

CGF/17/0001
27.3.17



APPLICATION FORM FOR ORGANISATIONS APPLYING FOR GRANT AND DISCRETIONARY FUNDING AND FUNDING IN KIND FROM THE HIGHLAND COUNCIL – Over £10,000 – Common Good Funds

Name of Organisation:

Visit Inverness Loch Ness Ltd (VILN)

Name of Project or Activity Requiring Support:

Support to sales team promoting Inverness for Business Tourism

This a continuation of the funding allocated in 2015 and 2016 for the same.

Which of the Council's funding streams are you applying to?

(Please provide closing date details where applicable)

Common Good Fund

Is the amount you are applying for:

- £5,000 or under Under £10,000 £10,000 or over

Total amount applied for: £.....20,000 p.a.....

Estimated cost of funding in kind applied for: £.....N/A.....

Please detail what funding in kind has been applied for e.g. Council staff time, use of premises or equipment, waiving of fees or administration support

N/A

What type of organisation are you? (please tick all that apply)

| | | | |
|---|--|---|---|
| Third Sector (voluntary or community) organisation | | Community Council | |
| Registered Charity If yes – Registration number | | Company Limited by Guarantee If yes – Company Number ...SC474489..... | X |
| Other - please specify..... | | | |

Please remember guidance to completing the application form is available [here](#). Appropriate links to the guidance are situated throughout the form: [This page](#)

| | | | |
|------------------------------|--|--|--|
| For official use only | | | |
| Application reference number | | | |

PART 1: ABOUT YOUR ACTIVITIES OR PROJECT

Guidance on completing part 1: ABOUT YOUR ACTIVITIES OR PROJECT

1.1 What is the name of your activity or project?

Business Tourism for Inverness

- Business tourism is the provision of facilities and services to delegates who annually attend meetings, conferences, exhibitions, business events, incentive travel and corporate hospitality

1.2 When will your activity or project take place? (specifically those for which you are seeking an award from The Highland Council)

Start date (month and year).....1 April 2017

End date (month and year).....31 March 2018.....

Location.....UK, Europe, North America.....

1.3 What activity or project do you want us to support?

For example.:

- *Aims of the project and how you are going to do it*
- *Help with running costs or for a specific project or activity?*
- *Who will benefit*

Please note that the Council will be unable to provide any resources not specified on this form or supporting information.

At the City of Inverness Area Committee meeting on 5th March 2015 it was agreed that attracting conferences and events is very positive for the area and as such to continue the subvention funding.

However, this can only be used and as such successful by attracting conferences and events in the first place.

2015 was the first time there has been an organisation dedicated to promoting and attracting business tourism events to Inverness, VILN has dedicated personnel just for this.

The application is for support with costs related to attendance at industry trade shows and the marketing materials required for such - **See attached detailed list of activities**

Following on from the plan in 2016 – **See attached Evaluation Form for 2016** – the intention is to attend the same leading shows to continue to raise awareness of the area for Business Tourism and to seek out new opportunities.

Benefit will be for the entire Inverness area and businesses within such as accommodation providers, venues with function spaces, transport providers, food and beverage outlets, local attractions and activity companies.

Visitors introduced to the area at business tourism events often go on to become future

holiday visitors thereby increasing the economic benefit to the area

This is an opportunity to increase the awareness of Inverness as a go to destination for Business Tourism and success would give us all a great story to tell.

1.4 Does your activity or project involve building or landscaping work?

Yes No

If yes please answer both a) and b) below.

a) Does your organisation (Please tick):
Have ownership of the land or building

Yes No

OR

Hold at lease of at least 5 years that cannot be ended by the landlord?

Yes No

b) Is planning permission needed for your project? Tick one option below.

Planning permission not required

Planning permission required and has been granted

1.5 Please tell us how your project or activity will help the Council to meet its Public Sector Equality Duty to:

- Get rid of unlawful discrimination, harassment and victimisation;
- Make sure that people from different groups* are treated fairly and have equal chances to use services and that there is more equality between groups*;
- Make sure that people from different groups* get on together.

