



**STA Conference – Shetland’s Tourism Industry Conference
15th November 2022 – Shetland Museum and Archives, 9am to 5.30pm**

To attend the conference please **book** your place via the invitation link you have been sent. If you have not been sent an invitation to book for the event but would like to attend, please contact info@shetlandtourismassociation.org

Please note there are limited places available, and we do ask that you book no more than two places per organisation and that all bookings are honoured. The STA reserves the right to charge the full cost of any unused bookings.

Programme (This may be subject to minor changes before the event)

9.00-9.30 - Arrival, registration, and networking – You will be asked to register for breakout sessions upon arrival on a first come, first served basis.

9.30 - 9.45 Welcome, housekeeping and presentation of the day's content

9.45 - 10.15 HIE Speaker – The future of Tourism is Green, Sustainable, and Responsible

10.15 - 11.00 Rural Tourism Development - 2 Shetland case studies followed by Q&A

11.00 - 11.30 Morning coffee and networking

11.30-12.00 VisitScotland, A presentation from the Shetland and Orkney Industry Relationship Manager, Lee Inkster, Shetland and Orkney a Comparison.

12.00 -12.45 Breakout Session (1, 2 or 3, see below)

12.45 - 14.00 Networking lunch

14.00 -14.45 Breakout Session (4, 5 or 6, see below)

14.45 - 15.30 Promote Shetland Current projects and Future Plans followed by a Q&A

15.30 - 16.00 Shetland UNESCO Global Geopark - Realising the Opportunity (Shetland Amenity Trust)

16.00 – 16.30 Cruise Tourism New Trends and Excursion Development – How to Get on Board!

16.30 -16.45 Closing remarks and thanks

16.45 - 17.30 Networking Drinks

Breakout rooms

1 The Shetland Geological Society – Exploring the Full Potential

2 Short Term Let Licencing Guidance (Environmental Health)

3 Promoting Shetland as a Food and Drink Destination (SFAD)

4 Agritourism - Opportunities and Challenges in Shetland

5 NB Communication – Building a Digital Strategy - How to spend what little time you have effectively!

6 TBC

Please bear in mind that the vast majority of sessions are confirmed, but content may vary slightly and running order may need to change depending on speakers' availability.

If you have any questions please do not hesitate to get in touch –
info@shetlandtourismassociation.org