



Dunnet Bay Distillers
Premium Scottish Spirits

VENTURE**NORTH**
TOURISM FOR CAITHNESS AND SUTHERLAND



Joanne Howdle

Interpretation & Engagement Manager

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I spent 28 years working as a Museum Curator and was made redundant, so I was looking for a job that used my skills in interpretation. I saw a seasonal Tour Guiding job at Dunnet Bay Distillery and thought it would be a good fit for me and my skills.

Martin and Claire Murray, the Owners of Dunnet Bay Distillery, are very good at giving people jobs that match their skills and interests so I was soon given the job of running an events programme at the distillery, writing a monthly newspaper column on the history and use of the botanicals we use to make our spirits and undertaking historical research on a variety of different business development projects.

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I love my job as no two days are the same, you never know what interesting task you are going to be given when you come into work and you also get to meet lots of interesting people from all over the world.

What do you love about your job?

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Being asked where you can see the Northern Lights during the day!

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What is the funniest story you have from working in tourism?



How do you think your area benefits from tourism?

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Tourism is harnessing the creativity of local people to develop fantastic new businesses relating to food and drink tourism and cultural and natural heritage tourism, which all celebrate the unique identity of the Far North of Scotland. This contributes to slow and sustainable tourism by encouraging visitors to spend longer exploring the Far North of Scotland

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Central to the local and regional economy, tourism also assists economic recovery by putting money into the local economy and creating jobs. In a fragile rural economy like that of the North Highlands, this helps to build strong and sustainable communities by providing attractive, high-skilled employment opportunities for young people, many of whom currently have to move away to find skilled and interesting work.