



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 2017 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			
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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 May 2018

End date (month and year)..... 31 March 2019.....

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

Following on from the plan in 2017 – See attached Evaluation Form for 2015 - 2017 – 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 list of costs related to the various specific activities. Note: all costs include 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	10,300			10,300
	Ibtm Barcelona	8,900			8,900
	Marketing Materials				
	Tradeshow Giveaways	800			800
Total Project Cost £		39,580			39,580
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"/>	18,580			18,580
Totals	19,580			19,580

*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 3 Measurable Outcome	Year 4 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

PART 3: ABOUT YOUR ORGANISATION

Guidance on completing part 3: ABOUT YOUR ORGANISATION

3.1 What is your organisation's name and address?

Organisation name

Visit Inverness Loch Ness Ltd

Organisation address

c/o Forrestry Commission
Tower Road, Smithton

Postcode IV2 7NL

Website

www.visitinvernesslochness.com

Council Ward (see guidance note to clarify which Council Ward the project or activity will cover)

Including Wards 14, 15, 16, 17, 18

3.2

Title: Forename/s: Surname:

Position in organisation:

Address

Postcode I

Phone number

Day: Evening:

Email address

Does the main contact have any communication needs? E.g. textphone, sign language, large print? YES NO

If yes, what are they? (maximum 20 words)

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 2015

- 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

Year 2016:

- 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

Year 2017:

- 1) May 2017 – 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 2017 – From Common Good Fund for Business Tourism (similar application)

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) £20,000.00 3) £10,000.00 4) £5,000.00 5) £4,500.00
Year 2: 1) £10,000.00 2) £20,000.00 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 based on final delegate numbers)
Year 3: 1) £10,000.00 2) £20,000.00

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

14 - 18 May 2018

- Overview: In its 15th 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

The Meetings Show

London

26 - 28 June 2018

- 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 2018

- 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

14 - 20 October 2018

- 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.
 - Corporate, including executives of companies involved with meetings, conferences and incentive travel programs. Hosted buyers have responsibility for, or direct influence over, decisions regarding destinations and/or venues.
 - Other: Independent Planners, Religious Conference Planners, planners from military group reunions
- To qualify as a hosted buyer at IMEX America, a buyer must be responsible for planning, organizing, recommending or making financial decisions for corporate meetings and hospitality, incentive travel programs, association meetings, conferences, seminars, exhibitions, roadshows, product launches, promotional events or training programs.
 - IMEX requires full details of 3 events - 2 must be past events occurring within the last 18 months, and 1 can be a confirmed upcoming event which will occur in the next 12 months.
 - Buyers from within the USA - at least 2 events must have occurred outside of the US
 - Buyers from outside the USA - at least 1 event must have occurred within the US and the other 2 events must have occurred outside of their home country
- Format: VisitScotland take a stand in the exhibition and invites Scottish partners to exhibit alongside them featuring destination presentations to hosted buyer groups on the bespoke stand, on-stand reception with entertainment, hospitality and a partner dinner with extensive pre-show marketing to their database of US buyers. 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	£1,800.00

Accommodation	£800.00
Expenses	£500.00
Total	£10,300.00 incl VAT

Potential benefit to Inverness City from one North American Client Meeting for 200 delegates £237,000

Venue Used	£47,000	Hotel Accommodation	£109,000
Food & Beverage	£42,000	Entertainment	£6,000
Shopping	£14,000	Tours	£7,000
Local Transport	£3,000	Technical	£9,000

M&I Forum - Europe

Cannes

28 October - 2 November 2018

- 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

IBTM World

Barcelona

26 - 29 November 2018

- Overview: One of the leading annual events for the global meetings and incentives industry.
- Target Audience: International incentive and meeting planners. Over 15,000 industry professionals attend each year.
- Format: This is an appointment-driven show with buyers making appointments directly with exhibitors. Hosted buyers are also scheduled to visit specific stands for presentations. VisitScotland has a large stand in the Great Britain & Ireland zone and accommodates up to 20 partners on the stand.
- 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	£6,900.00
Travel	£800.00
Accommodation	£700.00
Expenses	£500.00
Total	£8,900.00 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

