

Ear to the Ground

Newsletter from
Tourism Intelligence Scotland
October 2009 . Issue 3



"October? - Already?"

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Ear to the Ground



Welcome to the October edition of Ear to the Ground

Ear to the Ground – the newsletter from **Tourism Intelligence Scotland** – is a **must read** for all businesses who want to get ahead and stay competitive. It is packed with practical intelligence, ideas and tips to provide you with a snapshot of the relevant issues in the tourism industry in Scotland and beyond.

Read on to find out what others in the industry are doing and the benefits they're reaping as a result. We hope you will use this intelligence to develop and grow your business and your area, so that together we can build a competitive advantage for Scotland.

To keep the news fresh and inspiring we also want to hear from you! What have you done differently in your business in this current economic climate? What has changed for you and how have you had to adapt? What has worked? What hasn't? What intelligence, tips and insights do you have that you could share with others? Please let us know by going to www.tourism-intelligence.co.uk/contactus

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OCTOBER This Christmas, give your visitors what they really want...

THE BIG PICTURE a round-up of the latest statistics and trends

The United Kingdom Tourism Survey figures for the first six months of 2009 show that despite the recession, Scotland has performed relatively well compared to other regions of the UK, with trips by UK visitors up 1.5% over the same period in 2008.

Not unexpectedly, short breaks of 1 – 3 nights dominated the market during April – June. While shorter breaks are traditionally more frequent during low and shoulder seasons, we expect that July and August will show an increase in longer breaks again with the self-catering sector being particularly popular.

Whilst bed nights and length of stay decreased from January - June, spend held up encouragingly with average spend per night rising by 2.5% to £69. In comparison with the rest of the UK, Scotland is proving strong on both length of stay and spend.

Research and anecdotal feedback suggests that the latter part of 2009 has brought increasing consumer confidence, as the first 'green shoots' of recovery become evident. While autumn is expected to see a marginal decline over 2008, things are likely to pick up by Christmas as people look to spend quality time with friends and family or simply to get away from it all.

In contrast to recent years, people are now tending to live within their means and are looking to pay off debt

and manage expenditure. This may, of course, be good for domestic tourism. The desire for travel is still there. Despite tighter discretionary budgets being available to many people, the trend towards 'staycations' may well continue into 2010.

Domestic visitors who do choose the UK in 2010 may be looking to 'up the luxury level', with 4 – 5 star accommodation expected to be the main beneficiaries. However, with frugality in mind, visitors won't be willing to pay a premium for higher quality! Instead they'll look to make savings pre-arrival by changing their booking habits (booking earlier or later than usual) and doing more research to see what service or product provides the greatest value for money.

The most recent International Passenger Survey figures published by VisitBritain show that overseas visits to Scotland were down by 3% in the first six months of the year, however we continued to fare well compared to the UK as a whole, which saw a drop of 10%. Encouragingly, there was an increase of almost 15% in trips to Scotland from the EU 15 countries during this period, while the UK as a whole saw a 3% drop. Looking at the numbers of visitors from the US, as we might have expected, they were down 24% in the first 6 months this year. However, as the North America (US & Canada) is expected to emerge from recession in 2010, in tourism terms this should mean that this market moves from decline to 'zero growth', leading to a steady but gradual recovery in visitor numbers from this region.



THE KEY TRENDS AND WHY THEY'RE IMPORTANT TO YOUR BUSINESS...

- **Consumers are looking for quality but the price they are willing to pay for it is coming down!**

Operators and suppliers will need to 'up the game' in terms of customer service and product quality, but also look carefully at pricing levels. Now is the time to review your product offering to ensure you are offering a product that your customers want, at the right price and the right time.

