

How has UNESCO Global Geopark status for the North West Highlands worked for tourism?



unesco

Geophàirc Chruinneil
Iar-Thuath na Gàidhealtachd
North West Highlands
Global Geopark

Venture North Tourism Gathering
28th March 2024

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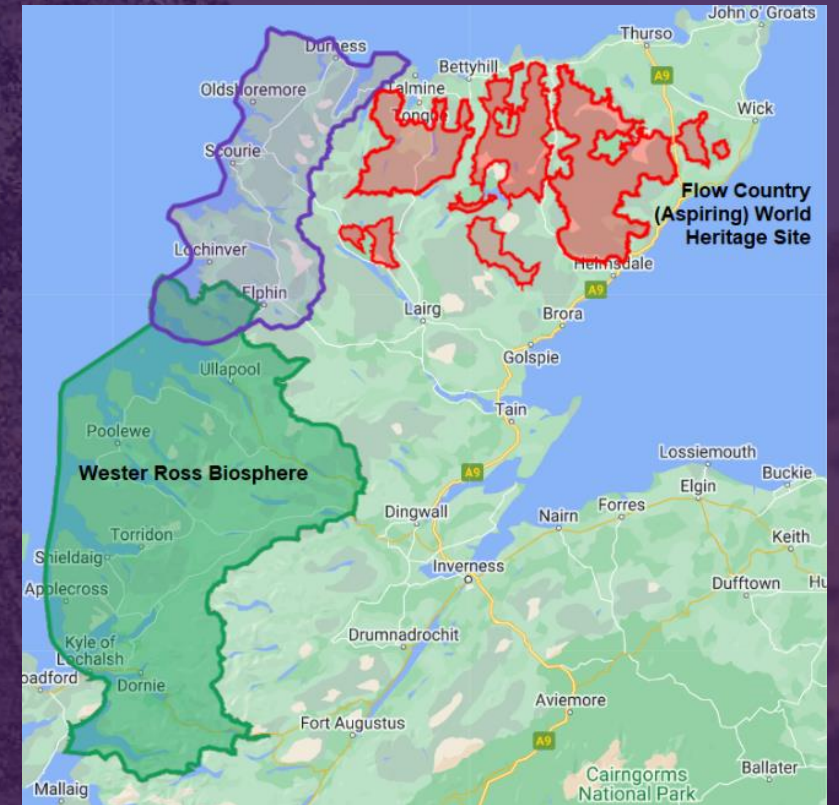
North West Highlands
GEOPARK
IAR-THUATH NA Gàidhealtachd

A little bit of background.....

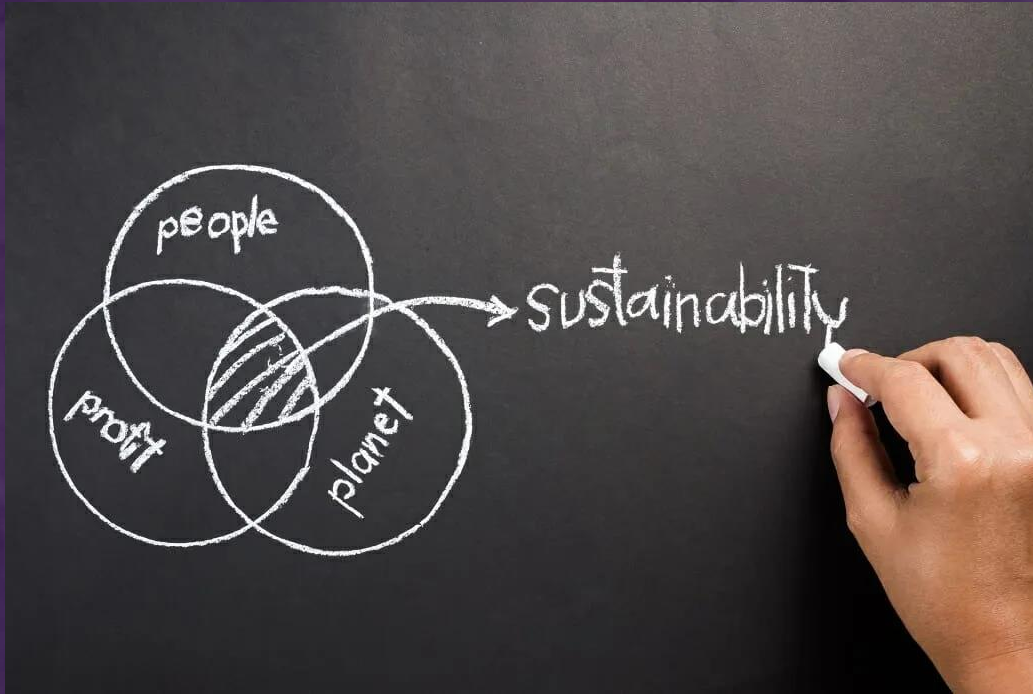
What is a UNESCO Global Geopark?