Marketing Materials

- Tradeshow Giveaways – Purchase and production of items of local flavour - **£800**

Total	£800.00 incl VAT
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Visit Inverness Loch Ness Ltd (Registered number: SC474489)Income Statement
for the Year Ended 31 March 2017

	Notes	31.3.17 £	31.3.16 £
TURNOVER		189,116	179,693
Cost of sales		<u>275,365</u>	<u>114,273</u>
GROSS (DEFICIT)/SURPLUS		(86,249)	65,420
Administrative expenses		<u>146,245</u>	<u>158,338</u>
		(232,494)	(92,918)
Other operating income		<u>235,366</u>	<u>122,449</u>
OPERATING SURPLUS	4	2,872	29,531
Interest payable and similar expenses		<u>-</u>	<u>13</u>
SURPLUS BEFORE TAXATION		2,872	29,518
Tax on surplus		<u>882</u>	<u>6,267</u>
SURPLUS FOR THE FINANCIAL YEAR		<u><u>1,990</u></u>	<u><u>23,251</u></u>

The notes form part of these financial statements

Visit Inverness Loch Ness Ltd (Registered number: SC474489)

Other Comprehensive Income
for the Year Ended 31 March 2017

	Notes	31.3.17 £	31.3.16 £
SURPLUS FOR THE YEAR		1,990	23,251
OTHER COMPREHENSIVE INCOME		-	-
TOTAL COMPREHENSIVE INCOME FOR THE YEAR		<u>1,990</u>	<u>23,251</u>

The notes form part of these financial statements

Visit Inverness Loch Ness Ltd (Registered number: SC474489)

Abridged Balance Sheet
31 March 2017

	Notes	31.3.17 £	£	31.3.16 £	£
FIXED ASSETS					
Tangible assets	5		180		1,718
CURRENT ASSETS					
Debtors		27,612		42,423	
Cash at bank and in hand		52,499		42,448	
		<u>80,111</u>		<u>84,871</u>	
CREDITORS					
Amounts falling due within one year		53,780		62,068	
		<u>53,780</u>		<u>62,068</u>	
NET CURRENT ASSETS			26,331		22,803
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>26,511</u>		<u>24,521</u>
RESERVES					
Income and expenditure account			26,511		24,521
			<u>26,511</u>		<u>24,521</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2017.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2017 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- 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.

All the members have consented to the preparation of an abridged Balance Sheet for the year ended 31 March 2017 in accordance with Section 444(2A) of the Companies Act 2006.

The financial statements were approved by the Board of Directors on 13th July 2017 and were signed on its behalf by:

.....
C J Marr - Director

.....
G Bell - Director

The notes form part of these financial statements

Visit Inverness Loch Ness Ltd (Registered number: SC474489)General Activities
Detailed Income and Expenditure Account
for the Year Ended 31 March 2017

	31.3.17		31.3.16	
	£	£	£	£
Turnover				
Levy Membership Fees	120,073		126,098	
Maps, Books and Ticket Sales	36		641	
Donation	30		-	
	<u> </u>	120,139	<u> </u>	126,739
Cost of sales				
Marketing Costs	-		2,000	
Visit Britain	78,919		53,937	
Infrastructure Costs	26,985		14,280	
Business Development Costs	2,819		3,629	
Map and Book Costs	-		286	
Knit Fest	79,189		-	
Events	38,279		-	
	<u> </u>	226,191	<u> </u>	74,132
GROSS (DEFICIT)/SURPLUS		(106,052)		52,607
Other income				
Events Income	27,545		-	
Visit Britain	80,726		59,636	
Knit Fest	59,488		-	
Outdoor Activity Fund	-		1,765	
Common Good Fund	23,220		20,000	
Highlands & Islands Enterprise	28,387		14,718	
Government Grants	16,000		20,000	
	<u> </u>	235,366	<u> </u>	116,119
		129,314		168,726
Expenditure				
Wages	73,423		73,885	
Social Security	6,852		6,573	
Pensions	-		420	
Insurance	1,095		1,046	
Telephone	1,079		1,214	
Post and Stationery	902		301	
Advertising	21		350	
Travelling	1,439		862	
Business Tourism Costs	29,140		44,642	
Computer Expenses	-		474	
Repairs and Renewals	616		88	
Subscriptions	1,395		1,135	
Sundry Expenses	1,338		988	
Accountancy	925		1,150	
Professional Fees	4,710		3,313	
Amounts Written Off	-		280	
	<u> </u>	122,935	<u> </u>	136,721
Carried forward		6,379		32,005

