



28 February 2007

Embargo: Sunday 4 March 2007 00.01am

## KUENSSBERG JOINS VISITSCOTLAND.COM

One of Scotland's most distinguished and influential business leaders with years of experience in UK and overseas has been appointed as the independent non executive chairman of eTourism Ltd, the country's official tourism bookings and information service and owner of the VisitScotland.com portal.

Nick Kuenssberg OBE takes up the role with immediate effect in the wake of the changed ownership arrangements when the business signed a strategic partnership with Tiscover of Austria. He replaces Stuart Curl of Atos Origin, the original technology supplier and majority shareholder.

Kuenssberg will chair the revised board as the company presses ahead with aspirations to achieve profitability this year for the first time. He commented;

"I've been very impressed by the executive team at eTourism Ltd. This is an opportunity to work with an ambitious technology business which is making a real impact in building revenue for the national tourism economy. VisitScotland.com is a very effective route for Scotland to compete as a destination on truly global terms.

I am delighted to be involved and look forward to working with an excellent heavyweight board of directors."

Peter Lederer, Chairman of VisitScotland, is a shareholder in eTourism Ltd. commented;

"Nick is an inspiring leader and I have every confidence that he will expertly guide the board as the company progresses with all its ambitions."

Kuenssberg is currently chairman of iomart Group plc and Canmore Partnership Limited in Glasgow and Keronite PLC in Cambridge. He is also chairman of The

Glasgow School of Art and Scottish Networks International, deputy chairman of the Scottish Environment Protection Agency and a member of Quality Assurance Agency Scotland and the Scottish Advisory Committee, British Council.

He was previously a director of Coats Viyella, Dawson International, ScottishPower and Standard Life and many other companies, visiting professor at Strathclyde University, chairman of IoD Scotland, ScotlandIS and Scotland the Brand and a member of the Scottish Legal Aid Board and of EventScotland. Nick, a fluent linguist, lives in Glasgow and has a week-end cottage in Pitlochry.

#### **NOTES TO EDITORS:**

- The eTourism Ltd new Board of Directors:  
Nick Kuenssberg, *Chairman*  
Steve Langmead, *Atos Origin*  
Christina McComb, *PUK Investments*  
David Noble, *Visit Scotland*  
Malcolm Roughead, *VisitScotland*  
Marco Truffelli, Chief Executive, *eTourism Ltd*  
Bruno Walter, *Tiscover*.
- VisitScotland.com has delivered £60 million in revenues to accommodation businesses since 2002.
- The VisitScotland.com website hosts 12 million visits p.a. and increasing.
- Between June and September 2006, VisitScotland.com reported its busiest summer season ever taking £11million worth of bookings.
- Online sales continue to be the fastest growing area for booking revenue with a 46% increase in 2006.
- eTourism Ltd announced shareholder changes in 2006 with the appointment of Tiscover as new investor and strategic partner. Tiscover has 15 years of experience in the destination management systems market with a proven track record in Europe, the UK and South Africa.

**For further media information, please contact:**

**Kirsten Speirs**

**KDMedia Ltd**

**0131 624 9840 / 07810 43 42 04**

[kirsten@kdmedia.co.uk](mailto:kirsten@kdmedia.co.uk)