

TOURISM INNOVATION > IN ACTION

RISING STARS

Tourism Innovation Fund
Turning Ideas to Reality

Tourism Intelligence > Scotland

Get ahead and stay
competitive

A whirlwind of innovation

Events company **Maximillion**
strides to success

Tourism Innovation Toolkit Workshops

Generate your next big idea

RINGING IN THE NEW

With Tourism Innovation Fund Winner **Roam Edinburgh**



Scottish Enterprise



Deliver profitable new experiences >

Innovation is essential to drive growth and ensure any business remains competitive particularly in this current economic climate.



In the tourism Sector those working in, and running, businesses are well aware of the challenges the changing market place brings but there are many things that can be done to face up to those challenges and survive, thrive and grow.

It all comes down to a strong focus on our customers; really understanding who they are and what they want; listening to their feedback, recognising the trends and changes that affect our sector. We need to recognise and build on our national and local strengths: the landscape and natural environment, our cultural heritage, the range of sport and activities on offer and our distinctive food and drink.

Above all, we need to act on this intelligence and work together to deliver new and improved products and services that make the visitor experiences across Scotland memorable.

As Wilma Finlay of Cream O'Galloway says on page 9. "Innovation need not be difficult or expensive. If you listen to your customers and your staff you will get loads of good ideas, many of which are easy to implement and can make a difference."

This issue of Innovation in Action brings you news from the projects which were successful in the first

three rounds of the Tourism Innovation Fund (TIF), see pages 4-7, and a great story on Maximillion, a previous winner, who went from strength to strength following its win, p10-11.

We also bring you the latest exciting developments at Tourism Intelligence Scotland, see p8, while page 9 illustrates how Scottish Enterprise Tourism Innovation workshops can help you help develop new ideas.

We are here to help you innovate by accessing the wide range of support that Scottish Enterprise has to offer. We have seen many great examples of individual businesses and groups delivering exciting and profitable new experiences to market as a result of this support. We hope you are inspired to follow in their footsteps.

From our range of services, you can:

- Register on the new TIS website www.tourism-intelligence.co.uk/registration to take advantage of the fantastic range of practical insights to inspire you to get ahead;
- Book an innovation workshop for your group or businesses to help generate new ideas
- Apply for the Tourism Innovation Fund to develop those ideas that can make a real difference to your success.

Enjoy this issue.

Julie Franchetti
Tourism Innovation Manager
Scottish Enterprise

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Tourism Innovation Fund: *Turning ideas to reality*

Up to £30,000 in matched funding and one-to-one consultancy is available for businesses which successfully apply for the Tourism Innovation Fund.



The Tourism Innovation Fund (TIF) was launched in February 2009 as a vital part of our drive to encourage innovation in Scotland's tourism industry and promote growth.

This Scottish Enterprise fund was based on the success of the previous Tourism Innovation Development Awards (TIDA) which supported 35 new and innovative experiences. The Tourism Innovation Fund provides matched funding of up to £30,000 and professional one-to-one advice to help develop and commercialise Scotland's best innovative tourism ideas.

Since we launched the new fund we've supported an increasing number of winning companies whose successful projects will help grow Scottish tourism by generating higher tourism spend; increasing overnight visitor numbers; encouraging visitors to stay longer; or extending the tourism season out with peak months.

Many additional tourism companies have also benefited from 1-2-1 support via the different stages of the TIF application process.

The intention is for these TIF-winning projects to become exemplars for Scottish tourism so that others working in the industry can be inspired to innovate and grow their tourism operations and work together to deliver new visitor experiences. On pages 10-11, we showcase how one of our previous TIDA winners, Maximillion, the Edinburgh-based event management and team-building company, used the funding and consultancy from the Tourism Innovation Fund to create a new indoor event product which has grown their turnover and expanded their markets.