This page does not form part of the statutory financial statements

Visit Inverness Loch Ness Ltd (Registered number: SC474489)General ActivitiesDetailed Income and Expenditure Account
for the Year Ended 31 March 2017

	31.3.17		31.3.16	
	£	£	£	£
Brought forward		6,379		32,005
Finance costs				
Bank Charges	788		674	
Credit Card Charges	320		262	
Paypal Charges	861		-	
Bank Interest	-		13	
		<u>1,969</u>	<u>13</u>	<u>949</u>
		4,410		31,056
Depreciation				
Fixtures and Fittings	90		90	
Computer Equipment	1,448		1,448	
		<u>1,538</u>	<u>1,538</u>	<u>1,538</u>
NET SURPLUS		<u><u>2,872</u></u>		<u><u>29,518</u></u>

This page does not form part of the statutory financial statements

Visit Inverness Loch Ness – 2015 – 2017 Business Tourism

Executive Summary

VILN has for the first time, been actively promoting Inverness Loch Ness as one destination for Business Tourism.

Since 2015 we have:

- Attended the industry's leading Trade Shows to increase awareness and to encourage buyers to use our destination for their events
- Created a bespoke Business Tourism Directory for the destination
- Built up a database of 355 buyers who we regular communicate with through the VILN Business Tourism Quarterly Newsletter
- Hosted and shown around the area and area venues numerous buyers
- Assisted enquiring buyers as best we can with area information, funding details, event planning and other general support
- Worked closely with Visit Scotland Business Events Team and represented the destination on the Business Events Cities & Centres Forum
- Written proposals for large city wide events

The DMO Challenge

The biggest challenges for any DMO is to show the true effectiveness of attending trade shows and other marketing efforts.

As for other DMO's such as GCMB, Convention Edinburgh and VisitAberdeenshire, post show enquiries that come as a result of appointments mostly go direct to the suppliers (venue, hotel etc) or through a DMC. Only a very small portion of buyers will go through the DMO or advise the DMO that they have confirmed business in the area.

The businesses are reluctant to reveal details of all enquiries and/or confirmed business and how these enquiries came about – thus the true outcome is hard to quantify

NB: this is an issue for DMO's all around the world not just those within Scotland

The question is therefore – does being present at trade shows and a marketing plan increase business tourism for a destination and should we continue?

Possibly the only gauges for this are:

- That DMO's from destinations around world that are serious about Business Tourism continue to exhibit and attend trade shows
- Destination visitor numbers and accommodation occupancy continue to remain strong or increase in the typical Business Tourism periods (outside of the Summer Season)
- The average per delegate spend of an overnight event (based on the survey of UK National Tourist Boards) is £305 per delegate per day so the economic benefit to the area is potentially huge
- **To date the total estimated economic benefit of Business Tourism events we have assisted is £1.3M**
- VisitAberdeenshire is now much more active and we may lose out if we don't compete

Trade Shows and Sales Trips 2015 to 2017

For the three largest industry Trade Shows – IMEX Frankfurt, IMEX America and ibtm Barcelona we would attend as part of the Scotland Team.

This would mean having a place on the Visit Scotland stands which opens up access to more buyers through the shared events, group presentations and Scotland party held on the stand through the shows.

