ETAG FULL GROUP
ACTION NOTE

Wednesday 25th February 2015
VisitScotland, Ocean Point

Present: Robin Worsnop (Chair)
Richard Kington (Vice Chair)
David Hicks, Edinburgh World Heritage
Gillian Richardson, ETAG
James McVeigh, Festivals Edinburgh
John Donnelly, Marketing Edinburgh
Judy Barrie, VisitScotland
Manuela Calchini, VisitScotland
Nick Finnigan, Edinburgh Castle
Pete Duncan, Radical Travel
Pete Williamson, NMS
Rob Lang, Edinburgh Airport
Sarah Cooke, City of Edinburgh Council
Callum Burgess, ETAG

Apologies: Ali Bowden, City of Literature Trust
Andrew White, FSB
Andy Neal, Essentail Edinburgh
David Greaves, West Lothian Council
Elaine Green, Edinburgh Capital Group
Margaret McLeod, STGA
Margaret McNeil, ETAG
Nigel Serafini, Lothian Buses
Quinton Young, Edinburgh & Lothians Area Tourism Partnership
Steve McGavin, City of Edinburgh Council, Econ Dev
Tristan Nesbitt, Edinburgh Hotels Association
Susan Lanham, Events Team, CEC

WELCOME AND APOLOGIES	ACTION
RW opened the meeting and welcomed everyone. There has been a number of changes to the group which Robin outlined as below: • Andy Neal is leaving Essential Edinburgh at the end of the month Roddy Smith, the new Essential Edinburgh CEO will be be invited to join the ETAG FG. Robin noted thanks to Andy for his support to ETAG over the last few years and wished him well in the future. • Synden Grieve has been promoted within SE and is being replaced by Callum Burgess who will be the new ETAG Co-ordinator. • Synden will still be involved though, as she takes over as Project Manager for the technology programme from Cathy Malone (who is retiring). Robin noted thanks to Cathy for all her support and leadership on ETAG's Technology programme. • Rob Lang is taking over from Gordon Robertson as the representative of Edinburgh Airport. • Alex Hinton is to replace Jane Ferguson (NMS) who has left to join the V&A in Dundee. • Robin has invited Karen Robertson of JAC Travel to join the Full Group to represent inbound tour operators. Apologies were noted.	
MATTERS ARISING	
Connected Capital: • The wifi tender process has been completed and the evaluation process is underway. • The recommendation on the preferred supplier will be put to Council Committee on 19 March – the identity of the supplier will be made public 12 March, when the Committee papers are published. • CEC recieved approval from BDUK for an extension of the programme to support the installation of superfast broadband in public buildings in February and this is due for completion by end March. • The current Broadband Voucher Scheme is to be extended – both in terms of time and the geography it covers. • For more information – contact Ailsa Falconer at the Council. **EICC:** • Robin and Mags met with Marshall Dallas in early January and the EICC has been invited to sit on the Full Group. EICC to confirm representative. MM /	

RW to chase. • Group asked to note there are a range of great new "Innovation Nation" lectures which are examples of some new ideas coming through from the EICC team. **ETAG Activity:** The technology programme has got off to a good start in 2015 with 7 events being delivered accumulating 331 delegates. There are currently 10 more live events on the ETAG website. **CITY BRANDING – John Donnelly, Marketing Edinburgh** • JD gave a brief update on the City Branding work. • ME Board and CEC supportive of idea to create city brand • Frank Ross has advised that he is keen to see how the current "This is Edinburgh" campaign plays out through the summer before decision on whether to commission a new piece of work is taken • It was also agreed that a mandate from Sue Bruce and senior Councillor endorsement will be required **CEC Cycling and Cruise Tourism** SC gave brief update on CEC Cycling and CruiseTourism. • Both papers (which were presented at December Full Group) were put up to CEC committee last week and approved. Sarah will now progress delivery in partnership with others. • MC offered VS support around the Cycling Welcome Scheme and highlighted that they already doing some similar work through the ATP, they are meeting with cycling officers from across the regions including the Borders. SC and MC to follow up. Minutes of last meeting agreed.	**MM/RW** SC/MC
ETAG 2015 Conference Review – Nick Finnigan, Chair of ETAG Conference Committee.	
NF presented the review of the ETAG Conference 2015 – please refer to presentation. • The headline statistics from the showed that 61% of attendees found the Conference excellent, 38% good and 1% fair. • The "meeting and networking" section of the conference was seen as the biggest positive by delegates who see real value in this.	

