

TOURISM INNOVATION > IN ACTION

FRESH THINKING

Tourism Innovation Fund
The latest winners

Tourism Intelligence > Scotland

High impact
market insights

Learning to Fly

Surf's up for innovative
Scotland Kiteboarding

Geared Up

Pedal powered innovation
with Dirt School

Tourism Innovation Toolkit Workshops

Sleeves up and get down to business

.....

All Together Now

Cultivating innovation for collaboration

.....

AND THE AWARD GOES TO...

Set-jetting go-getting innovation from Glasgow



Tourism Innovation in Action Thinking Ahead >

Using market intelligence effectively is a smart move. Tourism businesses that turn knowledge into action stay ahead of the competition. Innovation is all about being first.



If action is the real measure of intelligence, then Napoleon Hill put that to better use than most, turning his interviews with millionaires - Andrew Carnegie among them - into one of the best selling books of all time. These days, more than ever, tourism businesses need to be aware of the market opportunities, so they can

adapt and develop products and services to serve the market. Like the innovative Mr Hill, it's time to 'Think and Grow Rich'.

Here in Scotland, where tourism is such a powerful player in the economy, it's even more important to identify the main trends influencing the global landscape. If we know what the market wants, we're best placed to adapt and take advantage of the amazing opportunities that present themselves.

Turning information and intelligence into action is the key to success. We use knowledge to innovate, so that we can provide visitors with unique and memorable experiences, which encourage repeat visits and spread Scotland's reputation as a world class destination.

In this edition, you'll find the latest news from Tourism Intelligence Scotland (TIS). It's a fantastic route to accessing really useful and practical intelligence, which can really help your business stay competitive.

Throughout this issue you will also find information on the wide range of tourism innovation support available through Scottish Enterprise. Many businesses and groups have now benefited from participating in our Innovation Workshops. As a result, they are delivering really exciting new experiences to the market. You could be next.

This issue of Tourism Innovation in Action also includes the latest award winners from Rounds 4 to 7 of the Tourism Innovation Fund (TIF). We also check in with some past winners to see how their ideas are now becoming reality for their businesses.

Read on to find out how we can help you to make a real difference to your business. The information is all in here, so take action now.

Karen Craib
Project Manager, Tourism Innovation
Scottish Enterprise

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Tourism Innovation Fund: *Fuel for bright sparks*



Do you think up to £30,000 in matched funding and some hands-on consultancy could help to turn your good idea into a great one? Absolutely, and we think so too. Here's how to get the seal of approval on your application to the Tourism Innovation Fund.

Around three times a year, since 2009, we've been announcing new winners of the Tourism Innovation Fund. It's taken the ideas of many businesses from the drawing board to success, and helped establish some unique new businesses with significant potential for growth, up and down Scotland. The Fund builds on the success of the old Tourism Innovation Development Awards, which helped put 35 great ideas on the tourism business map.

It's not difficult to get involved. Every applicant receives individual feedback and advice on their project idea, even if they don't proceed to the next stage of the process - a real bonus in itself. With up to £30,000 in matched funding, you'll have to invest in your idea too. Winners not only get financial assistance, but also receive one-to-one specialist support providing

top notch advice to help develop and commercialise Scotland's best innovative tourism ideas.

As an Innovation Fund winner you'll not just be on the road to success, but you'll be leading the way for Scottish tourism, inspiring others in the industry to innovate and grow their own tourism operations, and work together to deliver new visitor experiences. Find some inspiration to innovate on page 10, where some of the winners from previous rounds say a few words about how the Fund worked for them, and how their ideas are making a difference to Scotland's tourism market - growing their own success and collaborating with others too.

Tourism Innovation Fund support is allocated through a competitive judging process, which typically takes place three times each year in January, April and September. Don't worry, we don't do 'Dragon's

There's no need to wait. If you're interested in the **Tourism Innovation Fund**, tell us about your idea at www.scottish-enterprise.com/tourism-innovation-fund, and get your application rolling. Not sure? No problem. Call us on **0845 607 8787** or email TIF@scotent.co.uk, for a quick chat.

Den', but you do need to be aware that we are looking for industry-level 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, so you'll need to come up with something new. TIF doesn't support marketing projects which promote existing products or experiences - check out VisitScotland's Business Growth Fund on page 11 for information on the range of support available for those types of projects.

