

Duff WE (Willie)

Subject: FW: Ministerial opportunity - Scottish Golf Tourism Week

From: Gaynor Simpson[redacted]

Sent: 14 July 2017 09:39

To: 'David Connor'; Kennedy P (Pamela); Tom Lovering; Katy Mathieson; 'Paul Grant'

Cc: Communications CTEA; Cook F (Fiona); Monk IV (Iain); Alan Grant; Mark Hollinshead; Kathryn Wylie

Subject: RE: Ministerial opportunity - Scottish Golf Tourism Week

Good morning all,

I just wanted to say thank you to everyone for their input in the media launch of Scottish Golf Tourism Week yesterday, particularly to Ms Hyslop for making some time in her schedule to facilitate the photos.

I've provided a DropBox link here [redacted] to the images from the photographer, Malcolm Cochrane. These can be used on all social media platforms etc. I'm not in the office today and have intermittent email access but have asked the team in the office to collate a media coverage report which will be circulated as soon as possible. So far we have picked up the following, complete update to follow later:

<http://www.insider.co.uk/news/second-annual-scottish-golf-tourism-10789997>

<https://dailybusinessgroup.co.uk/2017/07/low-pound-sees-surge-in-overseas-visitors-2/>

http://www.heraldscotland.com/news/15409444.Major_event_to_drive_tourists_to_home_of_golf/

<https://golfbusinessnews.com/news/travel/tourism-minister-tees-off-second-scottish-golf-tourism-week/>

Many thanks again,

Kind regards

Gaynor

Duff WE (Willie)

Subject: FW: Ministerial opportunity - Scottish Golf Tourism Week

From: David Connor [redacted]

Sent: 11 July 2017 15:04

To: Kennedy P (Pamela); Gaynor Simpson; Tom Lovering; Katy Mathieson

Cc: Communications CTEA; Cook F (Fiona); Monk IV (Iain); Alan Grant

Subject: RE: Ministerial opportunity - Scottish Golf Tourism Week

Hello all,

Many thanks for your input on the launch of the 2017 Scottish Golf Tourism Week. I thought it worthwhile sending a collective email to all involved for ease of final preparations.

By way of introductions: Gaynor handles PR for PSP Media, who run Scottish Golf Tourism Week while Tom Lovering is a Director of PSP Media and will be involved in the photo with Ms Hyslop on Thursday.

On Thursday morning, Ms Hyslop will be met by Tom, Gaynor and my colleague Katy Mathieson at the entrance to the Gailes Hotel at 9am. Ms Hyslop will be accompanied by Fiona Cook (cc'd here). Given Ms Hyslop's timing restrictions, the requirement is to conduct the photocall on site in the hotel grounds. There is an open area at the back of the hotel with a nice tree-lined backdrop which we have used for previous photocalls with FM. Tom will have some SGTW branded golf balls for the photo and golf clubs will also be on hand as an additional photo prop if required. Ms Hyslop has to leave for a meeting in the hotel at 9.15am.

Gaynor – can you confirm photographer please?

[redacted] Gaynor has suggested issuing on Friday to make Saturday business pages as opposed to original plan of a Sunday for Monday release. I am completely relaxed either way. Iain – would you have any thoughts from Ms Hyslop's perspective on timing?

Iain – are you happy for Gaynor to distribute on behalf of PSP Media or would you also prefer to distribute through your channels?

Happy to discuss any of these details as required.

Contact details for the morning are:

Katy Mathieson (VisitScotland) – [redacted]

Tom Lovering (PSP) – [redacted]

Gaynor Simpson (Hollicom) – [redacted]

[redacted]

Kind regards

David

David Connor

Golf PR Manager

Tel: 0131 472 2063

Mob: [redacted]

Email: [redacted]

Duff WE (Willie)

Subject: FW: Ministerial opportunity - Scottish Golf Tourism Week

From: Gaynor Simpson [redacted]

Sent: 11 July 2017 16:08

To: 'David Connor'; Kennedy P (Pamela); Tom Lovering; Katy Mathieson

Cc: Communications CTEA; Cook F (Fiona); Monk IV (Iain); Alan Grant; Rachel Lindsay; Mark Hollinshead; Kathryn Wylie

Subject: RE: Ministerial opportunity - Scottish Golf Tourism Week

Thanks David,

There are a couple of figures which needed amended re the number of face to face meetings and the number of tour operators at SGTW. I have attached an updated press release.

