



MEDIA RELEASE

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Immediate Use**

VISITSCOTLAND.COM AWARDED INVESTORS IN PEOPLE

- **Staff celebrate new milestone in evolution of VisitScotland.com**
- **IIP congratulates team at presentation**
- **Photograph shows Marco Truffelli, Chief Executive and Trish Young, HR Manager, both of VisitScotland.com**

VisitScotland.com, Scotland's national bookings and information company, has been awarded the National Standard for Investors in People following an 18 month assessment programme.

The award has been made in recognition of developments in people management, career development and training. VisitScotland.com is one of the first 'dot com' organisations to make the grade in Scotland.

Hans Rissmann OBE, Chair of Investors in People in Scotland, commented;

"This award is a significant milestone for VisitScotland.com which demonstrates a clear commitment to their people and through them to their customers and partners in Scotland. This is an essential ingredient to any successful organisation and provides an excellent vehicle to help VisitScotland.com achieve its long term goals"

The award was welcomed by Peter Russian, Chief Executive of Investors in People in Scotland. He commented;

"It is really important that companies like VisitScotland.com show effective management and leadership and that delivering good customer service is at the heart of everything they do. If you don't get the people right, then you're not heading in the right direction. We congratulate VisitScotland.com on this award."

Marco Truffelli, Chief Executive of VisitScotland.com, commented:

“Our people are VisitScotland.com’s main asset. We are a learning organisation made of caring, dedicated and proud individuals sharing a passion for Scottish tourism and committed to inspire, inform and enable our visitors to experience and enjoy Scotland.

VisitScotland.com believes in life long learning and continuous improvement through personal development and business coaching. The Investors in People award is an important milestone in our virtuous journey towards total quality management and we look forward to developing and progressing with this valuable programme in the coming years.

This important award is a beacon for the whole team, progressing through mutual support, as we grow as individuals and as a business, working in partnership with the Scottish tourism industry.”

VisitScotland.com UK’s most successful national tourism organisation’s website attracting seventeen million web visits in 2007. The Visitors Guide is the most comprehensive list of tourism services in Scotland with approximately fourteen thousand (14,000) listings.

The website and service centre is owned and operated by eTourism Ltd, a public private partnership involving Tiscover UK Ltd, VisitScotland, Atos Origin and Partnerships UK.

The company employs sixty-six full time staff at its headquarters in Livingston, West Lothian.

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