

VENTURENORTH

Tourism Gathering 2024

Event Sponsors:

DYW

NORTH HIGHLAND
Developing the
Young Workforce



[#VentureNorthTG24](#)

Welcome to our Speakers



The National Picture: Tourism & The STA

10:25

Marc Crothall
MBE



SCOTTISH
TOURISM
ALLIANCE
Your voice in tourism matters

Updates, Insights & Travel Trade With VisitScotland

10:40

Chris Taylor & Cassie
McEwan



Visit
Scotland

UNESCO World Heritage

11:10

Cara
Donald



Fiona
Saywell



North West Highlands
GEOPARK
Iar-Thìr na Gàidhealtachd

The Power Of Community Tourism

11:40

Bryony
Robinson



• TRUST •

Sarah
Lamb



WICK
DEVELOPMENT
TRUST

Ian
Leith



Careers & Young People In Tourism & Hospitality

12:10

Trudy
Morris



NORTH HIGHLAND
Developing the
Young Workforce



CAITHNESS
CHAMBER OF
COMMERCE

Scan the QR Code for full agenda
and breakout groups



VENTURENORTH

TOURISM FOR CAITHNESS AND SUTHERLAND

VENTURENORTH

Destination Management
Organisation (DMO)

Working with local businesses, communities, and stakeholders to provide a united voice and vision for the development and promotion of responsible, sustainable tourism across Caithness and Sutherland

Key DMO Funders:



Venture North Working Collaboratively



Delivering Tourism Recovery Strategy 2021 -24

-  Effective capacity building for the sector
-  Ensure a strong regional and sector representative voice
-  Raise the profile of Caithness and Sutherland as a high quality sustainable and responsible tourism destination
-  Better manage visitor and community experience across the region
-  Position tourism as a career choice for all ages and help address staff shortages across the sector
-  Establish a tourism baseline for the region and be able to measure and demonstrate progress and impact against this
-  Build capacity and engagement of Venture North across the region



Representing North Highland's Voice



SCOTTISH
TOURISM
ALLIANCE

Your voice in tourism matters



Highland
Tourism
Partnership

REPRESENTING, COLLABORATING & CHAMPIONING



The Scottish
Government
Riaghaltas na h-Alba



The Highland
Council

Comhairle na
Gàidhealtachd



HIE
Highlands and Islands Enterprise
Iomairt na Gàidhealtachd 's nan Eilean



Visit
Scotland | AlbaTM

VENTURENORTH
TOURISM GATHERING



The National Picture:
TOURISM & THE STA

Marc
Crothall MBE |



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VENTURENORTH

TOURISM GATHERING



Updates, Insights & Travel Trade with **VISITSCOTLAND**

Chris Taylor &
Cassie McEwan



#VentureNorthTG24

VENTURENORTH

TOURISM GATHERING



UNESCO World Heritage

Cara
Donald



NatureScot
NàdarAlba

Fiona
Saywell



NORTH WEST HIGHLANDS
GEOPARK
Iar-Thuath na Gàidhealtachd

#VentureNorthTG24

VENTURENORTH

TOURISM GATHERING



The Power of **COMMUNITY TOURISM**

Bryony Robinson |

JOHN O
GROATS
MILL

• TRUST •

Ian Leith |



Sarah Lamb |



WICK
DEVELOPMENT
TRUST

#VentureNorthTG24

VENTURENORTH

TOURISM GATHERING



CAREERS & YOUNG PEOPLE

in Tourism & Hospitality

Trudy
Morris



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Lunch

12:30 – 13:30



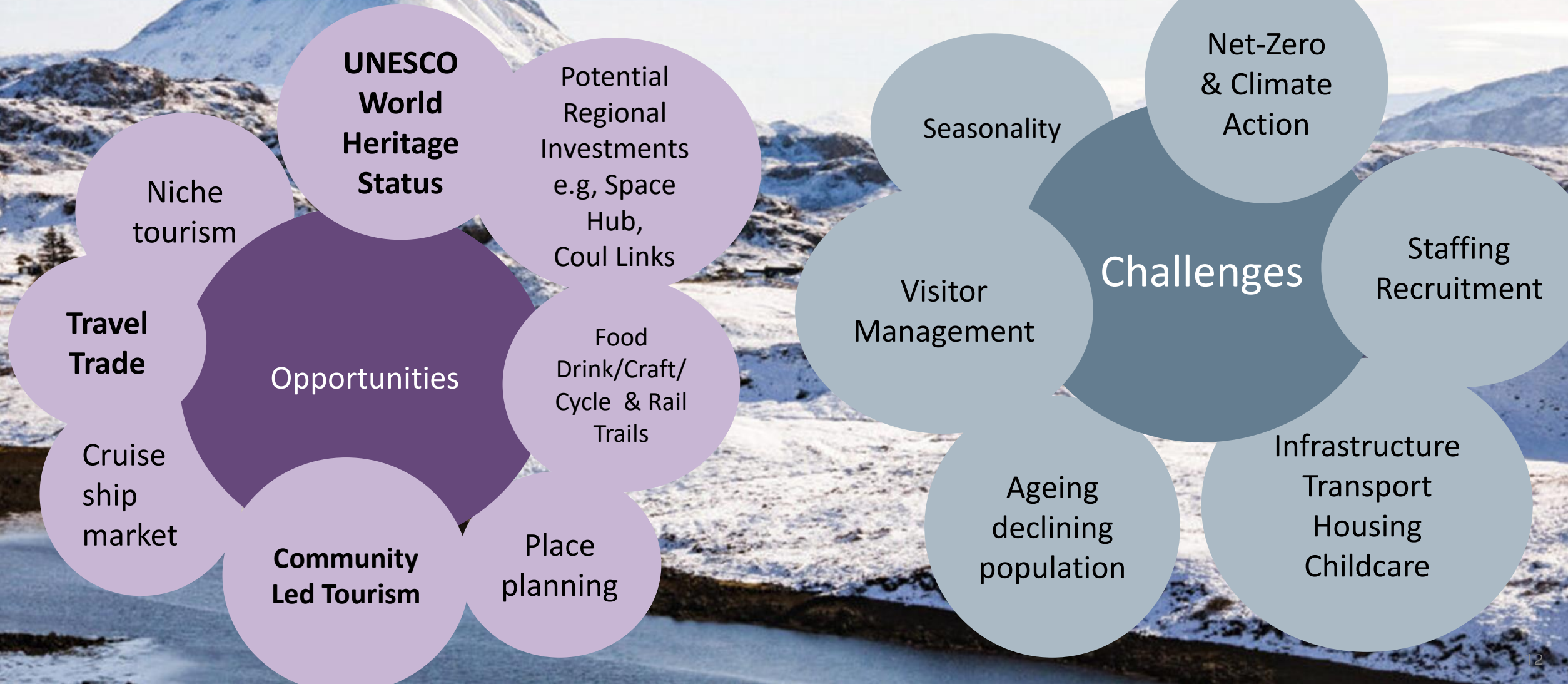
Networking & Leaflet Exchange





Tourism Outlook 2030 for Caithness & Sutherland

Destination Opportunities



Breakout Group Sessions

13:30 – 14:45



Group 1

Let's Get Travel Trade Ready

Cassie
McEwan



Group 3

Maximising The Power Of Community Tourism

Bryony
Robinson



Ian
Leith



Sarah
Lamb



Group 2

Building Responsible Tourism Opportunities
and Collaborations with

UNESCO World Heritage Status

Cara
Donald



Fiona
Saywell



Group Rotations:

Rotating 20 minutes per group.

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