*Groups are people who have "protected characteristics" in the Equality Act: age, gender reassignment, pregnancy and maternity, religion or belief, sexual orientation, disability, marriage and civil partnership, race and sex.

For example are people with protected characteristics likely to face barriers; how you intend to tackle these barriers; does your project promote inclusion?

We will encourage all types of events with no barriers to any group.
This will include conference, meetings, conventions, incentive travel – not just general tourism

| |
|--|
| |
|--|

1.6 Where relevant and appropriate please describe any contribution your project may make towards promotion of the Gaelic language?

While not applicable in terms of gaining conference business it is normal practice to include Gaelic as an element of the welcome to conferences that do come here and this would be expected to continue for new events.

1.7 Please tell us if you have spoken to anyone about your application for advice and support – e.g. Local Highland Council Elected Member, Community Council Member, Council Staff, local Council for Voluntary Service (CVS) – If yes, please provide details:

Yes we have spoken to Council Staff
Colin Simpson (Tourism Officer)
David Hass (City Manager)

As well as discussing this element recently this approach included frequent consultation during the development of the original VILN Business Plan and details of this were presented to the Council and the Area Committee prior to the ballot.

1.8 Please tell us about any funding in kind you are seeking from the Council:

| Detail i.e. premises, facilities, staff time, waiving of fees | Estimated value |
|---|-----------------|
| N/A | |
| | |
| | |

1.9 Please provide a breakdown of how much will your activities/project will cost and how much Funding you are applying for from The Highland Council:

| Item/Activity | Breakdown of Total Costs £ | Year 1 £ | Year 2* £ | Year 3* £ | Total £ |
|--|---|----------|-----------|-----------|---------|
| Other Costs e.g. property costs, transport, equipment, insurance, marketing | Please see attached list of costs related to the various specific activities. Note: all costs incl VAT | | | | |
| | Tradeshows | | | | |
| | IMEX Frankfurt | 9,150 | | | 9,150 |
| | M&I Forum Summer | 4,040 | | | 4,040 |
| | The Meetings Show | 5,350 | | | 5,350 |
| | Scotland in London | 1,840 | | | 1,840 |
| | IMEX America | 9,995 | | | 9,995 |
| | Marketing Materials | | | | |
| | Directory update / re-print | 3,500 | | | 3,500 |
| | Tradeshow Giveaways | 800 | | | 800 |
| Video | 5,000 | | | 5,000 | |
| Total Project Cost £ | | 39,675 | | | 39,675 |
| Total Funding Request £ | | 20,000 | | | 20,000 |

Notes:

1. The TBID contributes over £40,000 p.a. from the levy for the staff and overhead costs to attract Business Tourism Events to Inverness
2. This application and the figures given are only for the specific additional elements
3. At the end of the Year a full report will be presented

1.10 **Other funding relating to this project** Please include other funders and own resources and income. Continue on separate sheet if required.

| Organisation and status of application | Year 1 £ | Year 2* £ | Year 3* £ | Total £ |
|--|----------|-----------|-----------|---------|
| From TBID annual budget: • Marketing / Travel Successful <input type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/> | 1,000 | | | 1,000 |
| Application to HIE for funding Successful <input type="checkbox"/> <input checked="" type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/> | 18,675 | | | 18,675 |
| Totals | 19,675 | | | 19,675 |

*See guidance notes for specific funding stream to see if you are able to apply for more than one year of funding.

1.11 Please tell us how you know that there is a need for this activity or project and how your approach will meet this need. This might include:

- a. Community support for your project (e.g. surveys, etc.)
- b. Statistics which show the need for your project (e.g. unemployment figures, crime statistics)
- c. Evidence from similar projects which shows that they have worked (e.g. research from elsewhere or evaluations of previous local work)

- Over 2.5m business trips are made to Scotland annually
- Business tourism is worth in excess of £1.9billion to the Scottish economy
- Spend per night by business visitors is double that of leisure
- The UK accounts for 67% of total tourism expenditure
- The main overseas markets for business tourism in Scotland in terms of volume of trips are Germany, USA, Norway, The Netherlands and France.
- In terms of spend they are the USA, Germany, Norway, Ireland and France
- Edinburgh and Glasgow are second only to London in the UK, in terms of number of international association conferences
- Tourism Minister Fergus Ewing has announced a £1 million investment from the Scottish Government to help attract major international conferences to Scotland

Sources: IPS (International Passenger Survey); GBTS (Great British Tourism Survey); MPI (Meeting Professionals International) UK Economic Impact Study; ICCA.