The photographer is Malcolm Cochrane. <http://www.malcolmcochrane.co.uk/>

Malcolm does a lot of parliamentary and corporate work, he does all my photography for Women's Enterprise Scotland, so is well versed at taking shots of this type. We will be there well before 9am. Malcolm and I intend to meet just after 8.30am to chat through set ups, as he will need longer than 15 minutes to get some decent photo options, though he does work very quickly.

Re timings, we can issue whenever suits you. I spoke to Malcolm this morning and we should theoretically have the photos as soon as he's finished and quickly prepped them so they can be issued on Thursday or Friday morning or as a Sunday for Monday. We have a number of excellent business desk contacts who will be briefed and ready to look out for the release and photos, so I anticipate that we should get a decent uptake from the story.

Please just let me know what works best for you re getting the story out.

Katy, look forward to meeting you on Thursday.

Kind regards

Gaynor



PRESS RELEASE

Tourism Minister Tees off Second Scottish Golf Tourism Week

Fiona Hyslop MSP, Cabinet Secretary for Culture, Tourism and External Affairs, has launched Scottish Golf Tourism Week 2017, as Scotland aims to hit the £300 million target for golf tourism.

Supported by VisitScotland and Scottish Enterprise, Scottish Golf Tourism Week takes place 23–27 October and brings the world's leading golf buyers to Scotland for an exceptional week of familiarisation trips and one to one meetings with golf tourism businesses from across the country.

A recent study highlighted the value of golf tourism to Scotland at £286 million per year, an increase from the 2007 figure of £220 million and on track to achieve the £300 million target by 2020 listed in Scotland's Golf Tourism Strategy, *Driving Forward Together*.

Scottish Golf Tourism Week, which was successfully introduced in 2016, aims to support this strategy by bringing over 70 of the world's leading golf tour operators to Scotland to meet more than 80 golf tourism businesses interested in attracting visiting golfers. The result will be more than 3,500 face-to-face meetings with the potential to significantly increase the 220,000 golf tourists visiting Scotland annually.

Launching the event during this year's Aberdeen Asset Management Scottish Open at Dundonald, Fiona Hyslop MSP, Cabinet Secretary for Culture, Tourism and External Affairs, said; *"I am delighted to formally launch Scottish Golf Tourism Week 2017. This event plays a key role in our drive to firmly establish Scotland as the world's leading golf destination. As a whole, the Scottish golf industry is worth more than £1.1 billion per year, supporting more than 20,000 jobs, with golf tourism contributing £286 million but even so, we know there is huge potential for growth. Our Driving Forward Together' strategy is the roadmap for achieving golf tourism growth in Scotland, reaching £300million by 2020."*

Golf tourists are an important driver for Scotland's visitor economy with research showing that golfers from overseas will spend on average 4.5 times more per day than a regular tourist and for every £1 spent on playing golf, £5 is spent elsewhere in Scotland's economy including accommodation, food & drink, retail and other tourism attractions.

Cont/d...

2/...

Scotland's national tourism organisation, VisitScotland, describes Scottish Golf Tourism Week as a "game changer" for golf tourism businesses in Scotland. Malcolm Roughead, Chief Executive of VisitScotland said; *"Last year's inaugural Scottish Golf Tourism Week showed that Scotland can change the way it engages with global golf tour operators and buyers, creating more opportunities than ever before for golf travellers to visit the country where the game began. This year's event will be even larger, with the potential for up to 3,500 business meetings, as well as familiarisation trips for over 70 tour operators coming to Scotland from Scandinavia, North America, Europe and Asia."*

The week is organised by PSP Media Group, who also run the successful Scottish Golf Show, as a way of giving more Scottish businesses, particularly those who do not have the resources to attend overseas events, unparalleled access to global tour operators and buyers.

Tom Lovering, Commercial Director at PSP Media said; "Scotland is the first country in the world to bring golf tourism businesses and global buyers together on home soil, allowing an outstanding golfing product to speak for itself. We are determined to support the drive to grow Scotland's golf industry, increasing the 220,000 golf tourists who come to Scotland annually."

