



Visit Inverness Loch Ness Community Update

March 2023



VILN Wins the Green Destinations ITB Earth Award

The international award, which recognises global leadership in sustainable tourism in the fight against climate change and environmental degradation, was awarded to VILN in a ceremony held at ITB Berlin this week. ITB Berlin is the world's leading and biggest travel trade show.

Accepting the award for VILN, Michael Golding, CEO at Visit Inverness Loch Ness said: "To be recognised at the world's biggest travel show as the leading global destination organisation for tackling the climate emergency is incredible and a very proud moment for our team and board. We are committed to being a leader on this journey, working with our business members and stakeholders, to fulfil Scotland's ambition to be leaders in 21st Century Tourism on the way to reaching net zero by 2045."

For more information please contact bryony@visitiln.com

Climate Action Plan

Our climate action plan for 2022/23 will soon end, a full progress report will be available next month (April 2023) when we will also be launching our new plan for 2023/24.

Pedal Power

We will be hosting our very first active travel event on Saturday 15th April in Drumadrochit. This will take place on the village Green, as well as at the Loch Ness Hub. There will be plenty activities for all including free E bike tours, a mountain bike tour and self guided maps for rides in the area. There will be a large pump track for children to enjoy, and Dr Bikes sessions for all. For more information please have a look at the website- <https://www.visitinvernesslochness.com/pedal-power> or contact emma@visitiln.com

Highland Shortbread Showdown

We are running a shortbread competition across the Highlands- we have 8 DMOs taking part and this has been shortlisted down to 21 businesses. For more information please see <https://www.visitinvernesslochness.com/shortbread-showdown> If you like shortbread and you'd like to see what's on offer from many businesses in the highlands, this event is for you! We hope to see you on Saturday 25th March between 10am- 3pm.