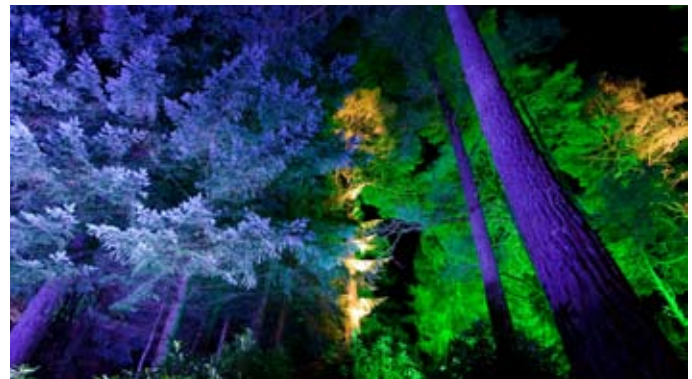


- **The profile of your customers is likely to be changing.**

Do you know who they are, where they're coming from, and what they think about your product? Now is a great time to refer to feedback you have been collecting throughout the season and plan for how you can change your offering to better meet the needs of potential visitors in 2010. For great advice on how to make the most of customer feedback go to www.tourism-intelligence.co.uk/listeningtoourvisitors and download the guide.

- **The recent drop in Sterling means that the UK remains a particularly attractive destination for our European neighbours.** The budget airlines are still increasing routes from Scotland's three big airports, with 20 new international destinations launching from Edinburgh alone this year. For more information on routes to Glasgow and Edinburgh airports, visit www.baa.com and for Inverness, go to www.hial.co.uk. This represents a huge opportunity to capture more lucrative incoming business. Find out which overseas visitors are likely to be coming in to your local airport and look at how you can give them a fantastic holiday experience. For insights into different types of visitors go to www.tourism-intelligence.co.uk to download 'Knowing Your Markets... Scotland's Visitors'

- **According to Experian, the credit reference agency, there is a decline in UK residents going to shopping centres.** It is clear that this represents a wider attitudinal change, with a general trend away



The Enchanted Forest, near Pitlochry, Perthshire

from 'impulse buying' towards more aspirational purchases which include leisure activities such as events, festivals and visitor attractions. Less spending on credit, coupled with more shopping around, means people are increasingly looking for great-value family days out.

If a family is spending £50 entry fee at your attraction, think about how you can add value to their experience and ensure they come back. Consider what little extras and added value you can offer, such as live interpretations/story-telling, a complimentary snack or a free guidebook, to make your visitors feel they've had great value from the entry fee.

- **The increase in visitors choosing self-catering and caravanning/camping experiences has led to more visitors shopping and eating locally.** This has benefited shops and restaurants across the country. Consider how you can work in partnership with other local businesses for mutual benefit - could you promote a local restaurant in return for them displaying your promotional material? Could you consider providing organic vegetable boxes for guests from a local supplier? Think about who you could work with to make it an integrated and convenient experience.

- **Consumer attitudes to the 'green economy' are changing.** Concerns about the environment remain, but it has become clear that, in uncertain financial times, people's primary concern is with efficiency and cost. That said, adopting green measures can still bring big business benefits including energy cost savings. Added to this, your reputation may improve if you have green credentials. If you've invested in these areas, make sure you promote the fact to potential visitors and think about what further ways you can improve your business's carbon footprint and reduce your negative environmental impact.



Annual Hogmanay firework display, Edinburgh:
P. Tomikins

MAKING THE MOST OF WINTER FESTIVALS AND EVENTS

The days of tourism businesses closing at the end of the summer season are long gone. The demand for off-season breaks is growing and, in common with other destinations across the world, visitors expect Scotland to be open for business all year.



A host of winter festivals and events take place throughout Scotland, including Edinburgh's Christmas & Hogmanay, Glasgow Winterfest and the Inverness Winter Festival. Events can drive tourism in the local area, with spend on food, drink and accommodation benefiting a wide range of businesses. And **the good news is you don't need to live in one of the cities to benefit** – almost every town and village in Scotland will be organising a programme of events this winter.

Read on for some top tips on making the most of events this winter...

- Find out what's happening in your area. Put details on your website or send them out with booking confirmations. Little touches like this can add value to your product and encourage people to book. Check out the local What's On guides available from your VisitScotland Information Centre.

