



**ETAG FULL GROUP
ACTION NOTE**

**Wednesday 24 September 2014
National Museum of Scotland, Chambers Street, Edinburgh**

Present: Robin Worsnop (Chair)
Richard Kington (Vice Chair)
Andy Neal, Essential Edinburgh
David Hicks, Edinburgh World Heritage
Elaine Green, Edinburgh Capital Group
Gillian Swanney, ETAG
James McVeigh, Festivals Edinburgh
Jane Ferguson, NMS
Judy Barrie, VisitScotland
Manuela Calchini, VisitScotland
Margaret McNeil, ETAG
Nick Finnigan, Edinburgh Castle
Pete Williamson, NMS
Quinton Young, Edinburgh & Lothians Area Tourism Partnership
Steve McGavin, City of Edinburgh Council, Econ Dev

Apologies: Ali Bowden, City of Literature Trust
Andrew White, FSB
David Greaves, West Lothian Council
Gordon Robertson, Ed Airport/Marketing Edinburgh
Helen Robertson, Edinburgh Chamber of Commerce
John Donnelly, Marketing Edinburgh
Laura Brown, VisitScotland
Margaret McLeod, Scottish Tour Guides Association
Marta Eizaguirre, ETAG
Nigel Serafini, Lothian Buses
Pete Duncan, Radical Travel
Susan Lanham, Events Team, CEC
Tristan Nesbitt, Edinburgh Hotels Association

Attending: Paul Wakefield, Marketing Edinburgh
Cathy Malone, ETAG

WELCOME AND APOLOGIES	ACTION
RW opened the meeting and welcomed everyone – noting a special welcome to Paul Wakefield, Head of Marketing and Commercial at Marketing Edinburgh,	

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<p>Cathy Malone who will be updating the group on ETAG's Tech Programme and Judy Barrie, who will be working with MC on Edinburgh and Lothians for VisitScotland. Thank you to JF and the NMS for the use of their boardroom for the meeting.</p> <p>Apologies were noted.</p>	
<p>MATTERS ARISING</p>	
<p>Thank you to RK chairing the last meeting.</p> <p>Edinburgh Tourism Showcase: Booked for the 20th May 2015 at the Assembly Rooms</p> <p>Connected Capital: With the withdrawal and bankruptcy of Gowex – see link for more information http://www.iol.co.za/business/international/how-a-spanish-star-fooled-the-world-1.1740111#.VCFV01f4JkM the CEC now has to re-tender for the Wifi contract for the city – Steve McGavin will update us on the timing of this.</p> <p>EICC: Marshall Dallas has been appointed as the new chief executive of the EICC – for more information see the link http://eicc.co.uk/organising/eicc-news-update/. Discuss with the EICC re Marshall Dallas joining the ETAG Full group once he starts his new role. There has been an EICC representative on the Full Group previously.</p> <p>The ETAG Full Group would like to thank Hans Rissman for his 21years of service.</p>	<p>SM</p>
<p>ETAG ACTION PLAN 2014/15 - Margaret McNeil, ETAG</p>	
<p>Mags discussed the ETAG activity over the Summer period and the upcoming activity for the Autumn and early 2015 - please refer to the presentation. The group was asked to consider if they have any ideas/thoughts on the ETAG activity in 2015 – if so please come back at the next Full Group meeting.</p>	<p>ALL</p>
<p>ETAG TECH FOR TOURISM ACTIVITY - Cathy Malone, ETAG</p>	
<p>Cathy presented on the technology events that have taken place this year and the upcoming events for the rest of the year, including the tendering process over the summer – please refer to the presentation.</p> <p>The group was asked to continue to promote ETAG technology events to the groups they work with and to let Cathy know if there is anyone she should be speaking with.</p>	<p>ALL</p>

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<p>Manuela noted that she would like to speak with Cathy later in the year in regard to feeding into the work that VS do to identify businesses in need of technology support or upgrade.</p> <p>Synden to email Elaine with details of how people can sign up to ETAG's mailing list to receive all of the ETAG news and event updates.</p>	<p>MC & CM</p> <p>SG</p>
<p>NEW VISITOR SEGMENTATION PRESENTATION - Manuela Calchini</p>	
<p>Manuela presented the new VS visitor segmentation for the UK that was pulled together late 2013 - early 2014 – this information will be published on http://www.visitscotland.org/ in the near future – in the meantime refer to the presentation. There will be a new VS director of marketing beginning on the 6th October.</p> <p>Jane asked if Manuela would be available to present to a group at the NMS, Manuela and Jane to follow up.</p> <p><u>Questions for Manuela to follow up on:</u></p> <ol style="list-style-type: none"> 1. What other destinations are on the bucket list of the 'Curious Traveller'? 2. There doesn't seem to be a huge focus on younger (under 25) travellers? 3. There is an absence of children in the segmentation – why is this? 4. Is there any mention of dog/pet lovers in the segmentation? 5. Is there any information that directly focuses on cities? <p>There was a discussion as to how to best pull together segmentation on the city, as the VS segmentation is country wide. Festivals Edinburgh, NMS, Historic Scotland and VS all do some level of segmentation. Jane can share some of the segmentation from the NMS with the group.</p> <p>Glasgow has completed segmentation for the city – see the link http://research.seeglasgow.com/uk-market-segmentation/</p>	<p>MC & JF</p> <p>MC</p> <p>JF</p>
<p>AOB & DATE OF NEXT MEETING</p>	
<p>The legislation to do with single disposable bag use for businesses starts on the 20th October – for more information see the link http://carrierbagchargescotland.org.uk/</p> <p>FYI http://www.dailymail.co.uk/travel/travel_news/article-2763363/No-Glasgow-Tourists-booms-Edinburgh-Inverness-Aberdeen-Scotland-independence-vote-wounds-time-heal-largest-city.html</p> <p>The next meeting will take place on the 5th November 2014 at Apex House, 99 Haymarket Terrace, Edinburgh from 10am -12noon.</p>	

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