Inverness needs to continue to have dedicated attendance at industry events. Presence of representatives from Visit Scotland, Visit Aberdeen and Central belt service suppliers have clearly led to an increase in the awareness of destinations in Scotland as good for Business Tourism.

The Central Belt, Aberdeen and Dundee have all benefitted from a combination of an increase/upgrade of facilities available and from regular representation at industry events and trade shows.

Having attendance from someone dedicated to Inverness we will increase business to the area, continuing to put the destination in the forefront of the decision makers minds and thus leading to an increase in requests to host Business Tourism events.

1.12 Is this a new or additional activity or project? – Yes X No

If yes, what change will your activities or project make in your community?

Visit Inverness Loch ness is the first Tourism BID in the UK and has led to applications from several other areas. We need to do all that we can to make a success of our own BID to benefit the members and Inverness.

An increase in Business Tourism events will not only give an economic benefit to the area but also a potential increase in jobs.

Business Tourism events tend to be held outside of the summer season and as such is a perfect fit for us with hotels and many other service providers already at maximum capacity at this time.

If No, how has your activities or project been funded in the last three years?

- 1.13 Please tell us how you will know that your activities or project is working and that you are benefiting your community. You only need to provide targets for the years in which your project will operate. See the detailed guidance for examples of targets.

| How you will know you have made the change? | | |
|---|--|--|
| Year 1 Measurable Outcome | Year 2 Measurable Outcome | Year 3 Measurable Outcome |
| Increase in request for proposals sent to us by agencies, associations and businesses out of the area | Confirmed business from trade show contacts and appointments | Continued confirmed business and at least one major conference |
| Regular reporting is done to the VILN Board that includes a Council member | | |
| Full report of year one will be supplied to the Council | | |
| Confirmed business from trade show contacts and appointments | | |

- 1.14 If it is intended that this activity or project continue beyond the period of Council support, how will it be funded?

The activities will continue through funding from:

- The VILN fund budget for the period of the initial VILN duration.
- Any additional third party funding available
- Any governmental funding available

These funds may be supplemented through income received from commissions on new business given to Inverness suppliers

- 3.3 a) When did your organisation start? Month...April.....Year...2014...
- b) What geographic areas and/or communities of interest (e.g. Young people, people with disabilities, older people, people from an ethnic minority background) does your organisation cover?

Inverness and the Wards previously listed
 We would be promoting the entire area as a destination to be used for Business Tourism

- c) Is there any restriction on who can join your organisation?
 Yes No If yes, what are they and why do you have them?

Although only 400 local businesses are automatically included, any other business in the area has the option to 'opt in' and benefit from the services offered.

- d) How many people are on your governing body or management committee? ...12...
- e) Are there Highland Council Elected Members or Officers or Community Councillors on or attending your Management Committee or Board? *(please note that this will not affect your application)*
 Yes No

If yes, please provide names:

| Highland Council Elected Members | Role i.e. Office Bearer, Voting Member, Ex-official / advisory, other |
|----------------------------------|---|
| Helen Carmichael | Leader Inverness City |
| | |

| Community Councillors | Role i.e. Office Bearer, Voting Member, Ex-official, other |
|-----------------------|--|
| | |
| | |

| Council Officers | Role i.e. Office Bearer, Voting Member, Ex-official, other |
|------------------|--|
| | |
| | |

**3.4 Does or has your organisation receive(d) any other funding from The Highland Council?
Please provide information relating to Council funding for the last 3 years:**

Yes

No

If yes –

a) What is/was it for, and from which Service or Ward budget was it provided?

