

Shetland Islands Tourist Guides Association
11 Wirliegert
AITH
Shetland
ZE2 9NW



SH/4/c JM/cc

7th July, 2015

Dear Sir/Madam,

Unauthorised Tours of Sumburgh Head Lighthouse

It has been brought to our attention that a number of Shetland Tour Guides are conducting 'official' tours of Sumburgh Head without any of their party paying the admission charge. We understand that some visitors are on a very tight time schedule and, in response to this, our Operations Manager has endeavoured to devise a whistle-stop tour at a much discounted cost. Notwithstanding all this, a number of your members continue to subvert the system and blatantly refuse to pay anything for access to what is one of only two 5-Star visitor attractions in Shetland.

The Sumburgh Head project has successfully restored the lighthouse buildings and transformed the whole site into a major world-class visitor attraction utilising public funds. The project's Business Plan has been developed to ensure long-term sustainability and viability predicated on paid visitor access and public support of the project. In order for it to succeed, the project must be financially viable and this depends on visitors paying admission. We have set the charge as low as possible to encourage visitors and it is, therefore, not only disheartening but quite shocking that a professional element of Shetland's developing tourism industry is blatantly avoiding this modest fee and thereby jeopardising the long-term viability and sustainability of the site.

Clearly we cannot tolerate the situation where visitors, guided by your members, are using the site without paying.

We would like the opportunity to discuss this situation with you face-to-face to find a mutually beneficial long-term arrangement because it is clearly in everyone's interest that the Sumburgh Head facilities remain open for the benefit of future generations.

**Shetland
Amenity
Trust**

Garthspool,
Lerwick,
Shetland. ZE1 0NY

Tel: +44 (0) 1595 694688
Fax: +44 (0) 1595 693956

www.shetland-heritage.co.uk
www.shetlandamenity.org
info@shetlandamenity.org

The Shetland Amenity Trust is a charity
registered in Scotland, No. SC017505
ENTRUST Enrolment No. 261039



If there are any areas that you have suggestions for improvement we are always open to positive feedback and customer suggestions.

I look forward to hearing from you with suggested meeting dates.

Yours sincerely,



J. Moncrieff
General Manager

SH/JM-use of site by tour groups

c.c. S. Mathieson, VisitScotland
A. Steven, Promote Shetland
A. Hunt