TIF support is allocated through a competitive judging process, which typically takes place three times each year in January, April and September. Successful projects should demonstrate industry-level

If you are interested in applying to the Tourism Innovation Fund, please apply via our website at www.scottish-enterprise.com/tourism-innovation-fund. If you have any further queries, please call us on **0845 607 8787** or email TIF@scotent.co.uk

tourism innovation combined with the ability, or potential, to achieve significant business growth as a result. Often, the winning entries demonstrate a collaborative approach and show how companies can take the risk to do things differently. However, TIF doesn't support marketing projects which promote existing products or experiences (see VisitScotland's Business Growth Fund for information on the range of support available).

Who is eligible?

- **Applicants must be based in the Scottish Enterprise area. Businesses in the Highlands & Islands Enterprise area should refer to the HIE website for more information on innovation support at www.hie.co.uk/Grow-your-business**
- **Proposed projects should obtain the majority of their turnover from leisure and/or business tourism**
- **Public sector organisations can only apply if they form part of a collaboration with a private sector business or businesses**

Although open to individual tourism businesses, TIF particularly welcomes collaborative applications from groups of businesses working together. Preference is also given to small or medium-sized enterprises (SMEs).

TIF can also contribute to costs incurred in the development of an idea, for example market research, producing samples, feasibility studies or preparing for market launch but terms and conditions apply so contact the team for more information, call **0845 607 8787** or email TIF@scotent.co.uk

The application process is straightforward and support is awarded via a competitive process that includes submission of an application form and presentation to a judging panel.

Complete our quick online checklist at www.scottish-enterprise.com/tourism-innovation-fund to find out whether you are eligible to apply.

Tourism Innovation Fund Winners

Round
1

Roam Edinburgh: **Wherever you wander**

"As a young company, SE's advice has been fantastic. It's given us structured ideas about growth and marketing."

www.roamedinburgh.com

Paul Nixon won a 2009 TIF award for developing his handy GPS PDA tourist guide – initially for Edinburgh but he's now gained the exclusive UK licence for his Digi-guides. They can be downloaded to visitors' own GPS PDA or Smartphone via the Roam Edinburgh website.

For those with more limited technology, says Paul, "you can hire, collect from a city centre pick-up point or have it delivered to your hotel." The Digi-guides are friendly, visual, with incredible interaction and flexibility should the visitor veer from the chosen route.

Tourists can click on an icon from our inbuilt map and see and hear a commentary giving further insight into that specific site. There's scope for advertising revenue via cross promotion with local attractions. If the weather's bad, there's instant info about indoor activities for the family, many of them free.

"Our USP is that nobody pays us to promote them," Paul explains. "All the restaurants listed are simply on recommendation."

The TIF funding helped Paul launch his iPhone app, digi-guide Edinburgh, which has had significant downloads in the first

month of launch – and he's having the Edinburgh guides translated into French, Spanish and German. "As a young company, SE's advice has been fantastic. It's given us structured ideas about growth and marketing. Our work on other cities has already begun."



Skinny Tyres: **Road runner challenge**

www.skinnytyres.com

"A year ago, I couldn't have imagined the opportunity this award has given me"



If the growth of Skinny Tyres, TIF award winner 2009, is as rapid as its cycling customer base, then its founder Scot Tares will soon be doing a lap of honour. Already selling out single-day training events, Scot is gearing up for his biggest challenge yet: supporting the Etape Caledonia which attracts some 5,000 road-cyclists.

"On the Continent, competitive road cycling is popular," says Scot, "but here the emphasis has been on mountain biking. So we're providing a complete cycling experience aimed squarely at the competitive amateur and sportive road cyclist – professional training holidays

for cyclists with a competitive edge."

Skinny Tyres' trips will comprise long weekend and week-long, fully inclusive packages that exploit Scotland's extensive network of challenging roads. And support includes sessions with nutritionists, physiotherapists and related experts back at the hotel after a long day's cycling.

"The TIF funds got our web business started," says Scot, "and SE's consultancy helped me see what I should and shouldn't be doing. Together they've supported me in pursuing my dream – a year ago, I couldn't have imagined the opportunity this award has given me."

Round 1

Velodays: **Cycling takes the hi-tech route**

www.velodays.com

“The advice and consultancy support from the award has been just as helpful as the funding itself.”