Fundamental Features

- ✓ Geological Heritage of International Value
- ✓ Management
- ✓ Visibility
- ✓ Networking



Tourism and the Geopark



- A priority for the Geopark status to be used as a promotional tool and attract visitors – 2005
- Tourism and heritage are the principal areas of opportunity
- The aims of the Geopark should be tourism and to promote the area – 2007
- Geopark status can be a major boost for sustainable tourism development in the area - 2009
- Consider the promotion of tourism an essential role for the organisation - 2014

The Challenge

“Travel & Tourism can make an essential contribution to culture and historical heritage by providing means for keeping traditions alive and helping towards the protection of heritage.”
- World Trade Organisation

- The charity’s vision is for the North West Highlands to be a thriving and sustainable rural economy, capitalising on the natural assets and people of the Geopark in partnership with local government, relevant agencies and local businesses.

“To deliver physical, print, and digital assets and events that will help residents and visitors alike better appreciate, learn about and conserve the physical and cultural landscape of the Geopark thereby helping sustain the local economy”



Promote



GEO PARK
SUPPORTER



GEO PARK
AMBASSADOR



GEO PARK
ACCREDITED
AMBASSADOR



NORTH WEST HIGHLANDS UNESCO GLOBAL GEOPARK

NEW AUDIO GUIDES FOR THE ROCK ROUTE
The Rock Route is a series of 14 information panels located throughout the North West Highlands Geopark starting from Ullapool in the south to Loch Eriboll on the north coast.
The panels are located at strategic viewpoints to highlight key geological features and provide a description of how this unique landscape was formed.

UNESCO NATIONAL TRAIL

SCOTLAND'S UNESCO TRAIL
THE WONDERS WITHIN

[EXPLORE MORE](#)

Scotland is the first country in the world to bring together 13 UNESCO sites into one trail. Are you ready to discover the wonders within?



✓ Promote

✓ Conserve

✓ Engage

✓ Develop

✓ Manage

✓ Finance



North West Highlands Geopark
23 February · 🌐

A VERY wet day out at the #BoneCaves today with Caledonia TV filming for a documentary on the history of the wolf! Did you know wolf bones were part of the animal remains found in the caves? They date from shortly after the end of the last ice retreat in Scotland.

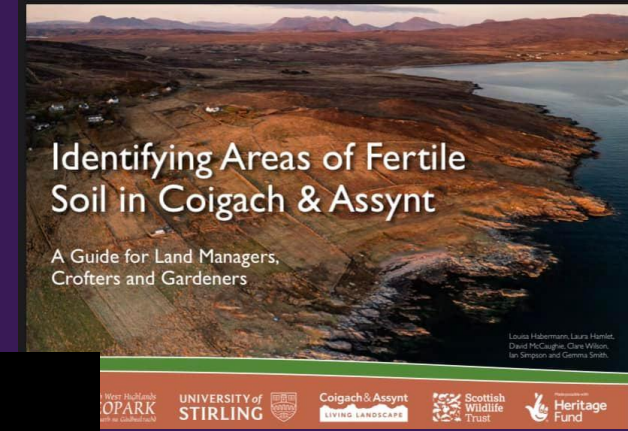
We had a great time but not sure if we could have gotten any wetter if we'd swum there! 🌧️💧
The karst features were in full swing with water pouring out of the "Elephant Bath" (see Tim Lawson's lecture on the Bone... [See more](#)