- Ask about having a link to your business added to local festival and event websites and speak to the organisers about how you can work together to offer inclusive packages for your visitors. Many of the bigger festivals, including Edinburgh's Hogmanay, have a lot going on to

attract a wide range of visitors. Develop specific packages to appeal to your visitor profiles.

- Consider promoting a special offer to attendees such as a reduced hotel rate or restaurant deal, or special deals for kids - or 'add value' with extras such as a complimentary traditional gift.

- Check out any advertising or promotional opportunities with event organisers well in advance. Find out if your offer can be included on event websites and leaflets.

- Consider who you can collaborate with to offer a more joined-up experience for festival-goers - including local

visitor attractions, restaurants and shops. Working in partnership with others will add value to your product offering and may well open up new marketing channels.

- Make sure that overseas visitors are aware that Christmas Day, Boxing Day and 1st and 2nd January (as well as 4th January this year) are public holidays and that some businesses will be closed. Consequently, ensure you have plenty of recommendations for alternative things for people to see and do in the area. Provide lots of information such as maps and details of free bus services.



YO HO HO! TIPS FOR MAKING YOUR CHRISTMAS BUSINESS GROW



With Christmas just around the corner, many people's minds are turning to how they will spend the festive period. For some this will mean staying at home quietly with friends and family, but others might be looking to enjoy a bigger occasion after enduring some tough financial times over the last year.

Now's the time to think about how you can provide a real festive experience for your visitors. To inspire you with ideas on what you can do, here's what others across Scotland are doing.

Santa & elf, Glamis Castle



Glamis Castle will be decorated in the style of a Victorian Christmas throughout November and December, with a full programme of events including themed tours, storytelling, face painting, Santa's Grotto, carol concerts and floral art displays. Visitors can enjoy a special 'Winter Trail' around the castle grounds, followed by hot chocolate and home baking by the wood-burning stove in the Victorian Kitchen.

The Castle launched its Christmas events programme six years ago, with assistance from Scottish Enterprise Tayside. According to Business Manager, Gill Crawford, staying open throughout November and December has provided them with a host of business benefits.

"Over 8,500 people now visit Glamis during November and December, creating a profitable admissions, catering and retail revenue stream at a time when the castle was previously closed. Our regularly changing programme of events generates many repeat visits and people visiting us are also likely to need petrol, accommodation and food, so this creates additional opportunities for other local businesses".

"By extending our opening we've also managed to create additional employment for seasonal staff. This, in turn, helps the local economy as these staff will spend 'as normal' rather than cut back their expenditure when their seasonal work stops".

"The confidence we have gained from our success in November and December has encouraged us to invest in a Halloween programme of spooky events and activities to fill the gap between the traditional end of season and our new winter opening. Visitor numbers at Halloween have doubled in one year and our events and activities are sold out for this year".

"Our experience of winter opening has been both productive and rewarding. Not only have we created a sustainable and profitable element for the business, but **we have also delighted many visitors who thought we 'might have been closed'!** This success is an absolute credit to all staff at Glamis who embraced the changes in a truly spirited way".

So what? Think about how you could extend your season by offering a programme of seasonal events and activities for all the family. Find out what attractions are open in your area over the festive period, check what events they are running and promote these to your visitors.



YO HO HO! TIPS FOR MAKING YOUR CHRISTMAS BUSINESS GROW

Loch Kinord Hotel, Dinnet, Royal Deeside



Loch Kinord Hotel in Royal Deeside is promoting 'A White Christmas guaranteed or receive £50 refund per paying guest'.

Owner Jenny Cox says: "We launched the White Christmas offer around five years ago and there's no doubt it's a real talking point amongst our guests, from the moment they arrive until the time they leave! Whilst it may not generate additional bookings as such, having the discount applied on departure certainly enhances customer experience and leaves guests with a warm glow of satisfaction, which will hopefully encourage them to come back again".

So what? Think about developing an eye-catching incentive or PR gimmick to make you stand out from your competitors.

