

2021 Tourism Summit
 Tuesday 9 November – Thursday 18 November
PROGRAMME SUMMARY

Tuesday 9 November	
19:00 – 20:30	Welcome; Industry Trends & Insights • Welcome by Ailsa Heal, Destination Manager for Destination Orkney • Introduction to Rob Dickson, Director of Industry and Destination Development, VisitScotland • Industry Trends and Visitor Expectations by Chris Greenwood, Senior Tourism Insights Manager for VisitScotland
20:30 - 21:00	Destination Orkney AGM • Welcome and apologies • Minutes of previous AGM • Chair's report • Presentation of Financial reports • Elections for Destination Orkney Board
Wednesday 10 November	
19:00 – 20:00	10 Top Money Tips with Scholes Speakers: Karen Scholes, Ryan Allan, Scholes Chartered Accountants Ten Top Tips for a viable, profitable, and sustainable business. Karen and Ryan will present bite size tips with relevant examples to tourism businesses in Orkney. <i>Please email any questions you have for this session to admin@destinationorkney.co.uk with the subject: 'Summit - Scholes Q&A' by Friday 5 November.</i>
20:15 – 21:15	Maximise Your Business Potential Speakers: Kinlay Francis, Orkney Uncovered; Tracey Maree; and Kirsteen Stewart Photographer and project manager Tracey Gordon of Tracey Maree Photography and designer Kirsteen Stewart have teamed up to bring a new service to Orkney. Through their experience they bring products, accommodation and services to life to enhance and sell your story to your customers. Join them for this session where they will cover how styling and photography can work for your business, offer you their tried and tested tips to help you for the season ahead with ease and will answer your questions online during the session. Kinlay Francis, owner of Orkney Uncovered and Destination Orkney director, will share his tips on building your social media presence with easy to apply ideas on interesting content, images and video footage to engage your target market.

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Thursday 11 November	
18:30 – 20:00	Responsible and Sustainable Tourism Speaker: Harold Goodwin What could Responsible Tourism offer Orkney? Back in 2017 I was honoured to be asked to speak at the Orkney Tourism Spring Summit and for the first time visited. I was captivated by your archipelago. I look forward to sharing in your discussions about the future of tourism in your unique places and to answering your questions about Responsible Tourism. Harold Goodwin, www.haroldgoodwin.info <i>If you have questions you would like to ask Harold to be discussed during the event, please email admin@destinationorkney.co.uk with the subject heading ' Summit: Harold Goodwin' by Friday 5 November.</i>
20:15 – 21:15	Orkney Gateway Islands Deal: an update Speaker: Thomas Knowles, Strategic Investments, Historic Environment Scotland An overview of the Orkney Gateway programme (a partnership between OIC, HIE and HES) which seeks to reduce detrimental impacts of tourism on the Heart of Neolithic Orkney (HONO) World Heritage Site. We will look at the programme aims and how we are taking forward elements of this under the Islands Deal funding award, and the processes this entails. Thomas will touch on the recent public consultation and the impact this has had on developing a preferred solution for the Outline Business Case which will be further developed in the Full Business Case. <i>Please email any questions you have for this session to admin@destinationorkney.co.uk with the subject: 'Summit - Gateway Q&A' by Friday 5 November.</i>

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Tuesday 16 November	
19:00 – 20:00	Funding and Development Opportunities Speakers: Cheryl Chapman, VisitScotland; Stuart Allison and Wendy Pickles Economic Development/Business Gateway; and Ruth Kirkpatrick, Highlands & Islands Enterprise. Short presentations from each speaker on current funding and training/support to help Orkney business recovery and growth, with a live Q&A session to finish.
20:15 - 21:15	Maximise Your Business Potential 2 Speakers: Jill Glen and David Garrick, Connect Three (Skills Development Scotland); Alex Fenton, NB Communication Why knowing your Unique Selling Point (USP) is so important for 2022. What makes your business different? How do you communicate this to your potential customers? How do you get yourself noticed amidst so much competition? A well-defined, honest USP can help you be heard above the noise and help your business to grow. Jill will take you through an easy step-by-step to find and shout about your unique selling points. Orkney.com is driven by listings and optimising yours can have a positive impact on user experience within Orkney.com, but also for your own business presence online. Join this session where Alex will take you through a simple list of factors that can help you make the most of your Orkney.com listing. As a bonus, much of the advice will also be applicable to optimising your own website for search engines too.
Wednesday 17 November	
19:00 – 20:00	Orkney Cruise Strategy Speaker: Paul Olvhoj, Business Development Manager, Marine Services Paul will provide an overview of the Cruise Strategy and consultation program. <i>Please email any questions you have for this session to admin@destinationorkney.co.uk with the subject: 'Summit - Cruise Strategy Q&A' by Friday 5 November.</i>
20:15 – 21:15	Short Term Let Legislation Speaker: Fiona Campbell, Chief Executive, The Association of Scotland's Self-Caterers (ASSC) An update on the anticipated legislative changes to short-term letting regarding mandatory licensing. And live Q&A session. <i>Please email any questions you have for this session to admin@destinationorkney.co.uk with the subject: 'Summit - ASSC Q&A' by Friday 5 November.</i>

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19:00 – 20:00	Climate Vulnerability Index Speaker: Alice Lyall, Deputy Head of World Heritage, Historic Environment Scotland, Alice will be talking about The Climate Vulnerability Index: Climate change and community at Orkney's World Heritage Site. Heart of Neolithic Orkney was chosen as the first cultural World Heritage Site to apply this new international approach to understanding the risks of accelerating climate change: not only to the physical World Heritage property but also to the community's social, cultural and economic life. <i>Please email any questions you have for this session to admin@destinationorkney.co.uk with the subject: 'Summit - Alice Lyall' by Friday 5 November.</i>
20.15 – 21.15	What does the eco-traveller want? Speaker: Mark Rowe, Travel Writer Sustainable tourism is key to Orkney's future as a visitor destination but who are sustainable tourists and what do they expect from their holiday? Mark Rowe, author of the Bradt guide to Orkney which emphasised sustainable and eco-tourism to the islands, will offer insights into the expectations of the green traveller and suggest ways in which Orkney's tourism sector, from B&Bs to visitor attractions can meet them.