



Scottish
TOURIST BOARD

To: Chief Executives of New Unitary Authorities
Local Enterprise Companies and new Area Tourist Boards

c.c. Tourist Signposting National Working Group
Jon Harris, COSLA
Eddie Brogan, Scottish Enterprise National
Neil Frances, Highlands and Islands Enterprise

18 December 1995

Dear Colleague

**TOURIST SIGNPOSTING - CONFERENCE
30 JANUARY 1996 AT STIRLING**

Please find enclosed an invitation to the above Conference, which is being held to coincide with the introduction of new regulations for Tourist Signposting.

I would be grateful if you would draw it to the attention of appropriate members and staff within your organisation.

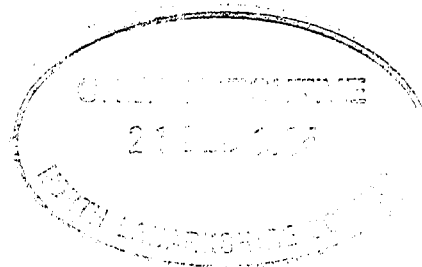
I look forward to seeing your representatives at the Conference.

Yours sincerely

Ian Dunlop

IAN H DUNLOP
Deputy Director
Visitor Services

IHD/kmr



**TOURIST
SIGNPOSTING
IN SCOTLAND**

**POINTING
THE WAY
FOR
VISITORS**

**Stirling
Highland
Hotel**

**Tuesday
30th January
1996**

**Exhibitions and Events
SCOTTISH TOURIST BOARD
23 RAVELSTON TERRACE
EDINBURGH
EH4 3EU**

**please
affix
postage
stamp**



**Scottish
TOURIST BOARD**

The Scottish Tourist Board announces a one day conference on Tourist Signposting to be held at the Stirling Highland Hotel on Tuesday 30th January 1996 to discuss the implementation of recent proposed changes to Tourist Signposting regulations and to maximise the potential benefit that improved signposting can bring throughout Scotland.

The target audience for this conference is
**MEMBERS and OFFICIALS of
 ROADS AND PLANNING AUTHORITIES
 ENTERPRISE AGENCIES and
 AREA TOURIST BOARDS.**

To encourage participation STB are inviting these bodies to send two representatives to the conference without charge.

Additional delegates may be possible but will be charged a £40 per person delegate fee.

The conference will feature keynote speakers and the programme will include question and answer sessions.

The programme will start at 10.30am; will include a light luncheon; and will be scheduled to conclude at 3.30pm.

REGISTRATION FORM

Please complete this form and send it ENCLOSING PAYMENT (if applicable) to the Scottish Tourist Board at the address overleaf.

Name

Name

Organisation

Address

Tel
 Fax

Additional delegate(s) at £40 per person

**PLEASE REGISTER BY
 FRIDAY 12th JANUARY 1996**

**Please make your cheque payable to:
 'SCOTTISH TOURIST BOARD'
 and crossed a/c payee and enclose with this form to Scottish Tourist Board.**