Gelston Castle in Dumfries & Galloway will be providing a locally-grown fir tree for guests to decorate themselves, or they will do it for them. The Christmas menu will feature locally-sourced products including free-range turkey and local wild salmon.

So what? Remember that visitors want an authentic Scottish experience and to feel like a local when they are here. Think about how you can work with local suppliers to enhance your product offering, and develop innovative ideas that will encourage your guests to sample something of the wider local area.



Inverlochry Castle's celebrations feature a champagne reception with a local choir, a special festive breakfast, Christmas lunch and festive supper. A range of outdoor activities on Boxing Day include a falconry display, sheep dog trial and clay pigeon shooting complete the package.

The Howard Hotel in Edinburgh will be offering canapés and free-flowing champagne on Christmas Eve, complimentary transport to and from St Giles Cathedral for the watch night service, with mulled wine and mince pies served on return. Guests will be offered a continental breakfast hamper on Christmas morning, a five-course Christmas lunch, with a late night feast delivered to guests' rooms on Christmas evening. Potential guests also encouraged to speak to a member of the hotel's team online, via a 'Live Help' link. This means that guests can gain instant responses to any questions they may have.

So what? Bring a touch of luxury to your Christmas offering. Exceed your guests' expectations, and look at what you could do to encourage them to stay on beyond Christmas Day. Think about innovative ways to enhance your customer service, from initial enquiry through to departure.



PACKAGING



why you need to give your customers what they actually want

TUI Thinking out the box

Packaging – why you need to give your customers what they actually want

Travel companies have been told that they must offer exclusive products and tailor their programmes to customer demand, if they are to prosper in the next decade.

Nick Longman of Tui Travel, one of the world's largest tour operators, told delegates at the recent 'Advantage' conference that the industry has become 'leaner and cleaner' during the past 10 years. But he said the days of pushing product out to consumers in the expectation that it will sell were over, and added that operators are having to listen to their customers more.

"Rather than give them what we think they want, we are starting to change our product line-up", he said. "If you have just got commodity products I do not think you will make any money in the next decade; it's about having product others do not have".

He told delegates that the typical Tui product had developed over the years from around two star to four star and to offering all types of board options and flexible durations.



"We always have to think about consumers. We have to give consumers choice of when they want to book and where they want to book".

So what?

- **Keep your ear to the ground! Make sure you're aware of changing customer expectations and demands**
- **Ask your customers what they want – and react to their feedback**
- **Be flexible – are you prepared to alter your products and services to meet customer demand?**
- **Think ahead – what can you do that's new and innovative and that will attract new customers?**
- **Be creative and think out of the box! The companies that get ahead and stay ahead are those that are prepared to innovate**



ADD THE 'WOW' FACTOR

Knockomie House Hotel in Forres has created a series of 'Pampering Packages', perfect for winter!



The 'Diva Package', designed to make every woman feel special, includes Arran Aromatic goodies, the latest edition of 'Hello' magazine and a half bottle of Taittinger Champagne. 'Just Because You Care' features a bottle of wine, a bowl of fresh fruit and two delicious Chocolate Pots in the room on arrival. 'The 'I Do, I Do, I Did' package is designed for old romantics and newly-weds alike, and includes a four-poster bed, 'mood lighting', a bath big enough for two, Arran Aromatic candle and bath soak, bath robes, a bottle of champagne and hand made chocolates.

'Love In The Country' includes a picnic hamper and rug for a day in the wilds or on the beach. The hotel will suggest walks and possible locations for lunch, or to make the day extra special will serve lunch at the chosen location with a table, chairs and linen!

Penny Ellis, owner of Knockomie says: "Implementing the Pampering Packages has been very beneficial to Knockomie. They have provided us with an instant opportunity to gain extra sales and the variety of packages on offer make it easy for guests to choose one to suit their individual needs. There's no doubt that the Pampering Packages also make the guest experience a more memorable one!"

So what? Think about how you could add the 'wow' factor to your customer experience. Remember that a satisfied guest is likely to go away and tell at least six other people about their stay, leading to more of those valuable 'word of mouth' referrals.

