

The Highland Council



- Baxter's Loch Ness Marathon - £1.2M in 2006
- Tulloch Inverness Highland Games - £1M in 2006
- Belladrum Tartan Heart Festival - £1.5M in 2006
- UCI Mountain Bike World Champs - £1.9M in 2007
- Adventure Racing World Champs - £180K in 2007
- Spirit of Speyside Whisky Festival - £650K in 2008
- O'Neill Highland Open - £150K in 2008

The Highland Council



- 520,000 additional day visits
- 43,000 additional overnight stays
- Additional visitor expenditure £6.1 million
- 326 Full Time Equivalent posts
- Additional employment income of £6.6 million



Glasgow University Findings

‘Over time there is likely to be a continuing positive impact from repeat visits by people who otherwise might not have considered coming to the Highlands and Islands had it not been for Highland 2007’.

The Highland Council



- THC Highland 2007 Legacy Programme
- Homecoming Scotland 2009
- www.highland-culture.com
- VisitScotland Partnership Agreement
- Events and Festivals Strategy

The Highland Council



- Natural environment
- Traditional and contemporary culture
- Rich heritage
- Gaelic language and culture
- Highland hospitality

The Highland Council



- To develop a year round calendar of events, festivals and cultural activity to motivate people to live, visit and do business in the Highlands'