Velodays offers bespoke and package cycling holiday itineraries mapped-out on a GPS unit attached to the handlebars. And, rather than budget accommodation, the daily door-to-door route guides are shaped around quality accommodation to provide a comfortable rest at the end of each day.

“This was my dream before GPS was widely available,” says Aberdeen-based Neil Innes, a 2009 TIF award winner. “Cyclists stopping and reading maps at every junction was not tidy – or safe. Using GPS on bikes means I can not only

offer excellent cycling itineraries, but I can also alert cyclists to good cafés or amazing places just around the corner – and route them to it.

“I’m collaborating with rural businesses on my routes to make sure they’re known. As I research the routes, innovative ideas keep coming forward – and I’m working on a web-based product, too. In all this, I’ve found the advice and consultancy support from the TIF award has been just as helpful as the funding. Watch National Bike Week for the launch!”

Walking Heads: **Hear it off the beaten track**

www.walkingheads.net

“Winning the TIF award certainly boosted our confidence, but the consultancy and networking side of the award has been incredible.”

Dougal Perman and colleagues, winners of a 2009 Tourism Innovation Funding (TIF) award, are in a creative collaboration that capitalises on collective skills and interests. Their innovative venture, Walking Heads, offers a range of “off the beaten track” downloadable audio walking tours.

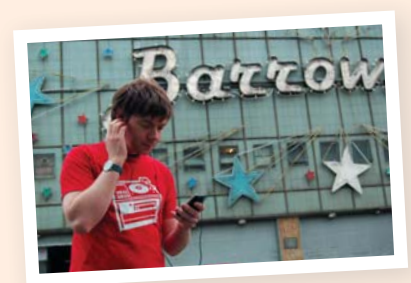
Based on cutting edge audio technology and production, the quality of the audio-tours promises to be first class. And the content is infused with the passion they have for their subjects. Says Dougal: “The tour commentaries reflect our own interests – we want them to have a personality and character that you won’t find elsewhere.”

These audio-tours – visiting venues past and present – aim to give the visitor a true insight into “hidden gem” places that tourists might otherwise overlook.

A slate of audio-tours is under development as paid-for downloadable podcasts available in visitor centres and via sites such as iTunes and Amazon.

“We’ll be different to other tours but there’s room for collaboration,” explains Dougal. “We take people to areas which don’t usually benefit from tourism.

Winning the funding certainly boosted our confidence, but the consultancy and networking side of the award has been incredible.”



Elite Falconry: **Fly with the eagles!**

"This means we'll get our fantastic idea up and flying in about a year – rather than the five it might have taken. That's what's so exciting!"

www.elitefalconry.com



Elite Falconry offers the thrill-seeker the unique chance to fly with eagles. Barry Blyther, who won a 2010 award, explains:

"The eagle-eyed visitor will be a passenger in a microlight while we follow the soaring birds.

"We see and feel what they're feeling. We go where they go."

Armed with a camera, visitors will not only be able to capture the eagle's flight, but will also take home a DVD of their experience filmed from the wing

of the plane.

"The TIF award means we'll get our fantastic idea up and flying in about a year – rather than the five years it might have taken. That's what's so exciting – good ideas need to be acted on rapidly. That's what the fund is all about."

This project will also bring visitors to a less frequented Scottish tourist area. "Each lucky person will be given a three-day window to ensure fair weather to fulfill their dream," explains Barry. "When they're not in the air, they'll be able to discover the many other delights Fife has to offer."

Festivals Edinburgh: **Six festivals in one**

"The Passport is really innovative – a superb global marketing opportunity that's taking off fast. It's very exciting."

www.festivalsedinburgh.com

Festivals Edinburgh won the 2010 TIF award for developing The Edinburgh Festival Passport – a new travel trade product to package visitor itineraries which span all of the Capital city's summer festivals.

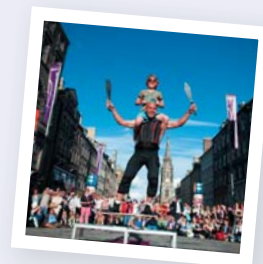
It's the first of its kind," explains Susan Russell. "It allows domestic and international operators and wholesalers to create packages to Edinburgh's fantastic summer festivals."