Speedy summary for busy businesses

- Financial and professional support for clever new tourism businesses and ideas.
- Proposed projects should obtain the majority of their turnover from leisure and/or business tourism.
- Tourism Innovation Fund can contribute to costs incurred in the development of an idea, for example; market research, producing samples, feasibility studies or preparing for market launch.
- The application process is straightforward and support is awarded via a competitive process that includes the submission of an application form and a presentation to a judging panel.

Who is eligible?

Tourism Businesses in the Scottish Enterprise area which are:

- **Collaborative groups of businesses**
- **Individual tourism businesses**
- **SMEs**
- **Public sector organisations** - but only if they are part of a collaboration led by a private sector business.

Who is not eligible?

Businesses in the Highlands and Islands Enterprise (HIE) area are not eligible, but for information on HIE support for Tourism, please visit the HIE website at www.hie.co.uk

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

Terms and conditions apply so contact the team for more information, call **0845 607 8787** or email TIF@scotent.co.uk

Tourism Innovation Fund Winners



Celebrate the successes of this brand new batch of clever thinking award winners, innovating and bringing new tourism business to Scotland.

Rosslyn Chapel: **New depth to the story**

"The Award helps bring to life the Rosslyn Chapel story."

Bringing the Rosslyn Chapel story to life in 3D, even more vividly than any feature film or thriller writer. That's the cutting-edge culmination of an alliance between the Chapel's Trustees, the Glasgow School of Art Digital Design Studio, and a financial award from the Tourism Innovation Fund. "We've been able to commission a 3D laser scan of the entire building", says fundraiser Dianne Stein. "We'll be able to project an interpretation of the contemporary and historic context, right from the 15th century to the present day".

The 3D presentation will let the Rosslyn Chapel's 200,000 annual visitors enjoy the intricately carved interior as never before. "They'll also experience the life of the early parishioners as though they were walking among them", adds Dianne.

Once described as 'a pocket cathedral in an earthly paradise', Rosslyn Chapel, in the present day village of Roslin, just a few miles south of Edinburgh, ascended in popularity after featuring in Dan Brown's fictional thriller 'The Da Vinci Code'. The real story is even more exciting.

www.rosslynchapel.org.uk



Scotland Kiteboarding: **Cleared for take off**

www.scotlandkiteboarding.com

"We're offering a package that no one else is currently able to put together."



It's entirely fitting that the sporty guys at Scotland Kiteboarding should have successfully applied for a Tourism Innovation Fund award in this, the year of Active Scotland. Operating out of Glasgow, Calum and Graham Handley are developing 'Scotland Kite Safari', which takes advantage of Scotland's near perfect conditions for the sport. With packaged tours, they will be offering active tourists a chance to participate in the extreme sport amid outstanding scenery. "We're setting up to bring in

tourists from abroad; offering them a package that no one else is currently able to put together", says Calum.

That package includes collaborating with other businesses around the country, from accommodation providers to equipment suppliers. Calum adds that they've been able to fast-track their business into magazines, websites and Google Ads. "As well as growing our business, it's an opportunity to position Scotland as a location of choice for this extreme sport's growing popularity".

Round 5

Glasgow Film Theatre: **Reel to Real**

www.glasgowfilm.org



“The award enabled us to start our project before the Glasgow Film Festival, which significantly enhanced our profile.”

Careful as you walk down the photogenic streets of Glasgow, dodging the lights, the cameras, and the action of yet another film crew, with their sharp clip boards and camera cranes, taking advantage of the city’s great legacy of locations. Avoid becoming an inadvertent extra, and follow ‘Glasgow Cinema City’ - the new service promoting Glasgow at home and internationally to set-jettors and trendy tourists alike. “It’s not just filming locations”, says Liana Marletta, from Glasgow Film Theatre (GFT), who came up with the innovative project. “The perceptual re-mapping of Glasgow highlights interesting places connected with

film and TV including architectural gems originally built as cinemas; and hotels, parks, museums or anywhere that’s been featured in Glasgow’s moving image industry and uniquely distinctive cinema culture”.

The award is helping to curate online content and develop a mapping product, so visitors can make up their own tour itineraries. The famous GFT is also collaborating with the rest of the tourism industry in Glasgow to promote other activities, such as the meetings and the incentive travel sector. This should help their own comfortable conference facilities play even more of a supporting role.

EASA - English at St Andrew's: Learning on the links

"We looked at the fund and it was ideal for the nature of our business."

www.easaenglishtraining.com



High-end business and high-end golf. Add high-end business English classes to the mix and you have the above par combination that earned English at St Andrews (EASA) an award from the Tourism Innovation Fund.