Year 1:

- 1) July 2014 – From tourism development grant scheme budget to assist the Tourism BID in providing services and projects on behalf of the local tourism industry
- 2) December 2014 – Tourism development grant scheme to design and produce Highland branded materials for Visit Scotland Expo in 2015 on behalf of all Highland destinations who are taking a joint presence

Year 2:

- 1) July 2015 – From tourism development grant scheme budget to assist the Tourism BID in providing services and projects on behalf of the local tourism industry
- 2) July 2015 – From Common Good Fund for Business Tourism
- 3) August 2015 – From the Aird & Loch Ness Discretionary Budget for South Loch Ness Trail improvement
- 4) September 2015 – From Common Good Fund for Inverness Loch Ness Knitting Festival
- 5) November 2015 – From Major Events Fund for Inverness Loch Ness Knitting Festival

NB: dates are dates of approval not of receipt of payment

For Year 3:

- 1) May 2016 – From tourism development grant scheme budget to assist the Tourism BID in providing services and projects on behalf of the local tourism industry
- 2) June 2016 – From Common Good Fund for Business Tourism (similar application)
- 3) June 2016 – From Common Good Fund for The Social Travel Summit
- 4) June 2016 – From Common Good Fund for 5th & 6th International Symposium Energy Challenges and Mechanics
- 5) June 2016 – From Common Good Fund for Golf Architects Conference

NB: dates are dates of approval not of receipt of payment

b) How much funding do/did you receive?

| |
|---|
| Year 1: 1) £10,000.00 2) £2,250.00 |
| Year 2: 1) £10,000.00 2) £20,000.00 3) £10,000.00 4) £5,000.00 5) £4,500.00 |
| Year 3: 1) £10,000.00 2) £20,000.00 (£18,000 paid to date) 3) £3,600.00 approved (£3,450.00 paid based on final delegate numbers) 4) £18,000.00 approved (£9,560.00 paid based on final delegate numbers) 5) £1,800.00 approved (£1,620.00 paid to date – event 28 Feb – 3 Mar) |

- c) Estimated value of existing funding in kind, and from which Service or Ward budget was/is it provided?

| |
|--|
| Year 1: 1) N/A 2) N/A |
| Year 2: 1. N/A 2. N/A 3. N/A 4. N/A |
| Year 3: 1. N/A 2. N/A 3. N/A 4. N/A 5. N/A |

1.3 What activity or project do you want us to support

Business Tourism

Target business sector in priority order:

1. Incentive Travel Buyers
2. Associations
3. Meeting Planners
4. Conference Planners

Target Markets in priority order:

1. North America
2. UK & Ireland – direct flight access (esp. London, Manchester, Dublin)
3. Europe – Benelux
4. Europe – Other (esp. France, Germany)
5. Asia – (esp. China)

IMEX

Frankfurt

15 - 19 May 2017

- **Overview:** In its 14th year, IMEX is now firmly in the diary of event planners, PCOs, incentive houses and corporate buyers across Europe and indeed further afield. 2015 saw around 4,000 hosted MICE (Meetings, Incentives, Conferences, Events) buyers from 77 different countries attend the show. A further 4,900 visitors attended with 65% of the trade visitors from Germany.
- **Target Audience:** Agencies, Associations, Corporate buyers and independent planners
 - Agencies include: Incentive, business and conference travel agencies, full service incentive houses, conference organisers, sales and promotion agencies, marketing, PR and advertising agencies.
 - Associations include: Incentive, business and conference travel agencies, full service incentive houses, conference organisers, sales and promotion agencies, marketing, PR and advertising agencies.
 - Corporates include: Executives within companies involved with meetings, conferences and incentive travel programmes who have responsibility for - or direct influence over - decisions regarding destinations or venues.
 - Types of events include: corporate meetings and hospitality * incentive travel programmes * association meetings * conferences * seminars, exhibitions * roadshows * product launches * promotional events * training programmes
- **Hosted Buyers** are invited to attend IMEX by their intermediaries. Buyers fill in a form that asks them for the below info to ensure that each buyer has genuine business for a variety of exhibitors – either by showing business that they have placed in the past and/ or showing details of events that they are planning to discuss with exhibitors at the show:
 - Details of 3 events, including venues where known (2 should have happened in the last 18 months and 1 can be upcoming in the next 12 months)
- **Format:** VisitScotland takes a stand in the exhibition and invites Scottish partners to exhibit alongside them. IMEX is very much appointment-driven and attracts a significant proportion of hosted buyer programmes. A number of opportunities also exist both during and outside of the show to meet association buyers and MICE agents.
- **Desired Outcome:** Increased awareness to the buyers of the area as an ideal and new destination for all MICE business and with a new go to contact for enquiries. Consideration in forthcoming RFP's.