ADD VALUE



The Kingsmills Hotel in Inverness has looked at how it can use its leisure facilities to add value to guests' short breaks. The 'Pure Indulgence' package includes a full day's use of the hotel's Leisure Club, a complimentary aromatherapy body massage or Chocolate body treatment and a fresh fruit smoothie in the leisure club lounge. 'Added Indulgence' includes everything from the Pure Indulgence break plus a quarter bottle of champagne, a manicure and a room upgrade. 'Ultimate Indulgence' offers 'Added Indulgence' plus a two-course lunch, a special facial treatment, and an upgrade to a deluxe room.

So what? Identify what particular strengths and facilities you have which could be used to add value to stays. Make your offering as flexible as possible to ensure it will appeal to the widest possible range of customers.

Shoppers on Buchanan Street, Glasgow



The Malmaison Hotel in Glasgow has identified that one of its key markets is young women taking a city shopping break. The hotel has developed a special 'Fashion Guru' package, available from Friday – Sunday, which includes a £50 House of Fraser shopping voucher. The 'Girls Night Out' break is aimed at groups of women who have left their men friends behind for a weekend of shopping, pubbing and clubbing! The package includes a bottle of champagne on arrival, dinner, cocktails, two hours in a party pod with nibbles and a selection of drinks, plus a complimentary continental breakfast.

So what? Identify your current and potential markets and develop your offering to match guests' needs and expectations. And remember to use customer feedback to 'tweak' your product as required. Our guide 'Listening to Our Visitors' will show you how to make the most of feedback, providing practical tips and suggestions on how to gather it - and then, most importantly, what action to take as a result of the information you gather. Go to www.tourism-intelligence.co.uk/listeningtourvisitors to download the guide.



OFFER FLEXIBLE BOOKING OPTIONS



Dunalastair Hotel in Perthshire has launched a gift voucher collection, giving people the opportunity to purchase breaks at the hotel for friends and relatives. Purchasers can choose between one of the hotel's "Romantic Rendezvous" breaks or a Murder Mystery Weekend", or alternatively can buy 'Monetary Value' vouchers which can be redeemed for anything from Bed and Breakfast through to white water rafting offered by Dunalastair's partner, Activity Scotland. The vouchers are bookable online.

So what? Widen your audience by offering facilities for people to book on behalf of others rather than just themselves. By offering an online option, potential guests will have 24 hour access to your accommodation.

WORK IN PARTNERSHIP TO DEVELOP COMPETITIVE ADVANTAGE



LUXURY EDINBURGH
THE DOORWAY TO EDINBURGH'S LUXURY EXPERIENCES

Luxury Edinburgh, a consortium of 13 of the city's top tourism operators, has launched an innovative marketing campaign designed to increase the group's joint customer database.

The group is offering the chance to win an extravagant five star autumn luxury break for two, including overnight accommodation at two top hotels, meals and spa treatments, a private tour of Edinburgh Castle, personal shopping at some of the capital's most exclusive retail outlets - plus a personal chauffeur!

Members of the group sent out competition details to their own customer databases, with entrants being added to the Luxury Edinburgh master database - a great way of sharing data whilst maintaining the integrity of individual customer databases!

The group worked jointly on the promotion with VisitScotland, who were able to offer additional low-cost marketing opportunities through the Autumn Experiences campaign. www.luxuryedinburgh.com

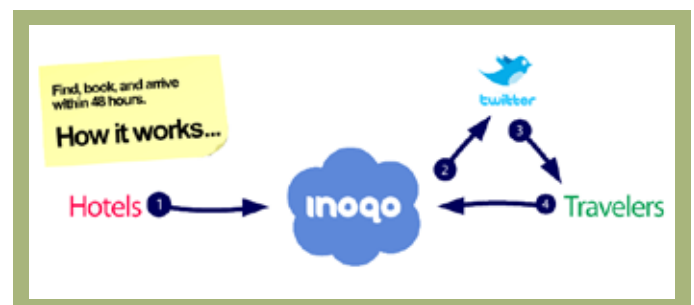
So what? Look at how you can work innovatively with others to gain a collective competitive edge and get more value for money from your marketing activity.

