



Visit Inverness Loch Ness Community Update
October 2022

Green Destinations Conference 2022

Bryony, Destination Development Manager, and Michael, CEO attended the Green Destinations Conference in Athens at the end of September. Bryony was invited to speak and discussed VILN's journey to Net Zero, from our carbon neutral status as an organisation to our climate action plan for the destination. The conference was a fantastic chance to network with people from around the world, with delegates from over 43 countries. VILN were awarded the Top 100 Story Award for our Climate Action Plan work, the only one in the UK this year to do so, and the only one in the UK to go through the GSTC Criteria which scored our destination. Our story and more information can be found [HERE](#)



If you would like to discuss specific community lead projects, please get in touch. **Fresh Water Top Up**

The scheme for Fresh Water top ups is still open. The aim of the scheme is to reduce the use of single use plastic bottles, and for visitors and locals to be able to top up their water bottles easily when travelling around the Loch and in the city. There are 34 business's involved so far, each placing a sticker in

their window to show they are participating. More information can be found [HERE](#) and business's can sign up easily using [THIS FORM](#)

Loch Ness Tourism Strategy

We are currently working on a Loch Ness Tourism Strategy outlining our goals and targets for the destination by 2030 and aligning all these with current documentation including Scotland Outlook 2030. We will soon be sharing the strategy for comment.

Loch Ness Challenge

You may have seen coverage in the press that as per our last newsletter, the Loch Ness Challenge 2023 will be going ahead ran by GOYE Events Ltd. Communities are welcomed to get in touch with the organisers to help take part in this event and are encouraged to join in on discussions regarding this. The contact email for this is info@lochnessfestival.com As a reminder, the event will be taking place over a two-week period- 26th May to 4th June 2023.



UK Inbound

We are thrilled to announce that VILN won the Awards for Excellent 2022: Destination marketing organisation of the year this year. More information can be found [HERE](#)



The team met at Ardersier beach in September to a Beach clean organised by ourselves. This was open to the public, and we managed to take 4 large bags of rubbish away with us. If you are interested in organising a beach clean, we would love to hear from you!

Member event



[About Us](#)

event on November 7th this year themed as Sustainability and best practice. We welcome all members- we would also welcome community groups to come along, so please get in touch if you are interested!

Throughout the course of the year, we host networking events for our members. VILN members will be invited to a networking

The organisation became the first Tourism Business Improvement District (BID) in the UK when established in 2014 and operates within a defined destination area that covers over 1200 square miles, including the Highland Capital Inverness and world famous Loch Ness. To support its members, who operate in more than 30 sectors, the organisation delivers a range of activities from its business plan including marketing, infrastructure, events, business tourism, business development and lobbying.

In 2022 the organisation was named the first carbon neutral BID in the UK and has also signed the Glasgow Climate Declaration and the Tourism Declares a Climate Emergency declaration in line with its sustainability goals. The team has doubled in size since in the past two years, including the appointment of the first Loch Ness Ranger.

Contact us

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Both Bryony and Emma have similar roles- developing the area, bringing footfall into the area, and ensuring sustainable practice is shared across our networks.