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Conserve



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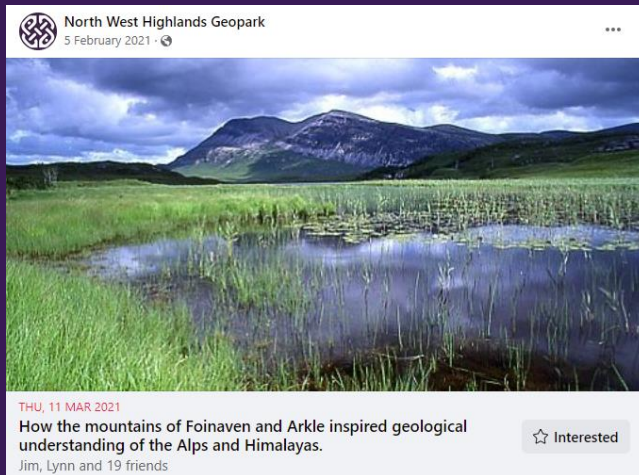
The Land + team



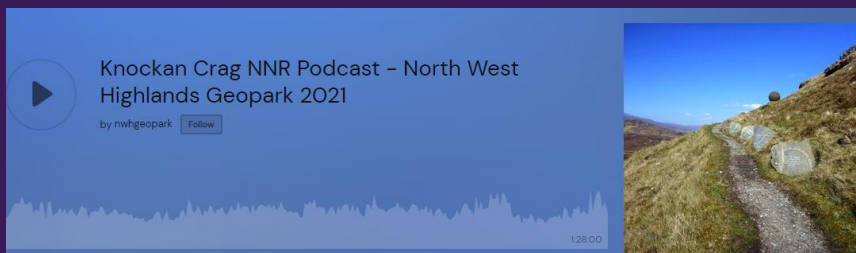
Engage



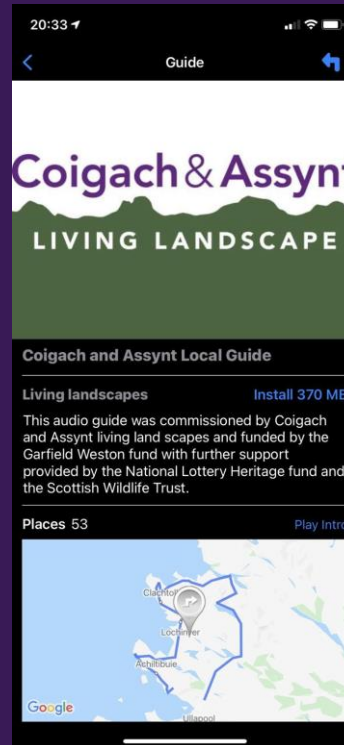
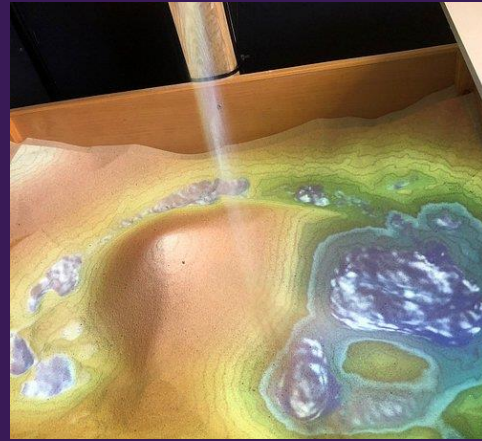
Geoheritage
Events



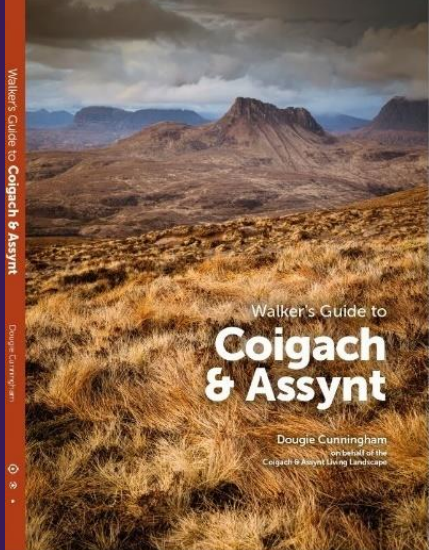
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Engage



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UNESCO Global Geoparks place Scotland on the international stage

A management framework for regional sustainable development, tried and tested across the world

www.nwhgeopark.com

