group to start thinking about becoming involved in the opportunities to work and projects and identify long term priorities beyond 2020 as a priority.</p>	GR to send out brief
Round Table Update	
<p>Ali Bowden – <i>Our Edinburgh</i> training programme available with destination knowledge for front line staff. A 1 hour tutorial costing £6.50. Further information available from Karen / Synden / Ali. Project endorsed by Marketing Edinburgh.</p> <p>Robin Worsnop: Has ScotGov contact who is coordinating Forth Road Bridge and will circulate to wider Group. Acknowledged that the impact of people not travelling to/from Fife will be detrimental to the region.</p> <p>Sarah Cooke – Council colleagues are assessing economic impact of bridge closure with contributions welcomed from Group.</p> <p>John Donnelly – 100,000 journeys not being made at an important time of year for visitor attractions in Edinburgh. There is a need to create a campaign with consistent messaging to say Edinburgh is still open and how to get here.</p> <p>Tristan Nisbett – Advised the supply chain for hotel industry is challenging and businesses are reassessing how to operate.</p> <p>Rob Lang – No impact to airport passengers as many arrive earlier for journeys, whilst companies are adopting flexible working.</p>	<p>RW to share FRB contact</p> <p>SC to share FRB economic impact.</p>

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AOB & Date of Next Meeting	
Date of next meeting – 10 February 2016 Venue: Apex House, 99 Haymarket Terrace, Edinburgh, EH12 5HD	

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