Estimated costs:

Registration £7,200.00

| | |
|---------------|---------------------------|
| Travel | £950.00 |
| Accommodation | £700.00 |
| Expenses | £300.00 |
| Total | £9,150.00 incl VAT |

Potential benefit to Inverness City from one European Client Meeting for 200 delegates £231,000

| | | | |
|-----------------|---------|---------------------|---------|
| Venue Used | £71,000 | Hotel Accommodation | £83,000 |
| Food & Beverage | £41,000 | Entertainment | £5,000 |
| Shopping | £5,000 | Tours | £4,000 |
| Local Transport | £5,000 | Technical | £17,000 |

M&I Forum - Europe Summer

Seville

26 June - 2 July 2017

- Overview: One of the series of annual leading meeting and incentive forums
- Target Audience: Pre qualified buyers of all MICE products from UK & Europe including agencies (66%), corporates (23%), associations (5%) and independents (6%)
 - Average budget per buyer - €2.4M
 - Average number of events booked per year by buyers – 62
 - Total purchasing power of buyers attending - €805M
- Format: Four days, 50 one-to-one pre-scheduled meetings alongside cocktail receptions, gala dinners and networking activities.
- Desired Outcome: Increased awareness to the UK & European buyers of the area as an ideal and new destination for all MICE business and with a new go to contact for enquiries. Consideration in forthcoming RFP's.

Estimated costs:

| | |
|---------------|---------------------------|
| Registration | £3,120.00 |
| Travel | £200.00 |
| Accommodation | £500.00 |
| Expenses | £220.00 |
| Total | £4,040.00 incl VAT |

Potential benefit to Inverness City from one European Client Meeting for 200 delegates £231,000

| | | | |
|-----------------|---------|---------------------|---------|
| Venue Used | £71,000 | Hotel Accommodation | £83,000 |
| Food & Beverage | £41,000 | Entertainment | £5,000 |
| Shopping | £5,000 | Tours | £4,000 |
| Local Transport | £5,000 | Technical | £17,000 |

The Meetings Show

London

13 - 16 June 2017

- Overview: One of the main events in the calendar and a must attend for the UK meetings industry
- Target Audience: 4,000 meetings industry professionals from UK, Europe and beyond
 - Over 3,000 visitors from agencies (34%), corporates (30%), charities (12%), venue finders (11%), associations (9%), incentive houses (2%) and PCO's (2%)
 - Over 700 hosted buyers from agencies (39%), corporates (14%), charities (1%), venue finders (16%), associations (8%), incentive houses (15%), PCO's (6%) and government organisations (1%)
- Format: Three day exhibition with exhibitor 'pod's and a number of pre-scheduled appointments
- Desired Outcome: Increased awareness to the buyers of the area as a destination and with a new go to contact for enquiries. Consideration in forthcoming RFP's.