Other partners on the stands have included:

DMO's – Convention Edinburgh, Glasgow Convention Bureau, Visit Aberdeenshire

DMC's – Cashel Travel, K&N Associates, 2B UK, Jac Travel, Spectra

Venues – AECC, EICC, SEC, Gosford House,

Hotels – Macdonald Hotels, Gleneagles, Fairmont St. Andrews, The Balmoral,

Target for 2015

- Regular trade show attendance
- Increase awareness of Business Tourism opportunities in the area
- Develop area Business Tourism directory
- Look for new business opportunities in the short term (2015/2016)
- Encourage new business with usual longer lead times (2017 and beyond)

Actual for 2015

- Attended the 3 biggest trade shows of the year and the first M&I Forum held in Scotland
- Over 150 individual appointments with qualified buyers (see below summary)
- Directory almost finished (updates for sold/changed business names to be completed) – draft versions used at last two trade shows
- Some business for 2015/2016 confirmed
- Several programmes with potential for 2016/2017 and beyond being followed up on

IMEX Frankfurt - April 2015

Overview

- One of the most important and well attended industry shows of the year in Europe.
- First 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.

Pre event scheduled appointments	19	Walk up appointments	9
Solid enquires	0	Known confirmed business	1

Known business – a series of group travel programmes placed at Achnagairn Castle by a Swiss operator

Central Belt Buyers Sales Mission with three local businesses – Kingsmills, Eden Court and Achnagairn – May 2015

Overview

- Three day trip to visit Edinburgh and Glasgow based agency buyers
- Appointments set with 10 agency
- Excellent well received presentations with good attendance at most meetings
- Surprising number of employees within the agency's had not been to the Highlands

- Good feedback on the area from those that did know the area
- Other not so positive feedback:
 - Lack of accommodation availability at times
 - Access and flight routes / frequency – no Heathrow route

M&I Forum Edinburgh – July 2015

Overview

- Shared table with the Kingsmills Hotel which worked very well
- ‘Speed dating’ meetings with good interest in the area – general fact finding with some enquiries.
- All hosted buyers.
- Event followed by two group FAM trips to the area.
- Should look into attending one of the M&I Forum events – again shared with another partner

Pre event scheduled appointments	51	Walk up appointments	n/a
Solid enquires	3	Known confirmed business	0

Enquires include a French TV company looking for a venue for an event, a German agency proposing the area for their clients incentive and a UK agency looking for Castle style accommodation/venue for a meeting.

IMEX America – October 2015

Overview

- The largest industry show of the year with a bustling VisitScotland stand.
- Excellent interest in the area – general fact finding appointments with some excellent enquiries.
- 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.
- VisitScotland also arranged an evening reception with Global Cynergies and a joint party with London and partners.

Pre event scheduled appointments	18	Walk up appointments	19
Solid enquires	5	Known confirmed business	1

Known business – a US operator programme at the Kingsmills

Enquires include three incentive enquires from US agencies, one incentive enquiry from India and a VIP family programme from the US.

Ibtm World Barcelona – November 2015

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.
- A must for 2016

Pre event scheduled appointments	24	Walk up appointments	12
Solid enquires	7	Known confirmed business	1

Known business – a UK agency booked a meeting at Bogbain for their client

Enquires include a Radiology Conference, an Aquaculture Conference, incentive enquiries from agencies in Holland, China and the US (2) and a golf programme enquiry from a South African agency.

Target for 2016

- 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 (2018 and beyond)

Actual for 2016

- Attended the 3 biggest trade shows of the year
- Over 80 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

IMEX Frankfurt - April 2016

Overview

- 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.

Pre event scheduled appointments	22	Walk up appointments	8
Solid enquiries	1	Known confirmed business	2

Known business – German agency booking Achnagairn for a car event, Russian agency program booked at Kingsmills

IMEX America – October 2016

Overview

- Excellent interest in the area – general fact finding appointments with some excellent enquiries.
- 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.
- VisitScotland also arranged a joint party with London and Partners.

Pre event scheduled appointments	14	Walk up appointments	12
Solid enquires	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

- 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.