He continued; "Scottish businesses are offered the chance to exhibit on an individual basis at the event, where they have the opportunity to meet each of the buyers face-to-face. For some of the smaller businesses, this is a unique opportunity to engage with key tour operators at an event of this scale."

As part of the focus on Ayrshire as a golfing destination, this year's Scottish Golf Tourism Week will take place at Turnberry. As well as one to one meetings and familiarisation trips, there will also be seminars and networking opportunities

throughout the week, culminating in the prestigious Scottish Golf Tourism Awards,

Tom Lovering, director of event organisers PSP Media Group, concluded: "As organisers of Scottish Golf Tourism Week, we appreciate the importance of golf tourism to the whole of the Scottish economy and we have no-doubt that, with each successive year, this event will add several millions to an already buoyant market place. Last year's inaugural Week was a resounding success and 2017 is shaping up to be even bigger and better."

ENDS

10 July 2017

For more detail on the value of golf tourism to Scotland visit:

http://www.visitscotland.org/research_and_statistics/tourism_sectors/golf.aspx

For further information on Scottish Golf Tourism Week 2017, please contact Gaynor Simpson at Hollicom on [redacted] or email [redacted]

For further information on VisitScotland, please contact David Connor, Golf PR Manager, VisitScotland on [redacted] or [redacted]

Duff WE (Willie)

From: Monk IV (Iain)
Sent: 25 September 2017 14:57
To: Duff WE (Willie)
Subject: FW: FOR CLEARANCE: News Release - Scottish Golf Tourism Week

From: Monk IV (Iain)
Sent: 11 July 2017 11:01
To: Kennedy P (Pamela)
Subject: RE: FOR CLEARANCE: News Release - Scottish Golf Tourism Week

Great, thank you.

From: Kennedy P (Pamela)
Sent: 11 July 2017 10:34
To: Monk IV (Iain)
Subject: RE: FOR CLEARANCE: News Release - Scottish Golf Tourism Week

Iain,

Plan is to put it out on Sunday for Monday papers so shouldn't overlap with the below.

Pamela

From: Monk IV (Iain)
Sent: 11 July 2017 10:33
To: Kennedy P (Pamela)
Subject: FW: FOR CLEARANCE: News Release - Scottish Golf Tourism Week

Pamela,

To see from FM comms. Could you ask EventScotland, please?

Iain

From: Jays R (Ruth)
Sent: 11 July 2017 10:14
To: Monk IV (Iain)
Subject: RE: FOR CLEARANCE: News Release - Scottish Golf Tourism Week

Iain,

When is this going out? Could we do it tomorrow or later on on Thursday to space it out from the tourism stats quote and the FM's Scottish Open news release?

Thanks

Ruth

From: Monk IV (Iain)
Sent: 10 July 2017 15:35
To: Cabinet Secretary for Culture, Tourism and External Affairs
Cc: Minister for International Development and Europe; Sizeland B (Bettina); Cook F (Fiona); Walsh R (Richard);

Morrison IS (Iain); Veitch LW (Lynne); Kennedy P (Pamela); Pryce JM (Jonathan); Antognetti E (Elettra); Burke B (Barbara); Dello Sterpaio C (Cristina); Macpherson I (Iona); Johnson C (Christopher); Jays R (Ruth); Bowman K (Katy)

Subject: FOR CLEARANCE: News Release - Scottish Golf Tourism Week

Barbara,

SCOTTISH GOLF TOURISM WEEK

Supported by VisitScotland and Scottish Enterprise, Scottish Golf Tourism Week takes place at Trump Turnberry between 23-27 October.

I have attached a news release from event organisers. They have requested a supporting quote from Ms Hyslop. The focus is on the value of golf tourism across Scotland.

Is the Cabinet Secretary content with the words drafted in her name?

