

## Next Steps for Tourism in Scotland

Thurs 31 Aug 2017 | Crowne Plaza, Edinburgh

10:00 **Registration and Refreshments**

10:30 **Welcome and Introduction from the Chair**

**Benjamin Carey FTS**, Carey Tourism and Board Member, The Tourism Society Scotland

10:30 **Session 1: Policy Context and Update**

- Overview of the national strategy Tourism Scotland 2020
- Progress to 2020: key initiatives
- The opportunities and challenges to 2020 and beyond
- Background to the Tourism Skills Investment Plan (SIP)
- Key skills priorities for the sector
- Key messages around skills for employers

**Caroline Warburton**, National Strategy Delivery Co-ordinator, The Scottish Tourism Alliance  
**Lawrence Durden**, Tourism Industry Manager, Skills Development Scotland

11:40 **Refreshments and Networking**

12:00 **Session 2: Panel Discussion: Challenges and Opportunities Ahead**

- Recognising and understanding local assets in your area and building experiences around them
- Understanding existing and potential markets and visitors
- Delivering consistent, quality and authentic experiences in urban and rural contexts
- Challenges and opportunities for enhancing heritage and wildlife tourism
- Using national and local history, culture and heritage to deliver great experiences
- Understanding the opportunities and impact of business events

**Stephen Balfour**, Chair, Tourism Group, SLAED  
**Danny Cusick**, Director Sector & Strategy, Scottish Enterprise  
**David Richardson**, Development Manager - Highlands and Islands, Federation of Small Businesses  
**Lucy Casot**, Head of Scotland, Heritage Lottery Fund Scotland  
**Neil Brownlee**, Head of Business Events, VisitScotland

13:30 **Networking Lunch**

14:20 **Session 3: Good Practice and Next Steps**

- Driving development of insight, ideas and services for the tourism industry using data
- Learning from ongoing projects: Glasgow Life, Edinburgh Tourism Data Challenge Scotland's Themed Years: 2017 and Beyond
- The *Tourism Development Framework*
- Working with private organisations, public agencies and local authorities
- The Growth Fund: supporting collaborative tourism marketing project

**Joshua Ryan-Saha**, Skills Manager, The Data Lab  
**Chelsea Charles**, Scotland's Themed Years Communications Manager, VisitScotland  
**Riddell Graham**, Director of Partnerships, VisitScotland

16:00 **Close of Event**