Pre event scheduled appointments	14	Walk up appointments	12
Solid enquires	3	Known confirmed business	2

Known business - Belgian Agency vintage classic car event – Achngairn, Ukrainian Agency Incentive

Target for 2017

- Regular trade show attendance
 - Eventit Glasgow
 - IMEX Frankfurt
 - IMEX America
 - M&I Forum Europe (Oct 2017 or Mar 2018)
- Increase awareness of Business Tourism opportunities in the area
- Host buyer FAM trip to the area and support VisitScotland BTU
- Support potential buyers with venue visits, proposals and funding applications
- London agency sales mission with three local businesses
- Look for new business opportunities in the short term (2018/2019)
- Encourage new business with usual longer lead times (2019 and beyond)

Eventit Glasgow – Shared stand with the Kingsmills Hotel - March 2017

- A relatively new show for Scotland – just the 2nd year
- Aimed at event planners to promote the destination and the venues we have
- First time Inverness Loch Ness represented at this show
- Good interest in the area
- Mix of hosted buyers and general attendees

Pre event scheduled appointments	n/a	Walk up appointments	15
Solid enquires in progress	2	Known confirmed business	1

Know business - Event at the Kingsmills

IMEX Frankfurt - May 2017**Overview**

- Third time Inverness Loch Ness represented as a destination on the Visit Scotland stand.
- Good interest in the area –still some general fact finding appointments but more specific appointments.
- Mix of hosted buyers and general attendees.
- On way back from IMEX stopped in London for two meetings and hosting a buyer dinner

Pre event scheduled appointments	16	Walk up appointments	9
Solid enquires	3	Known confirmed business	too early

Enquiries include Italian and German incentive programmes and a UK Agency meeting

IMEX America – October 2017**Overview**

- Excellent interest in the area – general fact finding appointments with some excellent enquiries.
- 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.
- VisitScotland also arranged a joint party with London and Partners.

Pre event scheduled appointments	12	Walk up appointments	14
Solid enquires	3	Known confirmed business	0

Enquiries include three potential incentive programmes from Australia, Canada and the US

London Buyers Sales Mission with three local businesses – Kingsmills, Eden Court and Achnagairn – October 2017

Overview

- Three day trip to visit London and the South East agency buyers
- Appointments set with 8 of the biggest agency buyers:
 - Interopa, AC Travel Group, Scancoming, Wedgewood, Kuoni, Brook Green, Euro Welcome, C-Wise, Concerto Love
- Excellent well received presentations with large attendance at each meeting
- Good feedback on the area from those that did not know much about it
- Other not so positive feedback:
 - One big international incentive event for 170 pax for Coca-Cola that was hoping to stay in The Kingsmills and do many events in the area was cancelled due to lack of availability of facilities for a jeep safari activity and difficulty in securing a boat for a cocktail cruise on Loch Ness
 - One agency also works on cruise ship ground handling and passed on their concerns re lack of availability of transport and guides (specifically language guides) in the area.

Pre event scheduled appointments	10
Solid enquiries in progress	2

General Buyer Feedback

A number of issues come through time and time again when we speak to buyers:

Destination Knowledge

There is a general lack of destination knowledge to overseas and some UK buyers who haven't been to the area

- Location within UK / Scotland
- How close Loch Ness is to the City
- Facilities and venues available

This will only change by continued promotion, attendance at Trade Shows and hosting buyers to the area.

Access

There is a general lack of knowledge about how to get here, which in some cases leads to an immediate negativity towards buyers proposing the area to their clients.

- Some buyers are not even aware we have an airport
- They are not aware of the global networks that the KLM and BA flights give – however this knowledge is definitely improving
- Buyers are not aware of some of the venues and types of accommodation available

Again, this will only change by continued promotion, attendance at Trade Shows and hosting buyers to the area.

Accommodation

Within the buyers that know the area and who have placed or looked to place business here, there are concern about the accommodation.