Iain

Iain V Monk
Senior Media Manager
Communications Tourism, Culture and External Affairs
The Scottish Government
0131 244 2972

Duff WE (Willie)

From: Kennedy P (Pamela)
Sent: 21 September 2017 11:12
To: Kennedy P (Pamela)
Subject: FW: FOR CLEARANCE: News Release - Scottish Golf Tourism Week

From: Kennedy P (Pamela)
Sent: 10 July 2017 17:27
To: Cabinet Secretary for Culture, Tourism and External Affairs; Monk IV (Iain)
Cc: Minister for International Development and Europe; Sizeland B (Bettina); Cook F (Fiona); Walsh R (Richard); Morrison IS (Iain); Veitch LW (Lynne); Pryce JM (Jonathan); Antognetti E (Elettra); Burke B (Barbara); Dello Sterpaio C (Cristina); Macpherson I (Iona); Johnson C (Christopher); Jays R (Ruth); Bowman K (Katy)
Subject: RE: FOR CLEARANCE: News Release - Scottish Golf Tourism Week

Thanks Chris.

I'm firming up details for the photocall to accompany this news release and will get back to you as soon as possible. Proposal is to do it at the **Gailes Hotel, Irvine, 9am Thursday** immediately before the Cabinet Secretary goes in to the VS Board meeting.

Pamela

From: Nicholson C (Chris) **On Behalf Of** Cabinet Secretary for Culture, Tourism and External Affairs
Sent: 10 July 2017 16:37
To: Monk IV (Iain); Cabinet Secretary for Culture, Tourism and External Affairs
Cc: Minister for International Development and Europe; Sizeland B (Bettina); Cook F (Fiona); Walsh R (Richard); Morrison IS (Iain); Veitch LW (Lynne); Kennedy P (Pamela); Pryce JM (Jonathan); Antognetti E (Elettra); Burke B (Barbara); Dello Sterpaio C (Cristina); Macpherson I (Iona); Johnson C (Christopher); Jays R (Ruth); Bowman K (Katy)
Subject: RE: FOR CLEARANCE: News Release - Scottish Golf Tourism Week

Content to clear.

Kind regards,

Chris

Chris Nicholson | Private Secretary to the Cabinet Secretary for Culture, Tourism and External Affairs

St. Andrews's House, Regent Road, Edinburgh, EH1 3DG | Tel: 0131 244 7716 | **[redacted]**

From: Monk IV (Iain)
Sent: 10 July 2017 15:35
To: Cabinet Secretary for Culture, Tourism and External Affairs

Cc: Minister for International Development and Europe; Sizeland B (Bettina); Cook F (Fiona); Walsh R (Richard); Morrison IS (Iain); Veitch LW (Lynne); Kennedy P (Pamela); Pryce JM (Jonathan); Antognetti E (Elettra); Burke B (Barbara); Dello Sterpaio C (Cristina); Macpherson I (Iona); Johnson C (Christopher); Jays R (Ruth); Bowman K (Katy)

Subject: FOR CLEARANCE: News Release - Scottish Golf Tourism Week

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I have attached a news release from event organisers. They have requested a supporting quote from Ms Hyslop. The focus is on the value of golf tourism across Scotland.

Is the Cabinet Secretary content with the words drafted in her name?

Iain

Iain V Monk
Senior Media Manager
Communications Tourism, Culture and External Affairs
The Scottish Government
0131 244 2972

Duff WE (Willie)

From: Kennedy P (Pamela)
Sent: 10 July 2017 17:24
To: David Connor
Cc: Communications CTEA; Cook F (Fiona); Monk IV (Iain)
Subject: RE: Ministerial opportunity - Scottish Golf Tourism Week

David,

Ms Hyslop has cleared the quote in her name as drafted [redacted]

Let's keep in touch re. choreography for Thursday – who will meet the Cab Sec, where etc.

Thanks

Pamela

Pamela Kennedy |Events Policy, Strategy and Engagement |Directorate for Culture, Tourism & Major Events|Scottish Government |Tel: 0131 244 3704 |Mob: [redacted]

Ward W (Winnie)

Subject: FW: Ministerial opportunity - Scottish Golf Tourism Week

From: David Connor [mailto:[redacted]]
Sent: 10 July 2017 12:43
To: Kennedy P (Pamela)
Cc: Communications CTEA; Cook F (Fiona)
Subject: RE: Ministerial opportunity - Scottish Golf Tourism Week

Thanks Pamela,

9am would be ideal. Photocall would be with Tom Lovering from PSP, who runs the Scottish Golf Tourism Week. I know the Gales Hotel and there are plenty of places we can do it that won't look like the inside of a hotel room.