The collaborative service offers visitors access to three festival shows over a day, via a custom-built itinerary spanning the Summer Festivals – including the Mela, Jazz & Blues, Art, Book, International and Fringe Festivals.

"It means all the festivals can be sold in the same way as the Military Tattoo, as part of a hotel or other package and

up to a year in advance," says Susan. "We're working with tour operators for Summer 2010 and 2011. The Passport is really innovative – a superb global marketing opportunity that's taking off fast. It's very exciting.

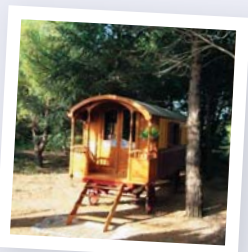
"We're all thrilled with the award. The funding is helping us develop and implement our project plan effectively, and Scottish Enterprise's consultancy and support has been crucial to the ongoing project and its success."



Roulotte Retreat: **Upwardly mobile eco tourism**

"Over time we aim to expand our business to different parts of Scotland, reaching more visitors and contributing even more to the local economy. Thank you Tourism Innovation!"

www.roulotteretreat.com



Glamorous caravanning doesn't quite describe the gloriously individual tourism experience that Avril Berry and Alan Fraser's Roulotte Retreat will offer when it opens for business this summer.

Avril explains: "A roulotte is a traditional wooden caravan created by French and Dutch designers and carpenters. Each is utterly unique."

Taking six months to build in France, the roulottes are an exciting mix of art, cultures, colours as well as modern and extremely comfortable accommodation."

These handcrafted roulettes are the only ones in the UK

and will bring discerning tourists to a new destination in the Scottish Borders. Avril continues: "We are committed to eco tourism, helping visitors reduce their carbon footprint as well as creating an environment for enhancing health and wellbeing."

"As part of winning the TIF award, we have also accessed professional advice which is accelerating our progress in areas such as interior design and marketing. We've also had support on the regulatory, risk, legal and intellectual property side of business.

"Over time, we aim to expand our business to different parts of Scotland, reaching more visitors, and contributing even more to the local economy. Thank you Tourism Innovation!"

Wilderness Scotland: **Wild about adventure**

"The funding means we can quicken the timescale to delivery. But the expert advice has really been the biggest benefit to us."

www.wildernessscotland.com

Paul Easto, director of Wilderness Scotland, won the award in 2010 for his project "to develop an innovative new range of packaged family adventure holidays that deliver high quality, convenience and value".

The company specialises in small group adventure holidays in the Scottish Highlands and Islands built around walking, sea kayaking, canoeing, mountain biking and sailing. Its "wilderness holidays" explore destinations like Knoydart, Glen Affric, Assynt and Cairngorms National Park, as well as Skye, the Outer Hebrides, Orkney and Shetland.

In 2009, National Geographic Adventure magazine ranked Wilderness Scotland as Europe's number one adventure travel company. "We're passionate about wild places and

adventurous travel," says Paul.

"Our family adventure ideas will take another year to really develop but the funding means we can quicken the timescale of delivery.

"The expert advice on offer from SE as part of the award is very encouraging and sure to be of benefit. Our ideas, which are still under wraps, are consistent with the wider objectives of Scottish tourism – added value, direct benefit to rural areas, collaborative tourism and seasonality."



Photo credited c. Liz Male

Highland Fling: **Bridge to scenes – and screams**

"What's been great about the award is that it has enabled us to jump forward much faster than originally planned!"



Murray Trail and John Strang are bouncing, quite literally, with the potential success of their innovative tourist venture, Highland Fling – the first non-crane professional bridge bungee operation in the UK.

John explains that the path to launch has been one of negotiation, thorough market

research, collaboration, economic impact studies and shared vision. "We've made sure that everyone who needs to be involved has been, from local councils to the National Trust for Scotland.

