

TOURISM POLICY GROUP MEETING MINUTES

Monday 8th September 2008

Hume Room, Capital House

Attendees

Douglas Logan (Chair)
Graham Birse
William Sleigh
George Nicol
Lesley Parsons
David Hinnrichs
Tony Dick
Martin Hunt
Laura Gordon
Gordon Fraser
Iain Coupar
Frances Christensen
Carol Cairns
Julie Sanderson (minutes)

Apologies

Alison Ross
Alex Stewart
Lynn Jones
Iain Limond
Stephen Spencer
Ian D'Annunzio-Green

Guests

Kenneth Wardrop, Project
Director, DEMA
Dave Anderson, Director of City
Development, City of Edinburgh
Council

1. WELCOME AND APOLOGIES

D Logan welcomed everyone to the meeting and noted apologies had been received (please see above). He also welcomed Gordon Fraser, General Manager of Barcelo Carlton Hotel to his first meeting and two invited guests: Iain Coupar from Lothian Buses, Frances Christensen, General Manager of The Confucius Institute at Edinburgh University, and Kenneth Wardrop from the City of Edinburgh Council. He also advised that Pat Denzler had resigned from the group as she is no longer on the main Board of Scottish Enterprise.

2. PRESENTATION BY KENNETH WARDROP, PROJECT DIRECTOR – DEMA, CITY OF EDINBURGH COUNCIL

Kenneth Wardrop spoke about the Destination Edinburgh Marketing Alliance which

has 5 objectives:

- A customer focused "one-stop shop" that adds value for its parties and customer
- Create destination promotion strategy for the city
- Form new local, national and international alliances for Edinburgh as a destination
- Shared promotion - a catalyst for public private partnership maximising collaborative opportunities
- Dedicated city marketing and promotional function

Kenneth Wardrop took questions from the group.

D Logan thanked him and asked if he could email the presentation over.

3. PRESENTATION BY DAVE ANDERSON, DIRECTOR OF CITY DEVELOPMENT, CITY OF EDINBURGH COUNCIL

DL welcomed Dave Anderson to the meeting who presented on Tourism in Edinburgh. The following points were covered:

- Waterfront
- Business
- Arts and Culture
- Hotel development
- Tourism workforce
- Collaboration
- Connectivity

Dave Anderson took questions from the group.

4. MATTERS ARISING FROM PREVIOUS MEETING:

4.1 TRANSIENT VISITOR LEVY

D Logan reminded members that, at the last meeting, it was decided that the Chamber should lead an event on TVL. However as the proposed Tourism BID project was being considered, the TVL event would be shelved. It was suggested that Ian Reynolds, one of the consultants who will be making a report on the Tourism BID, should present to either the TPG or to a larger tourism membership of the Chamber. D Logan and G Birse to meet to discuss.

D Hinrichs said he was on the steering group for this project and that they had a meeting at the end of last week.

4.2 TOURISM DEBATE – SCOTTISH PARLIAMENT

DL said that the Enterprise, Energy & Tourism Committee's report into tourism would now take place on Thursday 18th September (amended date).

4.3 TPG – VICE CHAIRMAN

DL has yet to receive nominations for the Vice Chairman position and again asked if anyone was interested to contact him.

5. AOCB

- DL said that Alex Stewart has difficulty in attending the Tourism meetings and wondered if it would be possible to change the date for the next meeting which is scheduled for Monday 8th December.
DL and JS to discuss and inform the group of the new date.
- DL asked if anyone was interested in joining the Transport Policy group as DL wishes to step down. Anyone interested to let him know.
- D Hinrichs reported there had been a slight downturn in tourism in Edinburgh, one of the main reasons was the reduction of flights to Edinburgh which is due to high fuel costs.

D Logan thanked everyone for attending the meeting.

The next meeting will be held on **Monday 1st December**, 11am, Capital House. Please note this is a change from the original date of Monday 8th December.