

MORAY TOURISM DEVELOPMENT

NEWS RELEASE

Friday 29 January, 2010

Tourism funding Open Day

After reports last week from VisitScotland's Growth Fund that there has only been one successful application from Moray for funding for collaborative marketing activity, as there is still funding available, Moray Tourism Development is hosting an 'open day' to encourage projects from the Moray area.

The fund is open to national, regional and local groups of tourism businesses, and is intended to help them reach new markets and increase visitor numbers.

To help with the application process and to see if projects are eligible for funding, Moray Tourism Executives Marion Walker and Rene Looper have organised an "open day" at Horizon Scotland, Forres Enterprise Park on Thursday 4th of February 2010 where there will be advice available from a VisitScotland Growth Fund advisor to help interested businesses, organisations and communities with their application.

All projects applying for funding must be working towards the following objectives:

- Increase the number of visitors to Scotland and the overall visitor spend
- Encourage visitors to travel more widely throughout Scotland
- Encourage visitors to travel throughout the whole year
- Develop and support the Scotland brand in key consumer target markets

The VisitScotland Growth Fund can support groups with 50% of approved total marketing costs over a one year period – a minimum award of £3,125 to a maximum of £65,000

Moray Tourism Executive Marion Walker says: "Moray Tourism Development is working closely with VisitScotland to market Moray. We are very keen that businesses and community groups on the ground get the help and support they need to work in partnership and enhance the tourism product across our area, and encourage more local businesses to apply for the Fund."

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VisitScotland Growth Fund Manager Joanne Blanus commented: “We're delighted to hear the Moray Tourism Development group is hosting this event to help local businesses and communities to develop and improve collaborative marketing projects in Moray, I'm looking forward to seeing some exciting new projects coming forward as a result.”

The 'open day' for interested businesses or communities to get some hands on advice on how to apply for funding, will take place on Thursday 4th of February between 9:00am and 6:00pm. If you are interested please register by phoning Horizon Scotland on 01309 678100 or email Moray Tourism Development at info@moray-tourism.info

Ends

For further information, please contact:

Marion Walker, Moray Tourism Executive, Moray Tourism Development

Tel: 01343 551117; Mobile: 07813 809882

Email: marion@moray-tourism.info