

# press release

25 August 2008



## Rabbie's – putting people first

Rabbie's Trail Burners, one of the most innovative and award-winning companies in Scotland, is delighted to have received a further accolade – being shortlisted for the **People Development** award in the Scottish Thistle Awards 2008.

Rabbie's operates small bus tours around Scotland with the aim of giving their customers "a memorable and enriching experience that lasts a lifetime". They do this by sharing the wonders of Scotland with them, using well-informed and enthusiastic guides, in small mini-coaches (max 16 seater) enabling them to see the real Scotland, off the beaten track, staying in small guesthouses and inns, sampling local produce and having an authentic experience which is both inspiring for the customer and sustaining for the local communities they visit.

**Robin Worsnop, Managing Director of Rabbie's, said:**

"Happy customers are crucial to Rabbie's success. Without our staff – empowered, motivated and fully developed – we wouldn't have happy customers. Our people deliver the customer experience and they also help develop the business, through garnering and feeding back the customers' views. In essence, great customer service, which is the lifeblood and driver of sustainable business growth, can only be delivered by great people being developed to their full potential."

In saying how delighted he was to be shortlisted for this award, Robin continued:

"To win this award, apart from recognising the fantastic skills and attitude of our people, would be a brilliant marker of our continuing journey towards excellence in customer-focused service and delivery, making us a leader in experience-based tourism to rival the best in the world."

Rabbie's is no stranger to these annual 'Tourism Oscars' as they are known. In 2007, their commitment to environmental, economic and social sustainability was recognised by their being presented with the inaugural Sustainable Tourism award, and they were also finalists in the Customer Care (Activities and Attractions) category.

## Editor's notes

- **Rabbie's Trail Burners**

was established in 1993 offering high-quality, personalised tours for visitors to Scotland for 1, 2, 3, 5 & 8 days around Scotland, the Highlands and the west coast of Scotland. New for this year are trips to Orkney and the 'Flavours of Scotland' tour which focuses on the wonderful natural larder of Scotland including game, venison, salmon, seafood, cheeses and whiskies - shaped by the country's natural resources and landscape. See [www.rabbies.com](http://www.rabbies.com) for further information.

- **The Scottish Thistle Awards**

are organised annually by VisitScotland (the national tourist authority) to recognise and celebrate excellence in all aspects of Scottish tourism. See the Thistle Awards website for further information and a full list of the finalists in each category:

<http://www.scottishthistleawards.co.uk/EventsAndTraining/ThistleAwards/Pages/default.aspx>

- **People Development award**

This award is sponsored by Highlands and Islands Enterprise. The criteria were:

"For businesses to succeed in today's highly competitive market, it is essential they have a strong team behind them. This can be achieved through effective leadership, training to develop skills, good information and communications, and a strong focus on the customer. This award is open to all tourism and hospitality businesses in Scotland who can demonstrate they have achieved success by developing their people. In short, businesses that put their people first."