

Fiona was appointed as the ASSC's first Chief Executive in February 2015. She was charged with growing the Association, recruiting new Members, and ensuring that member benefits are as comprehensive and valuable as possible.

In an ever-changing tourism landscape and as more and more legislation, regulations and business expenses appear on the horizon, as well as the opportunities and challenges created by the collaborative economy, the ASSC finds itself increasingly politically engaged on a national and European level.

Fiona works with key industry groups and stakeholders to support the representation that puts the ASSC at the forefront of the Scottish Tourism industry.

Fiona has operated two holiday homes overlooking Loch Long, Argyll for the last 18 years.

Founded in 1978, the Association of Scotland's Self-Caterers (ASSC) is the leading source of knowledge on short-term letting and holiday homes in Scotland. The ASSC is the only trade body representing the interests of the traditional self-catering sector. It has more than 650 Members, operating in excess of 7,000 self-catering properties throughout Scotland, from city centre apartments, to rural cottages, to lodges and chalets, to castles. The ASSC commits its members to maintaining the principles of "quality, integrity, cleanliness, comfort, courtesy and efficiency" and to offering visitors to Scotland consistently high standards within their self-catering properties. The ASSC's vision is to place our members at the forefront of a professional, vibrant and prosperous Scottish self-catering sector.

The ASSC has close links with other European countries, as founding members of the European Holiday Homes Association (EHHA). It is also a Council Member of the Scottish Tourism Alliance Council, and sits on the Strategy Steering Group for Scotland's Tourism Strategy Beyond 2020.

The Association works closely with local authorities and Scottish Government to support the self-catering and short-term let sector. In 2016, the ASSC produced a Code of Conduct for members and a policy paper presenting a Long-Term Solution to Short-Term Letting in order to provide solutions to the perceived issues surrounding short-term letting. The Far More than Just Houses paper addresses some of the key criticism of the self-catering sector. Our latest papers: Forward Together: A Collaborative Approach to Short-Term Letting and Short-Term Letting and the Housing Crisis respond to the Scottish Government's announcement that they intend to regulate short-term letting with a licensing scheme. All these papers can be found on the ASSC website: [www.assc.co.uk](http://www.assc.co.uk).