PROMOTE LAST MINUTE AVAILABILITY

A Twitter-based hotel booking engine has launched, aimed at the hotels sector.

Inoqo (www.inoqo.com) allows hotels to advertise 'unique high value' packages on Twitter, filling otherwise vacant rooms at the last minute. It only publishes unique hotel packages available within the next 48 hours.

Twitter users can follow the stream for their chosen travel destination and request deals directly into their personal Twitter stream as they go live.



"The current economic climate has driven increasing amounts of leisure and business travel to be planned at the last minute. Hotels can now meet these needs by harnessing the real-time power of Twitter", say Inoqo.

So what? Think about how you will promote your late availability and explore innovative new options that may give you access to a wider audience of 'technology-savvy' travellers. For more information on how to make Twitter and other social networking applications work for your business go to www.tourisminnovation.com and download the guide 'Making Web 2:0 Work for Your Business'.



- **The closing celebration of Homecoming Scotland 2009 takes place at the end of November and will be a great opportunity for additional business at a traditionally quiet time.** Amidst a host of events across the country, there will be Shindig 2009 - a musical extravaganza showcasing a collection of Scotland's best musicians in Glasgow from 26th – 29th November, plus the St. Andrew's Day celebrations in the magnificent Playfair Library of Edinburgh University on 30th November.



The anticipated influx of visitors will be looking for ready-made packages, so if you haven't already done so, now is the time to develop your offering - tickets plus accommodation, tours including the events, VIP transport and tickets and so on. More information from www.homecomingscotland2009.com

- **Scotland remains open for business right through the year, and winter is no exception.** Whilst some visitor attractions and facilities do close their doors from October – April, there's no shortage of things for your visitors to see and do! Make sure you know what's open in your area through the winter, and in particular over the key festive period. Check out opening hours and have these to hand when visitors are looking for suggestions for places to go.

- **Walkers visit Scotland all year - in fact some even relish the additional challenge that winter conditions can bring!** Make it your business to check out the best routes in your area and have information to hand when walkers arrive. And if you can offer special facilities such as a drying room or packed lunches, be sure to promote these on your website. Go to www.walking.visitscotland.com for more information, and download our guide 'Walking Tourism' at www.tourism-intelligence.co.uk for advice and top tips on catering for the walking market.

GEARING UP FOR THE WINTER MONTHS



- **Many visitors to Scotland in winter will be looking for an extra bit of pampering and luxury, particularly when they come in from the cold after a day's sightseeing or shopping.** Think about what 'added extras' you could offer to make them feel especially welcome. A log burning fire, hot chocolate, mulled wine (or even a 'wee dram'!) and some luxury toiletries will add a special touch to their stay.
- **The Met Office has so far resisted the temptation to issue a detailed long - range winter weather forecast, but now's the time to start thinking about that dedicated band of UK winter**

sports enthusiasts who are prepared to drop everything when snow appears. 2008 saw bumper snow conditions in many parts of Scotland. If your business is in one of the key winter sports areas, prepare in advance by checking out the snow forecast websites and make sure you're ready for an influx of last minute visitors. Promote the special facilities you can offer to winter sports enthusiasts on your website, and ensure you know what else is open and available to visitors in your area if the snow disappears! For snow forecast information and lots more go to www.ski.visitscotland.com





Top Tips

for success

- In this uncertain financial climate, remember there are some factors you can control and some you can't! Whilst you can't do anything about government fiscal policy, you **can** look at your own product offering and identify where changes and improvements need to be made. Use the off-season to review your customer feedback and react accordingly.
- Invest time and resource in training your staff. They should be one of your greatest assets and as the 'face' of your business, staff can make or break a customer's experience. Make sure your customer service is up to scratch, from the first contact right through to departure.
- Plan for how to get the most out of your marketing budget. In the current economic climate it's easy to look at cutting marketing spend, but this may prove to be a false economy if you can save in other areas. Look at what's working for you and what's not, and identify whether you're reaching the widest possible audience with your available spend. Remember smaller, more obscure websites and publications may cost less but their reach may be narrower.