I have attached an updated press release and grateful for any thoughts on this.

Kind regards

David

David Connor
Golf PR Manager
Tel: 0131 472 2063
Mob: [redacted]
Email: [redacted]

From: Kennedy P (Pamela)
Sent: 10 July 2017 11:31
To: David Connor <[redacted]>
Cc: Communications CTEA
Subject: RE: Ministerial opportunity - Scottish Golf Tourism Week

David,

Indications are that if the photo opp could take place at the Gales Hotel, Irvine at around 9am we could probably make it work.

Could you also send over the latest draft of the proposed press release?

Thanks

Pamela

Pamela Kennedy | Events Policy, Strategy and Engagement | Directorate for Culture, Tourism & Major Events | Scottish Government | Tel: 0131 244 3704 | Mob: [redacted]

From: David Connor [redacted]
Sent: 07 July 2017 16:34

To: Kennedy P (Pamela)
Cc: Communications CTEA
Subject: RE: Ministerial opportunity - Scottish Golf Tourism Week

Hello Pamela,

Thanks for coming back to me. That could work really well if we were able to do a photo on Thursday morning and then hold to go out with the press release on Sunday? This will mean it doesn't clash with any FM comms from the Scottish Open on Thursday.

If you can let me know what time she might be available on Thursday morning and we can arrange to do something at whatever location will work – either onsite or in/around the hotel where the VS board meeting is taking place.

Tom Lovering from PSP would take part in the photocall and we can get some logo'd golf balls or other props as required.

Comms team – I'm happy to pick up directly with regards any background or specifics as required.

Thanks

DC

David Connor
Golf PR Manager
Tel: 0131 472 2063
Mob: [redacted]
Email: [redacted]

From: Kennedy P (Pamela)
Sent: 07 July 2017 16:24
To: David Connor [redacted]
Cc: Communications CTEA
Subject: RE: Ministerial opportunity - Scottish Golf Tourism Week

Hi David,

Just heard from Ms Hyslop's office that she could potentially do a photocall for this announcement first thing Thursday morning, before her planned attendance at the VS Board meeting in Irvine. Otherwise it will have to be press release only as she is on leave or tied up with the Edinburgh Festivals for the other two big golf events. It would be best to get the release cleared before next Friday regardless of when it's put out as we'll not get another chance for around 3 weeks.

Let me know what you think. I've copied in the portfolio comms team – your original email at the end of this chain will be useful background.

Pamela

Pamela Kennedy | Events Policy, Strategy and Engagement | Directorate for Culture, Tourism & Major Events | Scottish Government | Tel: 0131 244 3704 | Mob: [redacted]

From: David Connor [[redacted]]
Sent: 05 July 2017 11:41
To: Kennedy P (Pamela)
Subject: RE: Ministerial opportunity - Scottish Golf Tourism Week

Hi Pamela,

Thanks for the update on this yesterday. I understand that Ms Hyslop will not be in a position to be present at the Scottish Open. Given that there is no specific time sensitivity around this announcement I wondered whether it would be worth me speaking directly with her press officer to discuss the possibility of making this announcement at a different time or whether the preference would be to go with the press release only?

If so, can you let me know who you have been in contact with and I can pick up directly?

Thanks

DC

David Connor
Golf PR Manager
Tel: 0131 472 2063
Mob: [redacted]
Email: [redacted]

From: David Connor
Sent: 29 June 2017 12:45
To: [redacted]
Subject: RE: Ministerial opportunity - Scottish Golf Tourism Week

Hello Pamela,

[redacted]

Timings are definitely flexible although Sunday for Monday newspapers would probably work quite well.

Grateful if you can let me know if you get any feedback from Ms Hyslop's comms team on this so I can let PSP know asap.

Kind regards

David

David Connor
Golf PR Manager
Tel: 0131 472 2063
Mob: [redacted]
Email: [redacted]

From: Kennedy P (Pamela)
Sent: 21 June 2017 17:24
To: David Connor [redacted]
Subject: RE: Ministerial opportunity - Scottish Golf Tourism Week

Thanks David, I'll factor this into advice. Assume there would be some flexibility on which day the announcement was made?