"What makes EASA unique is our combination of business English training in the luxurious surroundings of The Old Course Hotel at the world renowned Home of Golf", says Lauren McQuade, who brought the concept to the attention of Scottish Enterprise. Already she's bringing in senior overseas business people, who are finding the immersion in the best of Scottish culture just as enlightening as the immersion in business language training. "We've packaged education, culture and sport all in one, and did it in collaboration with The Old Course Hotel and many other local businesses in the St Andrews area", says Lauren.

Taking part in the TIF process has been an education too. "If you feel you have a good idea - you've got to be open to constructive criticism", she says. "Some people can get very committed to their idea, but keep an open mind and take on board the feedback". Sounds like good advice, in any language.

Glasgow Whisky Tours: Culture by the Dram

"The Fund gave us credibility and opened lots of doors. We went from being a nice idea to an actual business."

www.glasgowwhisky.com

Take a party of at least 20 people. Guide them through a bespoke tour of six historic Glasgow hostels. Make the express intention of the tour all about learning and sampling the finer flavours of Scotland's national drink. It seems like the sort of idea that should be oversubscribed. Thanks to the Tourism Innovation Fund, that is very much how Glasgow Whisky Tours find themselves.

"We're still working on the leads it created", says founder Victor Brierley, when asked about his Tourism Innovation Fund award. "It gave us credibility and opened lots of doors. We moved on from being 'a nice idea' to an actual business".

Whisky is a big subject, and Victor says it was difficult to pitch the funding application just right, even though he has plenty of presentation experience. "That's what we're doing on a daily basis", he says, but he also says that collaboration is the key to their success. "The fact that we're involving lots of businesses, using social media as an integral part of the tour, and running something unique in Scotland makes us attractive. We collaborate with the best inbound travel operators, bars and distilleries in Scotland to make it happen. We are nothing without great bars and whiskies".

Plans are afoot to take the tour elsewhere too. Victor says 'think big', "don't settle for a small business model, and look at how you could really get Scotland-wide."



Dirt School: Spokes in Wilderness Scotland

“The award recognises, supports and encourages innovation in Scotland’s tourism industry.”

www.dirtschool.co.uk / www.go-where.co.uk

Combine top notch coaching from skilled athletes with proven expertise in mountain bike tourism and you have the dream ticket to the best experience on Scotland’s toughest trails. That’s why Go Where Scotland and Dirt School Ltd put their resources together to offer the irresistible package of the Scottish Mountain Bike Skills Safari. Their combined expertise brings together the best of learning and coaching, with unique mountain experiences and the best of Scottish culture and hospitality. Go Where Scotland’s Andy McKenna says the award will help to deliver world-class

mountain bike adventures in Scotland which have a unique emphasis on professional level coaching and client skills development. “It means that Safari clients get the absolute maximum from their riding experience in Scotland”.

“By joining forces we open up a whole new dimension of enjoyment of Scotland”, says Chris Ball, partner at Dirt School Ltd. “They’ll leave with many new skills, unforgettable memories, a deep love and an intimate experience of Scotland’s unique wilderness”.



ScotBoats: No messing about

“The application process is reasonably straightforward. My advice would be to go for it. You have to be in it to win it.”

www.scotboats.com



If you’re a keen sailor, but perhaps not so keen on the six-figure purchase and maintenance costs of a top class yacht, then you’ll immediately see the sense behind ScotBoats. Barry Shafe has a few nautical miles under his belt, and he’s seen the concept of

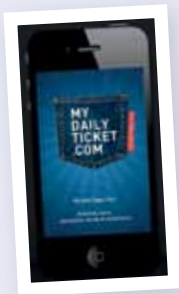
‘fractional ownership’ make dreams come true for would-be skippers elsewhere in the world. “You’ll buy a membership, which will give you access to your own yacht in the ScotBoats fleet”, says Barry. “For about six weeks in any year, you can choose when you sail and with access to other yachts wherever they are berthed in Scotland”.

ScotBoats are currently available on both the Clyde and the Forth, and Barry says his application to the Tourism Innovation Fund has allowed his business to move quickly into collaboration with boatshare operators in the south of England. At this early stage, that is a worthwhile move, according to research hosted on Tourism Intelligence Scotland which revealed opportunities in other parts of the UK. “We’re already in detailed talks with other businesses in the south of England, and expecting to bring tourist business to Scotland”, Barry says. “We had to be quick with our application to secure support in time for major boat shows, but my advice would be to go for it. It’s not a lottery, but you have to be in it to win it”.