Links

<p>Our home page www.tourism-intelligence.co.uk</p> <p>Listening to our visitors</p>	<p>Tourism Intelligence Scotland - For a range of market intelligence for Scottish tourism businesses. Also, 'Opportunities for Growth' series of downloadable guides: - Knowing our Markets...Scotland's Visitors - Scottish Tourism in the Future - Walking Tourism</p> <p>A practical guide from Tourism Intelligence Scotland on how to use feedback to improve your business and your area</p>
<p>www.visitscotland.org Current Economic Situation Tourism Industry Trends Insights Now</p>	<p>For up to date advice on the economic downturn and other insights from VisitScotland</p>
<p>www.stforum.co.uk</p>	<p>Scottish Tourism Forum. They issue a weekly newsletter for tourism news updates</p>
<p>www.tourisminnovation.com</p>	<p>The Tourism Innovation Group – for a range of top tips and downloads</p>
<p>www.tourismtrade.org</p>	<p>For up to date advice on the economic downturn and other insights from VisitBritain</p>



Ear to the Ground

This month – a comment from Sue Finlay

Director of Sales & Marketing, Sheraton Grand Hotel & Spa, Edinburgh

2009 has undoubtedly been a challenging year for everyone involved in the hotel industry. Demand from the corporate sector has fallen, and whilst occupancy has generally remained high, there is increasing pressure on bedroom rates and demand for more added value.

Here at The Sheraton, we are fortunate that our Spa is continuing to drive occupancy, particularly at weekends. The spa is probably the most advanced in Europe. Both membership and treatments are ahead of expectations indicating that people still appear willing to spend money on their wellbeing, and don't view this as a luxury to be given up when times are tough!

Similarly, we've seen an increase in sales of spa vouchers as gifts, which suggests that people are moving away from giving material gifts in favour of the 'gift of time' – in other words quality time for yourself!

In these times, what's clear is that the hotel sector needs to be creative. Demand from group and corporate clients is growing again, however they are increasingly looking for added value and service quality has never been more important.

We have a variety of 'Ear to the Ground' contributors who represent many associations, initiatives and businesses in Scottish tourism. We want to be able to share the latest news and ideas with you on a regular basis.

These people have promised to let us know what is going on at the various tourism network events and gatherings. If you would like to become a Tourism Intelligence 'Ear to the Ground contributor' please get in touch with us info@tourism-intelligence.co.uk



The rooftop hydro pool at the Sheraton Grand Hotel & Spa

We're part of Luxury Edinburgh, a collaboration of some of the city's top hotel, retail and visitor attractions businesses, who are working as a group to offer guests new experiences and innovative ways of booking. Individually, I'm sure we're all seeing challenges, but we all have strengths in different parts of our businesses. This means that together we can form a really strong proposition. Working together offers cost effective marketing and the unique experience that we can jointly provide encourages repeat visits.

As a city-based hotel we expect demand to hold up well in 2010, but we will need to maintain exceptional levels of customer service and constantly review our pricing and product offering if we're to stay competitive in a challenging business environment.

www.sheratonedinburgh.co.uk www.luxuryedinburgh.com

Please encourage as many people as you can to register on www.tourism-intelligence.co.uk

This newsletter will come out every two months, so look out for the next one in December for more intelligence, trends and top tips.

Tourism Intelligence Scotland team

Tourism Intelligence Scotland is a joint venture developed by Scottish Enterprise, VisitScotland and Highlands and Islands Enterprise in partnership with the tourism industry. We distribute a range of materials to Scottish tourism businesses to help grow business and drive innovation through effective use of market and other intelligence. Please register now to be part of tourism intelligence Scotland in the future. www.tourism-intelligence.co.uk