P

From: David Connor [[redacted]]
Sent: 21 June 2017 12:28
To: Kennedy P (Pamela); Lightbody S (Sara); Sizeland B (Bettina)
Subject: RE: Ministerial opportunity - Scottish Golf Tourism Week

Pamela,

After further thought, although it wouldn't be essential, there would be an opportunity to arrange a photocall (either open or closed) at Dundonald Links to issue alongside the press release should the Cab Sec be keen to participate.

DC

David Connor
Golf PR Manager
Tel: 0131 472 2063
Mob: [redacted]
Email: [redacted]

From: David Connor
Sent: 20 June 2017 15:31
To: Kennedy P (Pamela); Lightbody S (Sara); Sizeland B (Bettina); Bowman (Katy)
Cc: Alan Grant [redacted]; Leon Thompson [redacted]
Subject: RE: Ministerial opportunity - Scottish Golf Tourism Week

Thanks Pamela, that is correct. The only (potential) piece of media activity would be if it interests broadcasters such as BBC or STV and they are looking for a piece to camera at Dundonald.

DC

David Connor
Golf PR Manager
Tel: 0131 472 2063
Mob: [redacted]
Email: [redacted]

From: Kennedy P (Pamela); [redacted]
Sent: 20 June 2017 15:29
To: David Connor [redacted] Lightbody S (Sara); Sizeland B (Bettina); Bowman K (Katy)
Cc: Alan Grant [redacted] Leon Thompson [redacted]
Subject: RE: Ministerial opportunity - Scottish Golf Tourism Week

David,

If I've understood correctly the intention would be to issue a press release with a (prominent) quote focussing on golf tourism from the Cabinet Secretary, rather than an in-person announcement? If that's the case I think it's fine to indicate to SGTW at this stage that we can do that. We'll just have to consider scheduling – as Katy says we wouldn't want this to get mixed-up with/lost in the FM's activity.

Pamela

From: Bowman K (Katy) [redacted]
Sent: 20 June 2017 15:17
To: David Connor [redacted]; Lightbody S (Sara); Kennedy P (Pamela); Sizeland B (Bettina)
Cc: Alan Grant [redacted]; Leon Thompson [redacted]
Subject: RE: Ministerial opportunity - Scottish Golf Tourism Week

Thanks Pamela.

As an aside, I don't think AAM want another minister for trophy presentation at the SO, but they may welcome attendance regardless if we still want involvement.

From: Bowman K (Katy)
Sent: 20 June 2017 14:51
To: 'David Connor'; Lightbody S (Sara); Kennedy P (Pamela); Sizeland B (Bettina)
Cc: 'Alan Grant'; 'Leon Thompson'
Subject: RE: Ministerial opportunity - Scottish Golf Tourism Week

Hi David

Sorry for the delay in coming back to you.

I think this is a good announcement for Ms Hyslop given the links to major events and tourism so would suggest it's put to her for consideration. My hesitation in putting it up for FM is her focus at the SO will be on events with children (clubgolf and the Making Maths Count initiative) so I'd rather keep our messaging linked to that and the SO itself, rather than introduce another story into the mix.

Thanks

Katy

From: David Connor [[redacted]
Sent: 16 June 2017 14:35
To: Lightbody S (Sara); Kennedy P (Pamela); Sizeland B (Bettina); Bowman K (Katy)
Cc: Alan Grant; Leon Thompson
Subject: Ministerial opportunity - Scottish Golf Tourism Week

Hello all,

I wanted to flag up an opportunity for a Ministerial announcement in relation to the successful launch of the second Scottish Golf Tourism Week and thought this may be of interest in relation to FM's visit to the Scottish Open at Dundonald on Thursday 13 July.