MyDailyTicket.com: A day out in your pocket

“The hard work is in the collaborative effort and preparation.”

www.MyDailyTicket.com



Wouldn’t you stay just a little longer, enjoy just a little bit more, if you knew what was happening, and affordable, right on your doorstep and at your fingertips? MyDailyTicket.com solves that problem.

“We want to bring together visitors who would like to discover and do more, with all those attractions, activities, tours and

events that want to increase yield, promote late availability and special offers”, says Gillian Scott, whose new innovation MyDailyTicket.com will help encourage more visits to more places for longer.

It seems straightforward, but the hard work is in the collaborative effort and preparation. That’s the same effort that went into Gillian’s application to the Tourism Innovation Fund. “What we’re doing is like the application process. It’s not essentially complicated, but it does work best if you put in the preparation”, she says.

MyDailyTicket.com smart phone app and online service are at the cutting-edge of mobile technology, but for users it’s as easy as asking a well-informed local “What’s nearby that we’ll enjoy?” If only you could find that elusive well-informed local. “You don’t have to”, says Gillian. “You’ll have that information in your pocket, and our network of bloggers will offer independent reviews to back up the offers that tourism suppliers can post up to 48 hours in advance”. MyDailyTicket.com means not missing out, ever again.

Tourism Intelligence Scotland:

Your competitive edge

Gathering and using market intelligence to drive innovation is a quick, easy and effective way to improve your business.

Tourism Intelligence Scotland (TIS) is a powerful tool, giving you the opportunity to access, share and understand a range of useful information to get ahead and stay competitive. If you want to make your business an even more irresistible attraction to an even wider slice of your market, give it a try. That's not just intelligence, that's Tourism Intelligence Scotland.

TIS is a joint initiative from Scottish Enterprise, Highlands and Islands Enterprise, and VisitScotland. It's a key tool to support the industry to achieve innovation and growth in tourism. Even better, you can get all that help, right now, online.

Here are some of the tools you'll find at www.tourism-intelligence.co.uk

→ **Know what you want?** Great! Check out 'The Library' tab. Use the drop down menu to give you the search headings or you can search for specific words and topics, such as mountain biking, innovation or Fife. We have stacks of useful information in easy formats – guides, case studies, presentations, fact sheets, video clips, top tips, you name it...then just search!

→ **Not sure what you want exactly?** A bit like Amazon, TIS has a 'wordcloud' tool which highlights the top ten topics that others have recently searched for. This is a great way to keep up to date with competitors! Just click on the word you are interested in and off you go!

→ **Need to keep a hold of your searches for later?** Once you found what you want, save it in 'MY TIS' This is a great way to keep useful info for later. You can also make notes and jot down key points. 'MY TIS' is exactly that – your area of the site to make things easier.

→ **Looking for the latest news or details of an event?** Go to the 'Latest Roundup' tab. Here you will find all of the editions of *Ear to the Ground*, the big picture information and key trends. You can also find out about upcoming events and workshops that might be of interest.

Join Tourism Intelligence Scotland today – it's free!

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

Register with TIS and you'll receive *Ear to the Ground* - the TIS newsletter; each of the new TIS free guides as they are produced; and get first news about forthcoming events and workshops.

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



INNOVATION THROUGH KNOWLEDGE

Join us on LinkedIn and Twitter:

You can chat and share opinions and ideas in LinkedIn discussions. Just join the Tourism Intelligence Scotland group, and have your say. Lately, conversations have been about:

- *Homelidays and Daycations*
- *TV Tourism - 9 million tourists visit locations - spotted a film crew lately?*
- *The growth of mobile platforms for tourism e-commerce*

Share a quick TIS tweet @tourismintell – such as:

- *Did you now that 1 in 9 package holidays taken by Brits in 2010 was a cruise?*
- *It's true people love holidaying at home, yippee!*
- *Great lineup of events announced for the Year of Scotland's Islands...will you be there?*
- *Latest Tourism Innovation in Action out now - got yours?*

Tourism Innovation Toolkit Workshops:

Making new ideas happen

Wouldn't it be great if you could take a day out from running your business to get some real help and advice? Where the training is designed to meet your needs and is relevant to your business? Welcome to the specially tailored Tourism Innovation Toolkit Workshops.