- Lack of availability for large groups
- Venues with conference capacity of up to 500 but not enough rooms at the same venue to accommodate that number of delegates
- Costs at some times of the year
- Lack of 5 star accommodation

The Central Belt

We are told that when international buyers think of holding their event in Scotland their first thought is Edinburgh. Inverness may be an afterthought or seen as a destination for a day trip as part of a social programme. As such we should continue to work with the DMO's from other areas of Scotland and we also need to realistic as to what type of business we should target.

Most Association business is too big for our venues and accommodation pool however our area is ideal for a small to medium size incentive programme and for car launch events. We also have good options for medium size conferences for buyers who are happy for delegates to stay across multiple accommodation types.

Unique Experiences

The most popular question we are asked is *"What unique event can we include in our programme that a leisure tourist couldn't do?"*

It is easy for us to forget and take for granted that for Business Tourism our scenery, history & heritage and sense of hospitality will automatically sell our area. However, we are told by buyers a lot that there are other destinations that have lakes, other destinations that have hills and mountains, other destinations that have a long history, other destinations that always give a great welcome and most of these are often easier to get to and have more accommodation than we do.

As such we need our venues and suppliers to be flexible to creating such experiences for this market. The quick and relatively easy (if the suppliers are open to it) types of activity are:

- Exclusive access to estates, distilleries, cooperage, castles
 - Such as at Cawdor Castle where Lady Cawdor will do a private tour of the Castle and grounds finished with a Champagne reception in the drawing room, library or gardens
- Special events – venues for dinners, activities
 - Such as the cruise ship operators being more open to private events

However, if we are to compete we need to be more creative with the ideas particularly in the area of food and drink that is becoming more and more requested to be part of a programme.

Site Inspection Trips / FAM Trips we have hosted

- Visit Scotland – UK Agency Buyers FAM Trip – March 2015
- M&I Forum Buyers FAM Trip – July 2015
- German Media – September 2015
- Edinburgh Agency Site Inspection – September 2015
- STS (iambassador) Site Inspection – January 2016
- UK Inbound FAM Trip – February 2016
- Chinese Group (Cashel Travel) FAM Trip – April 2016
- Times Journalist – May 2016
- Rotary 1020 District Conference Site Inspection – May 2017

- Visit Scotland UK Agency Buyers FAM Trip – March 2017
 - FAM Trip Overview
 - 9 pre-qualified buyer and 2 VS staff visited the destination
 - Venues visited / Suppliers used:
 - Rocpool Hotel
 - Mercure Hotel
 - Cawdor Castle – afternoon tea
 - Macdonald Aviemore Resort – dinner and accommodation
 - Dores Inn / Dores Beach – BBQ lunch
 - In Your Element – canoeing, WOW balling, mountain biking
 - Loch Ness by Jacobite
 - Achnagairn – afternoon tea and accommodation
 - Kingsmill Hotel – dinner and Whisky tasting
 - Hootanannys, Gellions, Johnny Foxes – Live music
 - Culloden Battlefield
 - Brodie Castle – lunch
 - Castle Stuart Golf
- VILN supported the event with arrangements and hosting while in the area.

Solid enquires 3 Known confirmed business 0

Enquires to a number of venues from the attendees including and event at Cawdor Castle and Brodie Castle, outdoor activities and a large incentive for Coca-Cola – see below

Requests, potential and confirmed businesses we have assisted

- 5th Annual Symposium of Energy Mechanics & Challenges – July 2016
 - Funding support and application
 - Speaking
- 6th Annual Symposium of Energy Mechanics & Challenges – Aug 2016
 - Funding support and application
 - Speaking
- Social Travel Summit – Sep 2016
 - Proposal
 - Planning