Estimated costs:

| | |
|---------------|---------------------------|
| Registration | £4,250.00 |
| Travel | £300.00 |
| Accommodation | £500.00 |
| Expenses | £300.00 |
| Total | £5,350.00 incl VAT |

Potential benefit to Inverness City from one UK Client Meeting for 100 delegates £118,000

| | | | |
|-----------------|---------|---------------------|---------|
| Venue Used | £35,000 | Hotel Accommodation | £42,000 |
| Food & Beverage | £21,000 | Entertainment | £3,000 |
| Shopping | £3,000 | Tours | £2,000 |
| Local Transport | £3,000 | Technical | £9,000 |

Scotland in London**London****October 2017**

- Overview: VisitScotland led event
- Target Audience: Intermediaries based in London and the South East.
- Format: A networking event at a beautiful venue in central London. This event is the perfect opportunity for Scottish partners to meet with top London MICE buyers and showcase what Scotland has to offer.
- Desired Outcome: Increased awareness to the buyers of the area as a destination and with a new go to contact for enquiries. Consideration in forthcoming RFP's.

Estimated costs:

| | |
|---------------|---------------------------|
| Registration | £840.00 |
| Travel | £300.00 |
| Accommodation | £400.00 |
| Expenses | £300.00 |
| Total | £1,840.00 incl VAT |

Potential benefit to Inverness City from one UK Client Meeting for 100 delegates £118,000

| | | | |
|-----------------|---------|---------------------|---------|
| Venue Used | £35,000 | Hotel Accommodation | £42,000 |
| Food & Beverage | £21,000 | Entertainment | £3,000 |
| Shopping | £3,000 | Tours | £2,000 |
| Local Transport | £3,000 | Technical | £9,000 |

IMEX - America**Las Vegas****9 - 13 October 2017**

- Overview: The largest meetings industry trade show in the US
- Target Audience: International buyers of all MICE products. Attendance of over 3,700 trade attendees and 2,000 pre-qualified hosted buyers, industry associations ICCA, MPI, ASAE, PCMA and SITE all attend
 - Agency, including incentive, business and conference travel agencies, full-service incentive houses, conference organizers, sales and promotion agencies, marketing, PR and advertising agencies.
 - Association, from international or U.S. institutions, federations or associations who organize congresses, conventions and meetings internationally. Plus Association Management Companies and Professional Conference Organizers.

Visit Inverness Loch Ness Ltd (Registered number: SC474415
(formerly known as Uniqueness Tourism
BID Ltd)

Income and Expenditure Account
for the Year Ended 31 March 2016

| | Notes | Year Ended 31.3.16 £ | Period 4.4.14 to 31.3.15 £ |
|---|-------|----------------------------|--|
| TURNOVER | | 179,693 | 171,819 |
| Cost of sales | | 114,273 | 84,998 |
| GROSS SURPLUS | | 65,420 | 86,821 |
| Administrative expenses | | 158,338 | 109,456 |
| | | (92,918) | (22,635) |
| Other operating income | | 122,449 | 24,003 |
| OPERATING SURPLUS | 2 | 29,531 | 1,368 |
| Interest receivable and similar income | | - | 3 |
| | | 29,531 | 1,371 |
| Interest payable and similar charges | | 13 | - |
| SURPLUS ON ORDINARY ACTIVITIES BEFORE TAXATION | | 29,518 | 1,371 |
| Tax on surplus on ordinary activities | 3 | 6,267 | 101 |
| SURPLUS FOR THE FINANCIAL YEAR | | <u>23,251</u> | <u>1,270</u> |

The notes form part of these financial statements

Balance Sheet
 31 March 2016

| | Notes | 31.3.16 £ | £ | 31.3.15 £ | £ |
|--|-------|---------------|---------------|---------------|----------------|
| FIXED ASSETS | | | | | |
| Tangible assets | 4 | | 1,718 | | 3,255 |
| CURRENT ASSETS | | | | | |
| Debtors | 5 | 42,423 | | 2,428 | |
| Cash at bank and in hand | | 42,448 | | 44,732 | |
| | | <u>84,871</u> | | <u>47,160</u> | |
| CREDITORS | | | | | |
| Amounts falling due within one year | 6 | 62,068 | | 49,145 | |
| NET CURRENT ASSETS/(LIABILITIES) | | | <u>22,803</u> | | <u>(1,985)</u> |
| TOTAL ASSETS LESS CURRENT LIABILITIES | | | <u>24,521</u> | | <u>1,270</u> |
| RESERVES | | | | | |
| Income and expenditure account | 7 | | 24,521 | | 1,270 |
| | | | <u>24,521</u> | | <u>1,270</u> |

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2016.