By way of some brief background, VisitScotland and Scottish Enterprise supported the creation and launch of the inaugural Scottish Golf Tourism Week in October 2016. This was designed to give golf tourism businesses the opportunity to meet with golf tour operators from all over the world on home turf rather than going to the expense of travelling to other countries to attend trade shows. Some key messages from last year include:

- Last year's inaugural event was truly groundbreaking, as Scotland became the first country in the world to bring golf tourism businesses and global buyers together on home soil, allowing an outstanding golfing product to speak for itself. The result was over 70 suppliers getting in front of 64 tour operators, many of whom they would never have had the opportunity to meet otherwise.

- These 64 tour operators – from over 30 countries, across 4 continents – represented 38,700 golfing clients who have come to Scotland to play some 225,000 rounds of golf. Based on a typical course fee of £60 per round, this alone stacks up to over £15million of revenue. Add the value of bed nights, incremental spend on food, drink and non-golf tourist activities and the value to the Scottish economy rises even further.
- During the course of Scottish Golf Tourism Week 2016, just over 2,900 meetings took place. Such was the success of the event, almost 90% of suppliers immediately re-booked for the 2017 event.
- Scottish Golf Tourism Week 2017 is shaping up to even bigger, with more suppliers and tour operators signed up, creating the potential for almost 3500 meetings. Based on estimated spend generated from last year’s event, it is predicted that the SGTW 2017 could increase revenue-generating opportunities for suppliers by 18%, growing further the £286 million which golf tourism currently contributes to the economy.
- Crucially, Scottish Golf Tourism Week is also perfectly aligned with ‘Driving Forward Together’, the roadmap for achieving golf tourism growth in Scotland, and the goal of increasing the value of golf tourism to the Scottish economy by 20%, reaching £300million by 2020.

The organisers of the show, PSP Media, are keen to officially launch the 2017 SGTW with the launch centring on the fact that given last year’s success they have already “sold out” of exhibitor places for 2017. Given FM’s visit to the Scottish Open I thought this might be a good announcement for her to front by way of press release on the day, in the wider context of the importance of golf tourism to Scotland’s economy.

[redacted]

I would hope that this would be of interest as an FM, or other Ministerial opportunity, during the busy summer golfing period and would allow for strong messaging in terms of our hosting of major golf events and the value of golf tourism to Scotland in terms of jobs, GVE and economic impact. I have attached a media pack from last year’s event with some more background information and stats.

I’m happy to discuss and further develop the scope of the opportunity but I wanted to get some initial feedback to gauge interest.

I’m conscious there is lots happening at the moment but I wonder if there is any prospect of some initial feedback early next week to allow SGTW to plan some activity during the summer.

Kind regards

David

David Connor
Golf PR Manager
 Tel: 0131 472 2063
 Mob: [redacted]
 Email: [redacted]

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 For information on [Travel trade](#)

From World Heritage Sites to ancient monuments, cultural traditions to our myths, stories and legends, History, Heritage and Archaeology, running from 1 January to 31 December shines a spotlight on Scotland's

2017 Year of
 our
 finest assets,

icons and hidden gems. 2017 is the year to delve into the past – come and make history with us! #HHA2017 #facethepast

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Before you print think about the ENVIRONMENT

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Dh'fhaodadh gum bi teachdaireachd sam bith bho Riaghaltas na h-Alba air a chlàradh neo air a sgrùdadh airson dearbhadh gu bheil an siostam ag obair gu h-èifeachdach neo airson

adhbhar laghail eile. Dh'fhaodadh nach eil beachdan anns a' phost-d seo co-ionann ri beachdan Riaghaltas na h-Alba.

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Duff WE (Willie)

From: Kennedy P (Pamela)
Sent: 27 September 2017 12:34
To: Duff WE (Willie)
Subject: FW: Ministerial opportunity - Scottish Golf Tourism Week

From: Kennedy P (Pamela)
Sent: 20 June 2017 15:14
To: Bowman K (Katy); 'David Connor'; Lightbody S (Sara); Sizeland B (Bettina)
Cc: 'Alan Grant'; 'Leon Thompson'
Subject: RE: Ministerial opportunity - Scottish Golf Tourism Week

All,

I'll pick this up - we're in the process of checking Ministerial availability (other than FM) for the summer golf programme.

Pamela

Pamela Kennedy |Events Policy, Strategy and Engagement |Directorate for Culture, Tourism & Major Events|Scottish Government |Tel: 0131 244 3704 |Mob: [redacted]