- Operations
 - Funding support and applications
- Knit Fest – Sep 2016
 - Funding support and applications
 - Planning
 - Operations
- Golf Architects Conference – March 2017
 - Funding support and applications
 - Planning
 - Banker
- Society for Veterinary Epidemiology & Preventative Medicine – Mar 2017
 - Agency selection process
 - General support
 - Planning
- UK Peat Society Annual Conference - 2017
 - Proposal
- Scottish Labour Party Conference – 2018/9
 - Funding support
 - General information
- Heritage Interpretation Conference – Oct 2017
 - Funding support and application
 - Accommodation room blocks
 - Planning / accommodation
 - Delegate packs
- Sixty 7 Meeting – Mar 2017
 - Venue information
 - General support
- Trident Incentive – Sep 2017
 - Contacts
 - General support
- Prestigique Vintage Car Event – Sep 2017
 - Exclusive activities
 - General support
- Bright Sky Events Italian Incentive – 2018/9
 - General support
- KUKM German Incentive – 2018/9
 - FAM trip
 - General support
- Rotary 1020 District Conference – Oct 2019

- General support
- Event proposal
- Accommodation room blocks
- Remote and Rural International conference – May 2018
 - Funding support
 - Supplier support
 - Accommodation room blocks
- Knowledge Transfer Network Conference – Dec 2017
 - Venue information and contacts
- The Traveller Inc Incentive – May 2018
 - Social programme activities
- Strategic Site Selection Incentives - 2019
 - Area and venue information
- Powell Consultants Incentives - 2019
 - Area and venue information

Large events Inverness missed out on

UK Peat Society Annual Conference – 2017 – Lost to Aberdeen

Feedback from client as to why Inverness was not selected:

- Eden Court looked to be ideal but it doesn't have accommodation although there are numerous hotels of different categories close by.
- Our Sunday meetings which are linked to an overnight would have to be held separately elsewhere. From the information supplied it was not possible to work out a day delegate rate and it seemed that taking into account the cost of two or more rooms this would be quite high.
- The hotels in both Inverness and Aberdeen included the use of at least the cost of the main room in the day delegate rate and some included all rooms.
- Kingsmills is a bit pricy for what they provide and is on the edge of town near to Raigmore Hospital which I know. Its room rate was one of the highest and so is its DDR. It is not convenient for participants who choose to stay in cheaper hotels nearer to the city centre.
- McDonald Drumossie would probably have been the best of the three but its location several miles outside of Inverness makes it rather isolated and not convenient unless staying there. Its room rates and DDR were the most favourable.

Scottish Labour Party Conference – 2018 – Lost to Perth

Feedback from client as to why Inverness was not selected

- Whilst we did not receive a written message we were told that this was ultimately due to the costs
- Around the time of decision there was some questions that we forwarded to the Highland Council around the question of funding
- The quote for the venue in Perth was a lot cheaper than Eden Court

Coca-Cola Incentive – 2018 – Lost to another country

Feedback from client as to why Inverness was not selected (given verbally):

- Issues with securing enough services for social activities within the programme
- A lack of availability of facilities for a jeep safari activity
- Difficulty in securing a boat for a cocktail/dinner cruise on Loch Ness

Rotary 1020 District Conference – Oct 2019 – Lost to Aviemore

Feedback from client as to why Inverness was not selected:

- Thank you for all of your assistance in the provision of the various quotes for the hosting of our 2019 conference in Inverness.
- Whilst the city does have its charms, the conference would have had to involve a number of different venues in several locations, which we were already aware of, and this will have involved significant additional cost insofar as the need to provide transport for the delegates.
- Turning to the quotations themselves, we considered that there were significant disparities between Inverness and other sites - for example the cost of round tables and the sound system. The leisure centre was itself a further cause for concern given the acoustics and it was felt that ambience was lacking. Eden Court appeared to be particularly uncompetitive in its pricing.
- Whilst we appreciated that there was the possibility of grant funding on a per delegate basis, there were no guarantees that such a contribution would be received
- Whilst we would have loved to have held the conference in Inverness, financially it would not be possible; a successful conference has to be both enjoyable and affordable and in this instance Inverness failed the second of the two tests.

Other Marketing Activity**Business Tourism Directory**

In 2015 we produced a dedicated Business Tourism directory. We printed 500 copies for use at Trade Shows and on Sales Trips. It is also available electronically.

The directory included venues, accommodation providers, activity providers and restaurants that were prepared to accept this type of businesses. It also included details on how we can support the industry and additional local and travel information.

