

# Adventure Tourism Trade Meeting

**Date:** 17<sup>th</sup> November 2010  
**Venue:** The Grant Arms Hotel, Granttown on Spey  
**Minute prepared by:** Caroline Warburton, Wild Scotland

## Present

- Chris Doyle, Adventure Travel Trade Association
- Mark Diggins, British Mountain Guides
- Patrick Harrison, Cairngorms Activity Providers Group (Cairngorms Business Partnership)
- Steve Duncan, Forestry Commission Scotland
- John Armstrong, Glenmore Lodge / Scottish Adventure Activity Forum
- Tina and John Cuthbertson, Lochaber Outdoor Learning Partnership
- Andy Burton, Lochaber - Outdoor Capital of UK
- Peter Varley, School of Adventure Studies
- Anne Gray, Scottish Rural Property and Business Association
- Jacqueline Riley, Trekking and Riding Society of Scotland
- Sally Dowden, Wild Scotland (Chair)
- Caroline Warburton, Wild Scotland

## Apologies

- Sarah Troughton, Country Sports Tourism Group
- Tracey McNeish, Dumfries and Galloway Mountain Biking Business Network
- Tony Bennet, Sail Scotland
- Jonathan Willet, Scottish Tourist Guides Assoc (STGA)
- Sarah McDonald, Tweed Valley Tourism Consortium

Following introductions and apologies, Sally Dowden provided background to the meeting explaining that it was called as a result of the Adventure Travel World Summit in October and a subsequent meeting of activity tourism operators. At the meeting of operators, all agreed that Scotland had the opportunity to be one of the leading adventure tourism destinations in the world, however in order to achieve this goal operators needed to work together better. The first step was to bring together adventure tourism-related associations together to discuss the same issues and look at way forwards. Wild Scotland had also been charged with this action.

There was discussion about the broad range of organisations involved in different aspects of sector, ranging from governing bodies, trade associations to interest groups. It was agreed that a list of the organisations with their aims and remits would be helpful in furthering discussions (see AP1). There was total agreement amongst the meeting that the industry should look at ways to work together more efficiently, and to capitalise on the Adventure Tourism World Summit.

A number of other issues were raised which needed to be considered in order to move things forward, none of which were considered to be insurmountable. These were:

- Large number of small and micro-businesses involved in the sector with limited resources;
- Multiple membership fees payable when businesses join a range of organisations;
- Importance of good communication to members and between organisations;
- Broad range of activities within the adventure travel sector;
- Any amalgamation must be led by the industry.

Wild Scotland also informed the group that they had been speaking with Activity Scotland about merging the two organisations in order to create a stronger voice.

As a result of the discussion, the following action points were agreed:

**AP1:** All organisations who wish to provide their aims and fees of their organisation to forward them to CW.

**AP2:** CW to draft a proposal on a future vision for closer working within the adventure tourism sector. All to feedback comments.

**AP3:** CW to prepare survey for all adventure tourism operators regarding closer working arrangements.

**Date of Next Meeting:** to be held in Perth in December.