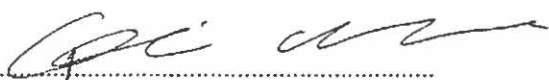
The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2016 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

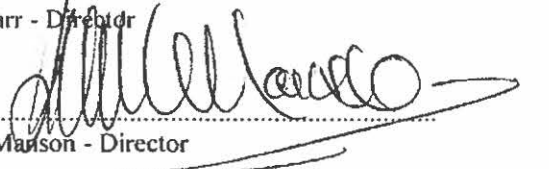
- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The financial statements have been prepared in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies and with the Financial Reporting Standard for Smaller Entities (effective January 2015).

The financial statements were approved by the Board of Directors on 30th August 2016 and were signed on its behalf by:



 C Marr - Director



 J N Marson - Director

The notes form part of these financial statements



Inverness Common Good Fund Grants



Evaluation Form

| | | | | | | | | | |
|----------------------------------|--|----------------------------------|----|----------------------|----|----------------------------|---|--------------------------|---|
| Organisation | Visit Inverness Loch Ness Ltd | | | | | | | | |
| Project Name | Promotion of Inverness for Business Tourism | | | | | | | | |
| Project Description | Funding to allow attendance at some of the leading Industry Trade Shows | | | | | | | | |
| Original Outcome Expected | <p>Target for 2016</p> <ul style="list-style-type: none"> • Regular trade show attendance • Increase awareness of Business Tourism opportunities in the area • Look for new business opportunities in the short term (2016/2017) • Encourage new business with usual longer lead times (2017 and beyond) | | | | | | | | |
| Evidence of Outcome | <p>Actual for 2016</p> <ul style="list-style-type: none"> • Attended the 3 biggest trade shows of the year • Over 70 individual appointments with qualified buyers (see below summary) • Some business for 2016/2017 confirmed • Several programmes with potential for 2017/2018 and beyond being followed up on <p>IMEX Frankfurt - April 2016</p> <p>Overview</p> <ul style="list-style-type: none"> • One of the most important and well attended industry shows of the year in Europe. • Second time Inverness Loch Ness represented as a destination on the Visit Scotland stand. • Good interest in the area – mostly general fact finding appointments. • Mix of hosted buyers and general attendees. <p>Scotland stand holders in addition to the VisitScotland team</p> <ul style="list-style-type: none"> • AECC, VisitAberdeenshire, EICC, Convention Edinburgh, Macdonald Hotels, K&N Travel Assoc, Gosford House, Schottland-berater, Gleneagles, Cashel Travel, SECC, GCMB, Global Jubilee Conf Hotel, Spectra, Starwood <table> <tr> <td>Pre event scheduled appointments</td> <td>17</td> </tr> <tr> <td>Walk up appointments</td> <td>11</td> </tr> <tr> <td>Solid enquires in progress</td> <td>1</td> </tr> <tr> <td>Known confirmed business</td> <td>2</td> </tr> </table> <p>Known business</p> | Pre event scheduled appointments | 17 | Walk up appointments | 11 | Solid enquires in progress | 1 | Known confirmed business | 2 |
| Pre event scheduled appointments | 17 | | | | | | | | |
| Walk up appointments | 11 | | | | | | | | |
| Solid enquires in progress | 1 | | | | | | | | |
| Known confirmed business | 2 | | | | | | | | |

- Russian Agency programme – Meeting - Kingsmills
- German Agency - Car event - Achnagairn

IMEX America – October 2016

Overview

- The largest industry show of the year with a bustling VisitScotland stand.
- Particularly interest for those looking for a 'new' destination for incentive travel programmes
- Good mix of hosted buyers and general attendees – large US and North America presence with a good contingent of Asians and Europeans.
- Quieter show for all on the stand – main reason due to US elections, final debate was held during the show