• NF suggested that we continue to use the existing formula which has served us so well at the conferences and that this is all about "evolution rather than revolution". • Group agreed that conference organising committee remain as it is but NF also gave an open invitation to anyone on the group to join the conference committee. If anyone is interested please let Nick know. • The group noted a special thanks to Nick, Elaine, Gillian, Synden and Mags for their work and especially the welcoming nature they created at the conference. • There is an intention in the future to work more closely with sponsors to explore any additional benefits they see in the Conference and also to make sure they are getting value. • The group recorded their thanks to the speakers and congratulated them on a great job. • For the last few years no money has been spent on bringing in external speakers. It was suggested that (depending on the theme) it may be an idea to bring in an outside speaker to get a European perspective at where we sit. This would reflect our ambition to be a competing with other European city's. May be good to hear from our competitive set. • Action on all of us to keep an eye out for potential speakers. JD flagged up Amsterdam and the story behind their brand as a potential. It was noted that the DLP Group will be visiting Amsterdam in a few weeks and should bear this in mind and feed back any potential ideas for speakers. • RK highlighted the expertise that we have across our universities and the potential for speakers It was agreed that there needs to be greater link up with the University Sector and we should be looking at experts in that field who could provide a different perspective and insight. • The group called for each speaker to have a "wow fact" to create a buzz in the room (with the Donald Reid's from The List being cited as a great example). • The Full Group are to look out for ant potential speakers they come across. • It was suggested that to get the most out of each conference, there needs to be a closer thread between conferences and we should look at taking the Technology Conference model (always looking at the future) forward to the ETAG conference. • More specifically the group felt that we could learn from the Technology conference i.e. consider social behaviours and how they are changing, the impact on visitors, and how the sector/destination has to respond. • Ticket price – there was a general feeling that the ticket price could be increased so that the event becomes cost neutral.	ALL **All**

China Ready Working Group, Round Table Discussion	
A round table discussion took place around the China Ready Working Group. Edinburgh Airport is looking at delivering a direct route within the next 3 years therefore important that the destination is ready to greet Chinese visitors and that our product offer matching expectations of this growing market. • A China working group would need to explore how we get 'Market ready' utilising existing resources in the first instance. • Group agreed that perhaps we should audit existing intelligence/activity i.e. VS and VB market profiles, understand more about what the universities are doing around the China markets (i.e. VFR's, in-country marketing etc.), and also to find out more about the work of one of the DLP working groups who are researching the Chinese market as part of their DLP project. • It was agreed that there needs to be a broader remit covering the invest, study and tourism agendas, and that we should be looking to get the universities involved. This could possibly be led by Marketing Edinburgh given their remit across these themes. • RL highlighted the work in Birmingham who have a a Cross Industry Working Group . There are now 16 charter planes entering Birmingham from China. The group includes the 4/5* hotels, Casino's, Jaguar Land Rover etc. • JMcV suggested that given the scale of China , we should consider adopting a regional approach which is linked to air routes and specific provinces of China (in the same Festivals Edinburgh have done in their marketing strategy). We can't look at China as one market given the huge variations in cultures, language across the country. We need to be more targeted in our approach, and that could simply be defined by our air connectivity. • It was noted that Chinese visitors look for want quality and are very loyal to a brand rather than a country and we must understand that culture. • SC referenced a CEC paper regarding luxury hotels proposition aimed at Chinese investors, which is to be circulated. • It was suggested that once audit of existing intelligence/information is collated, we take this to the Strategy Implementation Group for further discussion. • RW referenced the World City's Tourism Federation which ETAG is a signatory member on behalf of Edinburgh – we should explore opportunity through that networkshop to develop relationships with China – potentially consider senior Edinburgh representatives to attend their conference to represent Edinburgh i.e. Gordon Dewar, Robin Wornsop and The Lord Provost. • MC informed the group that VisitScotland are working closely with VisitBritain to explore the Chinese Market. Maunela has a colleague (Fiona Hunter) who speaks fluent Mandarin therefore it was suggested that Fiona be involved in	**SC**

the Working Group – the Full Group agreed. • It was agreed that the group should also include a representative from a travel agency. • It was also noted we should be getting involved with the British Business China Trade Association who are doing alot of work in this area. • The group agreed the working group should be on the SIG agenda for the next meeting. • SC mentioned a report regarding top of the market hotels which was produced towards the end of 2014 (see attachment). Please note that it was designed as an information source for potential developers of this calibre and was not intended as a document to be published but given the discussion about the China market this morning, the group agreed that it may have some useful information for taking an accommodation aspect of the working group forward.	**SC**
ETAG Business & Stakeholder Survey, Gillian Richardson ETAG	
• SQW have been commissioned to undertake work assessing the impact ETAG has had on business. This will be achieved primarily through a telephone survey however there will be Focus Groups and 1:1 meetings. • It was stressed to the group that this is not an economic impact assessment, however it will feed into the Scottish Enterprise economic impact assessment.	**GR**
AOB & DATE OF NEXT MEETING	
JD was pleased to confirm that the Edinburgh.org domain has been secured by Marketing Edinburgh. Date of next meeting - 29th April Venue: St Trinnean's in St Leonards Building, Pollock Halls, 18 Holyrood Park Road, Edinburgh	