



Looking to the future – How can we help?

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What we are doing



- Working with VisitScotland
- Assisting local groups
- Council services
- Evaluating how effective our work is

• Working with VisitScotland



- “Winter White” campaign upweight
- Spring campaign 2009

Taste it



Spring up to the Highlands.

With its fresh air and lush greenery, stunning lochs and overwhelming mountains, the Scottish Highlands is a natural retreat from the humdrum of everyday life. Walking is one of the most popular Highland pursuits and spring is a great time to witness the land bursting back into life, as the weather becomes warmer. Walking routes accommodate all abilities, from gentle riverside strolls to intense hill walks. Walking is also the best way to spot the wildlife that is so abundant here. From birds of prey to bottlenosed dolphins, the Scottish Highlands provides a chance to see some of Britain's rarest animals.



Scotland is also, famously, the Home of Golf and many of the most beautiful and challenging courses are in the Highlands. Whether you want a championship course for advanced games or you're looking to discover a more intimate course for beginners, there is something for any golfing ability and every pocket.

If wildlife spotting or a round of golf works up your appetite then you're in the right place for amazing food and drink. Fresh Highland produce is fine food at its best and there are many local delights to savour in spring. This is only a taste of what is in store for you on a visit to the Scottish Highlands so what are you waiting for?

Keep discovering more by ordering the Freedom of the Highlands Guide at visithighlands.com or request a copy using the form enclosed.



Live it. Visit Scotland.
visitscotland.com 0845 22 55 121



Have an authentic taste of the Highlands.

The Scottish Highlands is a fertile land with an abundance of natural produce on its doorstep. The Scottish Isles boast some of the world's best fish, beef and lamb.

Restaurants and bars throughout the Highlands pride themselves on using local ingredients, and some don't serve produce from further than 50 miles away. Guests of the Highlands really do experience an authentic taste of the beautiful produce Scotland has to offer. It's not unlikely that the lobster or scallop on your plate will have been caught just hours before. Much more than just a 'Highland' export, whisky has become a part of Scotland's national identity and with distillery tours throughout the Highlands, you can sample as you learn. You can also visit the fresh fish and farmers' markets that are such a huge part of the Highlands culture, and experiment with some of the finest produce in the world.

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Fresh food at its finest.

The Three Chimneys is a multi-award winning restaurant and 5 Star accommodation on the stunning island of Skye. The finest local food, masterfully cooked, warm welcomes and the breathtaking scenery are what give The Three Chimneys a flawless reputation and a plethora of awards.

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Taste it

• Working with VisitScotland



- Accessible adventure campaign
- Funds moved to allow additional promotion linked to new Inverness – Dusseldorf flight
- Visitor information provision

Assisting local groups



- Group development / assisting joint working
- Funding for events
- Quality initiatives
- Marketing assistance

Council services



- Service points / libraries / contact centre
- Improving the Visitor experience
- Refurbishing facilities
 - e.g. Ferrycroft, Caithness Broch Centre
- Town House tours

Evaluating our work



- Study commissioned November 2008
- Reporting January 2009
- Will show which activities we fund produce the best return for Highland businesses and communities
- Assists in setting future budgets



Questions