Scotland stand holders in addition to the VisitScotland team

- AECC, VisitAberdeenshire, EICC, Convention Edinburgh, Macdonald Hotels, Experience Scotland, Gleneagles, Cashel Travel, SECC, GCMB, Old Course Hotel, Sheraton Grand, Spectra, The Balmoral, Trump Turnberry

| | |
|----------------------------------|----|
| Pre event scheduled appointments | 10 |
| Walk up appointments | 8 |
| Solid enquires in progress | 3 |
| Known confirmed business | 2 |

Known business

- US Agency – Special Interest Group - Achnagairn
- US Agency – Special Interest Group - Kingsmills

Ibtm World Barcelona – November 2016

Overview

- Alongside IMEX Frankfurt as one of the most important Europe based trade shows – with buyers from all over the world.
- Very busy show with excellent buyers who come 'to do' business.
- Very good interest in the area – general fact finding appointments and good enquiries.
- Good mix of hosted buyers and general attendees

Scotland stand holders in addition to the VisitScotland team

- AECC, EICC, Macdonald Hotels, Gosford House, Gleneagles, Cashel Travel, SECC, GCMB, The Balmoral, Cameron House, Experience Scotland

| | |
|----------------------------------|----|
| Pre event scheduled appointments | 12 |
| Walk up appointments | 5 |
| Solid enquires in progress | 3 |
| Known confirmed business | 2 |

Known business

- Belgian Agency – Vintage Car Event - Achnagairn
- Ukrainian Agency – Incentive - TBD

Business Tourism Event Support

As a follow up to show attendance we offer support to organisers to assist them in bringing their events to the area.

Events that we are currently assisting with:

| | |
|--|---|
| | <ul style="list-style-type: none"> • Golf Architects Conference – Mar 2017 <ul style="list-style-type: none"> • Funding support and applications • Banker • Society for Veterinary Epidemiology & Preventative Medicine – Mar 2017 <ul style="list-style-type: none"> • Agency selection process • General support • Sixty 7 Meeting – Mar 2017 <ul style="list-style-type: none"> • Venue information • General support • Trident Incentive – Sep 2017 <ul style="list-style-type: none"> • Contacts • General support • Prestigique Vintage Car Event – Sep 2017 <ul style="list-style-type: none"> • Exclusive activities • General support • Bill Taylor Associates – Oct 2017 <ul style="list-style-type: none"> • Funding support and application • General support • Bright Sky Events Italian Incentive – TBD 2017/8 <ul style="list-style-type: none"> • General support • KUKM German Incentive – 2018 <ul style="list-style-type: none"> • FAM trip • General support |
| Breakdown of Final Project Costs and Funding (Final Accounts should be submitted) | See attached document for costs spent attending the listed trade shows |
| Marketing of Project | N/A |
| Numbers Attended | N/A |
| What Worked Well | Again being part of the wider Scotland Team on the Visit Scotland stand increased our visibility and awareness. |
| What could be improved upon | Having a dedicated Business Tourism video that we could use to present and promote the area would be useful. This would show that we are a serious player in the area of Business Tourism and would help us compete with the other destinations and venues that do. |

| | |
|---------------------------|---|
| | <p>Buyer attendance at the trade shows was down this year – the main reasons given for this was Brexit and the US Elections.</p> |
| Overall Assessment | <p>A good second year continuing to raise the awareness of the destination to the industry that is reflected in the number of events coming to the area that we know of and that we are supporting.</p> <p>One of the main challenges for a DMO is to show the effectiveness of attending any trade show and the business that comes out of it. As for GCMB, Convention Edinburgh and VisitAberdeenshire post show enquiries that may have come from appointments tend to go direct to the suppliers or through DMC's. Only a small portion of buyers will go through the DMO or advise the DMO that they have confirmed business in the area. We are working with the businesses in the area to help us by letting us know new business that they receive so we can see if this is a direct result of our show attendance.</p> |