Getting Started

Helping businesses become more innovative is central to our support for the Scottish tourism sector. One of the most hands-on ways we do this is through workshops that explain and deliver the Tourism Innovation Toolkit.

It's not a test, and there's no exam at the end. It's just a really useful way for groups and individual businesses in the industry to develop new ideas, new ways of working, and think more creatively to help them grow and succeed.

You can even choose where and when to stage the workshops.

You'll come away with great new ideas you can put into practice right away, because the workshops are all about getting answers to your questions. The workshops incorporate a wide variety of tools and activities to enhance creativity, encourage the generation of ideas and foster collaboration.

Group workshops

These workshops are designed for groups of businesses with a geographical or product theme in common. They are all led by an experienced facilitator and can vary in length, from half a day to longer.

- Businesses from within a destination can collaborate to identify new ways of working, or help identify new and improved experiences for the area. These might be transport, accommodation and attraction operators, or any interested business – you choose.
- Groups of businesses can also work together around a common theme – perhaps with interests in golf, sailing, mountain biking, or theatre, nature, or history, for example. The workshop will help clarify the role of the group and identify future priorities to grow the idea for mutual benefit.

In-house workshops

An experienced facilitator works with businesses during a one-day interactive workshop tailored to generate innovative ideas to boost the potential of the company taking part.

You don't need to be a huge business. The workshops are suited to groups of 4 to 16, and the facilitator works with the team taking part to address key issues for growth; identify innovative ideas; and come up with priority actions.

Getting Down to Business

Booking a workshop for your group or business is easy. Just call us on 0845 607 8787 or email on enquiries@scotent.co.uk and say you're interested in speaking to someone about running a Tourism Innovation Workshop. Our helpful staff will ensure that you have the information you need to take the first steps. In most cases, you'll not have to pay, as the cost of a workshop can often be covered by us.

www.scottish-enterprise.com/tourism-innovation-toolkit

WHERE ARE THEY NOW?

With the Tourism Innovation Fund, winning an award is just the start of the journey, and so it should be. Three past winners tell us where they are now.

Scot Tares, **Director of Skinny Tyres** (Round 1 winner)

“All the support helped us to look as professional as possible.”

www.skinnytyres.com



Right now, Scot Tares is out on the road near Pitlochry, and getting hold of him is not the easiest task. That, though, is the benefit of the Scottish wilderness, and why so many serious riders enjoy the challenge, either with Scot in the lead, or following the routes he’s mapped out.

“Being away so much, it’s been really beneficial to build up a professional website, and online commerce. It’s been important in building up our credibility”.

The business has grown too. Scot still leads tough road cycling challenges, but he’s now in demand for coaching advice as well, all a result of growing reputation and popularity. “We’re looking to expand the portfolio of trips we offer, and give each of them an identity”. When it comes to recognition, Scot’s Skinny Tyres are getting wider all the time.

Avril Berry at **Roulotte Retreat** (Round 2 winner)

“We have found the Tourism Innovation Fund to be so supportive.”

www.RoulotteRetreat.com

Since winning a Tourism Innovation Fund award, Avril Berry and Alan Fraser’s Roulotte Retreat near Melrose has become more than just a romantically glamorous Gallic getaway in stylish French Gypsy caravans, known as roulottes.

“We’re sitting, French café style on the roulotte deck, taking a break from the fashion shoot that’s been on all day”, says Avril.

Avril is getting used to a steadily growing stream of enquiries from guests keen to experience a few nights in their fully equipped authentic caravans, and others keen to use the caravans as interesting set designs.

“We have found the Tourism Innovation Fund to be so supportive, as well as providing funding to enable us to work with professional companies to showcase Roulotte Retreat through website design, recognition, illustration and in other ways that add to our wow factor”.



Paul Nixon of **Roam Edinburgh** (Round 1 winner)

“Winning an Award has helped us to expand and adapt in new directions.”

www.roamedinburgh.com



Far from competing with traditional tour guides, Paul Nixon is recruiting qualified blue-badge professionals to help write content for his GPS enhanced interactive Roam Edinburgh system. Winning a Tourism Innovation Fund award has helped him to expand and adapt his business in

new directions. “Right now, I’m rushing about Edinburgh, because I’m always working on new ideas and locations - like localised guides for Leith and Portobello”.

