



THE HIGHLAND COUNCIL TOURISM SEMINAR 2009

The 2009 Seminar had a theme of Tourism in the Highlands beyond the recession - ensuring we meet future visitor needs. A number of points raised during the open sessions related to where to find further information so this paper also gives further information and / or contacts alongside each item. The presentations are also available from the Council's website at www.highland.gov.uk/tourismseminar

Chris Greenwood, Strategic Research Analyst from VisitScotland started the day with a look ahead in "What does the future hold for Highland tourism?" Related to Chris's presentation there are a number of sources of research information:-

Tourism Intelligence Scotland <http://www.tourism-intelligence.co.uk>

VisitScotland research pages - www.visitscotland.org

A particularly useful page on Highland facts and figures is

http://www.scotexchange.net/research_and_statistics/regional_facts_and_figures/highlands_-_index.htm

Graeme Ambrose, Executive Director of Destination Loch Ness followed this with a presentation on Destination Development. Graeme covered how DLN went through the process from measuring where they are to where they want to be. The guide they used can be seen at <http://www.tourism-intelligence.co.uk/destinationguide.aspx> Graeme also referred to the business communication tool used by DLN - www.nesslink.co.uk

The first session concluded with **Marina Huggett** of The Right Direction Group giving an overview of the DOVE Project that helps businesses and areas gather more customer feedback. See more at <http://www.tourism-intelligence.co.uk/dovedeliveringoutstandingvisitorexperienc.aspx> or view a sample survey at www.highlandfeedback.com

The second session began with 2 presentations on possible funding sources for destination development projects. **Nicole Wallace**, programme manager outlined how LEADER could be used to support projects. See more at www.highlandleader.com.

This was followed by a similar presentation on the Scotland Rural Development Programme (SRDP) by **Ian Mitchell**, SNH Ian's presentation took delegates through the process of identifying the right funding stream by referring to the website <http://www.scotland.gov.uk/Topics/farmingrural/SRDP>

The final session before the open forum saw the Council seeking views on how its Tourism Development money should be spent. These questions along with the delegate responses are also posted with the presentations on the Council website at www.highland.gov.uk/tourismseminar