"It's been an enriching process for us – expanding our own vision. We now have the go ahead to build the bungee and create a permanent centre for the sport." Once established at Garry Bridge, near Killiecrankie, it'll attract a different type of tourist – one who wants screams alongside the Perthshire scenes.

It combines adrenalin adventure with wildlife and tourism. Murray and John share a passion for adventure tourism in which they both have a lot of experience. They're committed to increasing the sporting tourist traffic to Highland Perthshire.

"What's been great about the TIF award is that it has enabled us to jump forward much faster than originally planned!" says John. No pun intended.

Scotland's Churches Scheme: **Faith in tourism**

www.sacredscotland.org.uk

"The project will be giving tourists a new and very different experience – albeit on an ancient beaten track."

"A fundamental aim of the original Scottish Churches Scheme," says Brian Fraser, the Director, "is to open up the churches to visitors, not just the faithful, but those interested in architecture, genealogy and the community in which the church sits. As a development of this, and reflecting the growing worldwide phenomenon of Faith Tourism, we also want to map out Scotland's Pilgrim Ways so that visitors can follow defined routes and stop at churches along the way."

At its best, faith tourism combines the ancient and the contemporary. Explains Brian: "It's innovative in its ability



Sacred Scotland
The Website of Scotland's Churches Scheme

to link ancestral and heritage tourism with cultural and environmental tourism, including walks and cycle routes. Phase one of our project, for which we won this very welcome award to fund it, is to identify five national Pilgrim Ways as a marketing concept, a virtual experience and as a journey which can be undertaken in a variety of ways and timeframes, either self-directed or as part of a group."

The project will be giving tourists a new and very different experience – albeit on Scotland's ancient beaten tracks.

Tourism Intelligence Scotland:

Helps you to get ahead and stay competitive

Gathering and using market intelligence to drive innovation is a quick, easy and effective way to improve your business. Tourism Intelligence Scotland (TIS) offers businesses the opportunity to access, share and understand a range of useful information to help them to get ahead and stay competitive.

TIS is a joint initiative developed by Scottish Enterprise, Highlands and Islands Enterprise, and VisitScotland and is a key initiative in supporting the industry to achieve growth and innovation in tourism.



→ Practical guides

TIS guides, including Scottish Tourism in the Future, Knowing our Markets, Listening to our Visitors, Walking Tourism and Golf Tourism, are packed full of easy to use intelligence, best practice stories and recommendations.

You can download these through the TIS interactive and user-friendly website, access a range of other insights as well as share your own intelligence.

www.tourism-intelligence.co.uk

→ Newsletters, workshops, events and other resources

New for 2010, the TIS Ear to the Ground newsletter is a must-read of businesses looking to keep up with the changing trends in Scottish tourism. TIS conferences, workshops and events, many of which are free, offer a great way of networking with others and gathering practical hints and tips that you can use to innovate products and services in your business.

→ What are the benefits?

In this fast-moving consumer market place, Scotland needs to continually make the most of its distinctive strengths and keep up with growing competition. The more you know about your customers the better you can cater for them, the more satisfied they will be and the more they are likely to spend with you.

Tourism Intelligence Scotland can help you:

- Gain useful customer feedback and understand your customers better
- Develop innovative products and services based on good market intelligence
- Find inspirational and relevant information quickly and easily
- Understand the Scottish tourism market better
- Understand global trends that matter to you
- Learn from other businesses, share useful insight and collaborate.

Join Tourism Intelligence Scotland

Tourism Intelligence Scotland is where forward-thinking businesses go for easy to use practical insight to inspire them to get ahead.

Register today: www.tourism-intelligence.co.uk

Or contact us on 0131 449 8833 or email info@tourism-intelligence.co.uk

By registering with TIS you will receive the popular TIS Ear to the Ground newsletter; each of the new TIS free guides as they are produced and be among the first to know about forthcoming events and workshops.

Tourism Innovation Toolkit Workshops:

Generate your next big idea

Helping businesses become more innovative is central to our support for the Scottish tourism sector.