The directory requires updating and a re-print in 2018.

Business Tourism dedicated website section

In 2015 we created a dedicated Business Tourism section on our website. The website included a lot of the content featured in the directory with links to all venue and suppliers own websites.

The site also included a request for information section and viewable and downloadable versions of the directory.

This section will be updated within the new VILN website due in 2018.

Business Tourism Quarterly Newsletter

In 2017 we started a quarterly newsletter that is sent to the database of buyers and contacts we have built up since 2015

- The newsletter is currently sent to a database of over 400 contacts and forwarded by some member businesses to their own database of contacts
- Newsletter includes
 - News updates – the last issue included the airport named best airport in Scotland, Aldourie re-opening and dates with opportunities to meet VILN and area representatives
 - Featured activity – the last issue featured Dolphin Spirit
 - Featured person – the last issue featured Freda Newton
 - Featured venue - the last issue featured Achnagarin
- Currently it has an open rate of 33.2%

Project legend

Visit Scotland has recently launched the new Project Legend initiative

- The project is the first national Business Events engagement campaign
- It's a 24 month campaign that will highlight 12 of Scotland's innovative sectors, their current work and future ambitions with a nod to past achievements
- Each sector will be showcased for 2 consecutive months and cities have dedicated weeks of promotion at various times
- The campaign launched on the 6th November and the reach has exceeded expectation so far, over 5.5 million impressions on the #ideasbecomelegend in the first 2.5 weeks.

As a destination we should support this initiative as best we can given the resources we all have. We are encouraged to post on social media information on any conferences or events held recently related to the industry theme for the period as well as encouraging local professionals within the field to post stories or comments.

The Highlands and Islands first week is for Technology the week beginning 11th December 2017 followed by Education the week of 5th February 2018.

Going Forward

- Carry on the great momentum we have created
- Continue to increase the area awareness through the industry's largest Trade Shows
- Host more buyers to the area – the best way to sell is to show them first hand what we have to offer
- More regular sales trips with area businesses

Provisional Plan for 2018

Included in current plan:

- Central Belt Agency Event – Dec 2018
- UK Buyers FAM Trip – Sep/Oct 2018

Trade Shows for 2018

- IMEX Frankfurt – May 2018

- M&I Forum Europe – June 2018
- IMEX America – Oct 2018
- Ibtm Barcelona – Nov 2018

Sales Trips

- Northern UK – Sep/Oct 2018

FAM Trips

- Dutch/Belgian buyers in association with KLM – Sep/Oct 2018

VISIT INVERNESS LOCH NESS LIMITED**Business Tourism - Expenditure as at 26 Mar 2018**

<u>Project</u>		<u>Costs - Net of VAT</u>
IMEX - Frankfurt 2017	Registration	6,000.00
	Flight/travel	1,263.77
	F & B	439.41
	Other expenses	66.23
IMEX - Frankfurt 2018	Flight/travel	303.00
IMEX America - Las Vegas 2017	Registration	6,995.00
	Accommodation	559.66
	Flight/travel	3,118.70
	F & B	511.44
	Giveaways	1,125.00
	Other expenses	227.53
IMEX America - Las Vegas 2018	Flight/travel	404.00
Eventit - Glasgow 2017	Registration	1,050.00
	Accommodation	109.29
	Flight/travel	80.60
	F & B	12.20
Visit Scotland Fam Trip	Event Planning	400.00
	Mileage	92.40
	Other costs	126.00
Potential Buyer Fam Trips	Travel	25.00
	Accommodation	487.50
	F & B	113.92
	Mileage costs	35.91
	Other expenses	87.24
Business Tourism Scotland	Travel	274.77
	Accommodation	112.50
	F & B	56.45
London Sales Trips	Travel	554.20
	Accommodation	1,194.93
	F & B	859.28
	Evening Event	162.50
	Giveaways	25.00
Other costs	Postage costs	8.20
	Business Travel Insurance	26.91
	Mileage costs	73.92
		26,982.46
		26,982.46