The business has developed quickly too. “We’ve gone from renting out PDAs to selling downloads and apps”, says Paul. “That’s the way the technology has jumped forward. Guides to Manchester, the Lakes, and London are all on sale now”. As for collaborations, Scottish Tour Guides Association members are working right now on content for Glasgow, Stirling, and Loch Lomond.

VisitScotland Growth Fund

There's support for existing tourism businesses, to help with the challenges of working together. Read on for help in working together to promote and bring in new business.

Collaborate for Success

The national tourism body, VisitScotland, complements our support for tourism business innovation with a funding package of its own. The Growth Fund is a little different, and helps in different ways. It might be just right for the idea you and your closest collaborators have in mind.

You don't need to be a big organisation, but if you are already part of a constituted marketing group, or can formally get together with at least two other tourism businesses, the VisitScotland Growth Fund can provide support with 50% of approved total marketing costs.

You may be any size at all - national, regional and local tourism groups can be eligible - but you'll need to think big. There's a minimum award of £5,000, and up to a maximum of £65,000. You'll need to think out of the box too - marketing activity should be new or a further development of current activity, which will generate additional visitors to Scotland.

There's a whole raft of other benefits too, including access to VisitScotland's industry research, statistics and expertise - and professional help from a dedicated Growth Fund advisor over the duration of the project, which should last at least 12 months.

Here's a quick check list:

- The VisitScotland Growth Fund supports new or additional marketing activity
- 50 / 50 funding - minimum award £5,000 to maximum of £65,000
- Up to 15% towards project management fees
- Up to 25% used towards the first time purchase of VisitScotland products
- Project period of at least 12 months
- A dedicated Growth Fund advisor attached throughout the project
- Access to industry research, statistics and expertise

To help spark off some ideas of your own, here are some eligible project ideas:

- Content development for a website and social media activity
- Promotion of websites by vehicles like e-marketing, online advertising, social media campaigns and search engine optimisation
- Purchase of VisitScotland products and services including first time purchase of Quality Assurance membership (up to a maximum of 25% of total project cost)
- Printed consumer marketing materials (with a clear distribution plan)
- Direct mail campaigns
- Media advertising
- Trade events and exhibition attendance
- Project Management / Consultancy costs to deliver marketing activities (up to a maximum of 15% of total project cost)
- Monitoring and Evaluation of the project

A few things are excluded from funding:

- Infrastructure projects
- Exhibition fixtures e.g. stands, plasma screens, 'fixed' capital equipment
- Booking engine development, other than that through www.visitscotland.com

As part of the celebration of 2011 as the Year of Active Scotland, there's also the special Active Growth Fund, available to support businesses across the adventure travel sector. So if you're actively out and about, and you come up with a great new idea - contact VisitScotland for some seriously strenuous support.

You'll find more details, including how to apply for both funding avenues, at www.visitscotland.org/growthfund

What to do next –

Take advantage of our support for Scottish tourism

Scottish Enterprise supports tourism businesses like yours in a variety of ways, to encourage innovation and growth. We can provide funding, market intelligence, advice and consultancy to ensure your business stays ahead of the competition.

Our support includes the Tourism Innovation Fund, Tourism Intelligence Scotland and Tourism Innovation Toolkit Workshops.

Tourism Innovation Fund:

Financial support and professional advice

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.

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 outside peak months.

Advice and consultancy can be every bit as important as the matched funding part of TIF, as the businesses featured in this edition demonstrate.

You can read more on **page 3** or call us on **0845 607 8787** (email TIF@scotent.co.uk), for an informal chat. Get your application started at www.scottish-enterprise.com/tourism-innovation-fund.

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 gives businesses the opportunity to access and share a range of valuable information including practical guides, newsletters, events and workshops, and make them work for you in many ways including the following:

- Gain useful 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 the global trends that matter to you
- Learn from other businesses, share useful insight, and collaborate.

REGISTER NOW FOR FREE ON
www.tourism-intelligence.co.uk

Go back to **page 8** for a closer look.

Tourism Innovation Toolkit Workshops:

Funded learning and collaborative working

Our Tourism Innovation Toolkit Workshops are a hands-on way in which we help businesses become more innovative. These workshops encourage businesses to develop new ideas and new ways of working. They introduce a range of tools to help creative thinking, product development, and collaborative working – which all drive growth and success.

Best of all, we tailor workshops to the specific objectives of each business or group.

Call now for more information on **0845 607 8787** or visit www.scottish-enterprise.com/tourism-innovation-toolkit

See **page 9** for more information and how to get a workshop that's right for your business.

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