One way in which we do this is through our Tourism Innovation Toolkit which we deliver as tailored workshops to help groups or individual businesses in the industry develop ideas, new ways of working and think more creatively to help them grow and succeed.

The workshops, which can be held in-house or for groups with common aims, are designed specifically to develop new ways of working to drive growth through innovation.

The Toolkit workshops incorporate a wide variety of tools and activities to enhance creativity, encourage the generation of ideas, foster collaboration and help identify a clear route forward. Each workshop is tailored to the specific objectives of each business or group.

Group workshops

These one-day workshops are designed for groups or businesses with a geographical or product theme in common. Examples include:

- Businesses working together around a destination to identify new ways of working, or helping to identify new or improved experiences for the area
- Businesses working together in a group around a common theme such as golf, sailing, or mountain biking to clarify the role of the group and identify future priorities or to identify new or improved experiences and services

To book an innovation workshop for your group please contact us for details on **0845 607 8787**, or email enquiries@scotent.co.uk

Prices start at £600 plus VAT.

In-house workshops

An experienced facilitator works with businesses during a one-day interactive workshop tailored to generating innovative ideas to boost the potential of the company taking part. These are suited to groups of four to 16, and the facilitator works with the team taking part to address key issues for growth and identify innovative ideas and priority actions.



"The Innovation Toolkit Workshop taught us three vital things. Firstly, innovation is not invention – it is simply introducing different ways of offering products and services to your customers. The second is that innovation does not need to be difficult or expensive. If you listen to your customers and to your staff you will get loads of good ideas, many of which are easy to implement. The final thing we have noticed after taking part in the workshop is that if you involve your staff in the generation of new ideas, then you get much more buy-in to ideas. This is essential to achieve successful implementation."

Wilma Finlay, Cream O' Galloway

Find out more:

If you or your company would like to take part in an in-house workshop, please contact us for details on **0845 607 8787**, or email enquiries@scotent.co.uk, or see:

www.scottish-enterprise.com/sedotcom_home/your-sector/sector-tourism/tourism-initiatives/tourism-innovation/tourism-initiatives-toolkit.htm

Maximillion: *A whirlwind* OF INNOVATION



“The award helped us rapidly change the direction of the company. And it imposed a discipline in our product development and planning.”

Maximillion
because...

Seven years after winning the Tourism Innovation Fund (TIF) award for developing its new Maelstrom product, it's still one of the best-selling propositions of Maximillion, the Edinburgh-based creative event management and team-building company.

Founder and managing director John Strachan has no doubts that winning the 2003 TIF award was a turning-point for Maximillion. By 2004 Maelstrom generated just under £100k of additional sales, catering for 1250 new customers. Since then, Maelstrom has continued to be an important product attracting new customers and generating strong sales for the company.

“Scottish Enterprise assigned a manager to help us with a range of developmental products,” John recalls. “At that stage, we were in transition from being an outdoor only event team-building company to one devising an indoor events portfolio. We’d picked up on the growing popularity of indoor team-building events in the south-east of England.

“That’s partly because indoor events are more inclusive – not everybody wants to jump on a quad bike. And accessibility was also becoming an issue: an event based in a conference centre means companies can have their team-building event as part of a more

convenient city centre conference.

“But we were always keen to develop concepts unique to Maximillion and not plagiarise anyone else’s ideas. So Maelstrom was the product of our own brainstorming. We turned the characteristics of an outdoor event – taking charge of teams, a half-hour activity and then on to something else – on their head and put the team itself in charge!

“With Maelstrom, it’s the team’s responsibility to work out what they’ll do, how and when they’ll do it and who should do what. We developed the product from that simple premise. Maelstrom is controlled from ‘The Hub’ where a giant vertical game board charts the team’s progress. Teams buy moves with tokens earned by completing tasks selected according to their own preferences. The pressure is to complete as many tasks as possible before the countdown clock reaches zero.”

Winning the TIF award, says John, not only helped with development and capital expenditure but also with

THE TOURISM INNOVATION FUND

The Fund provides matched finance of up to £30,000 and professional one-to-one advice to help develop and commercialise the very best innovative tourism ideas.

Projects are competitively judged and the key criteria are:

- the level of innovation of an idea, product or service
- how the innovation will increase the average tourist spend
- if it's a collaboration, what the benefits are of the collaboration
- what difference TIF funding will make to the business
- how the idea uses Scotland's assets for the benefit of visitors

Successful projects will demonstrate industry-level tourism innovation with a real potential for significant business growth.

Winning projects will become exemplars for Scottish tourism innovation.

Projects must derive most of their turnover from servicing leisure and/or business tourists.

Applications from public sector organisations are not accepted, but public organisations can form part of collaboration with private sector businesses.

Applications can come from individual tourism businesses and collaborating business groups.

"It tested how we'd bring it to market and get a return – the entire process was, quite simply, remarkably helpful"



bringing the idea to market. And as a B2B company, there was a clear fit with both tourism innovation and business tourism. The big attraction for local, UK and overseas companies is their access to new Scottish locations for their team-building events.

"Maelstrom became an instant best seller and remains one of our most profitable and popular products adding value and revenue to the business," says John. "We've now built a second version for larger groups. Developing Maelstrom through the TIF award has had a big influence on our business. The award helped us rapidly change

the direction of the company and reposition ourselves as an indoor events company with a portfolio of products. It was very much integral to that process.

"And gaining that award imposed a discipline in our product development and planning. We had to write a business plan, present it and put ourselves under scrutiny from a panel of experts who challenged what we were saying. It was incredibly useful in making sure we crossed the t's and dotted the i's. It tested how we'd bring it to market and get a return – the entire process was, quite simply, remarkably helpful."

Our support for tourism

Scottish Enterprise supports tourism businesses in a variety of ways to encourage innovation and growth. We can provide funding, market intelligence, advice and consultancy to ensure Scotland's tourism businesses stay ahead of the competition. Our support includes the Tourism Innovation Fund, Tourism Intelligence Scotland and Tourism Innovation Toolkits.

Tourism Innovation Fund

The Scottish Enterprise Tourism Innovation Fund (TIF) provides matched funding of up to £30,000 and professional one-to-one advice to help develop and commercialise Scotland's best innovative tourism ideas.

TIF support is allocated through a competitive judging process, which takes place three times each year in January, April and September. The Fund supports companies whose projects meet our aims to generate

higher tourism spend; increase overnight visitor numbers; encourage visitors to stay longer; or extend the tourist season outwith peak months.

Advice and consultancy can be every bit as important as the matched funding part of TIF, as the companies we feature on pages 3-7 and pages 10-11 demonstrate.

To find out more, call **0845 607 8787** or email **TIF@scotent.co.uk**

Tourism Intelligence Scotland:

Help to get ahead and stay competitive

Gathering and using market intelligence to drive innovation is a quick, easy and effective way to improve your business. Tourism Intelligence Scotland (TIS) gives businesses the opportunity to access and share a range of useful information including practical guides, newsletters, events and workshops to:

- Gain useful customer feedback and understand your customers better
- Develop innovative products and services based on good market intelligence

- Find inspirational and relevant information quickly and easily
- Understand the Scottish tourism market better
- Understand global trends that matter to you
- Learn from other businesses, share useful insight and collaborate.

REGISTER NOW ON, www.tourism-intelligence.co.uk

See page 8 for more details.

Tourism Innovation Toolkit Workshops

Our Tourism Innovation Toolkit workshops are one of the ways in which we help businesses become more innovative. These workshops encourage businesses to develop new ideas and ways of working which drive growth and success by using a range of tools to help creative thinking, product development and collaborative working.

We tailor workshops to the specific objectives of each business or group.

www.scottish-enterprise.com/sedotcom_home/your-sector/sector-tourism/tourism-initiatives/tourism-innovation/tourism-initiatives-toolkit.htm

See page 9 more information.

If you require this publication in an alternative format and/or language please contact the Scottish Enterprise Helpline on 0845 607 8787 to discuss your needs.

Many projects operated by Scottish Enterprise are part-financed by the European Union.

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www.scottish-enterprise.com

