

# THE BLACK ISLE



*savour the unexpected*

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## BLACK ISLE TOURISM

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Black Isle Tourism is made up of businesses and individuals committed to managing tourism in our area for the benefit of all.

Promoting ‘slow’ tourism, activities encourage visitors to stay longer, ‘savour the unexpected’ and ‘live like a local’.

[www.black-isle.info/black-isle-tourism-team.asp](http://www.black-isle.info/black-isle-tourism-team.asp)

# THE BLACK ISLE



*savour the unexpected*



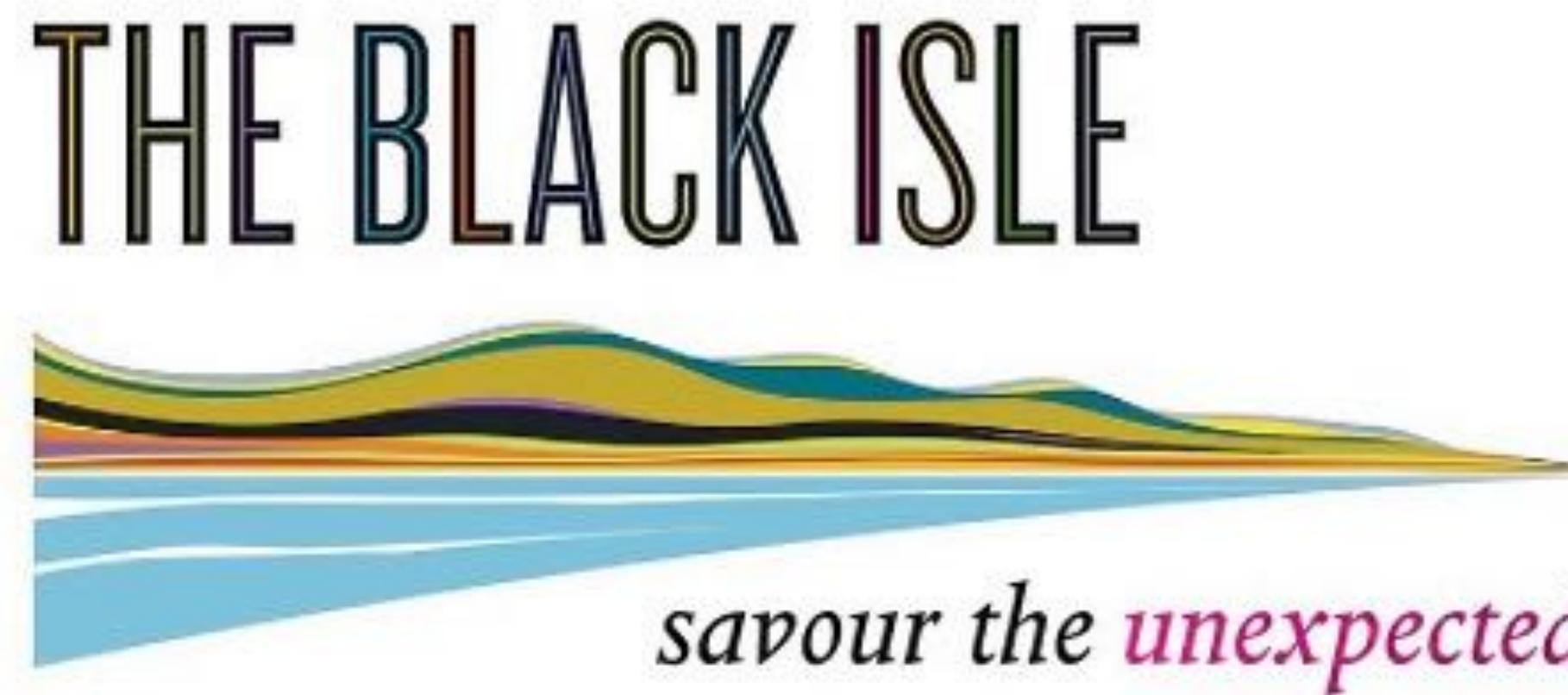
## The Brand

- We have proudly developed a brand identity for the Black Isle
- Our logo is based on the rolling hills of the Black Isle
- The strapline provides the expectation of discovery to encourage visitors to stay longer



When Covid struck we initiated a  
Venture Safely Campaign





## **BLACK ISLE TOURISM**

Formed in 2014, Black Isle Tourism is a subgroup of the Black Isle Partnership

Its activity is coordinated by a steering group of local member volunteers





SCOTTISH  
TOURISM  
ALLIANCE  
Your voice in tourism matters

HOME    ABOUT    MEMBERSHIP    NEWS & UPDATES    STA EVENTS    STA CONFERENCE DOWNLOADS    NATIONAL STRATEGIES    SUPPORT INFORMATION HUB    BREXIT



YOUR VOICE IN TOURISM MATTERS

JOIN THE STA



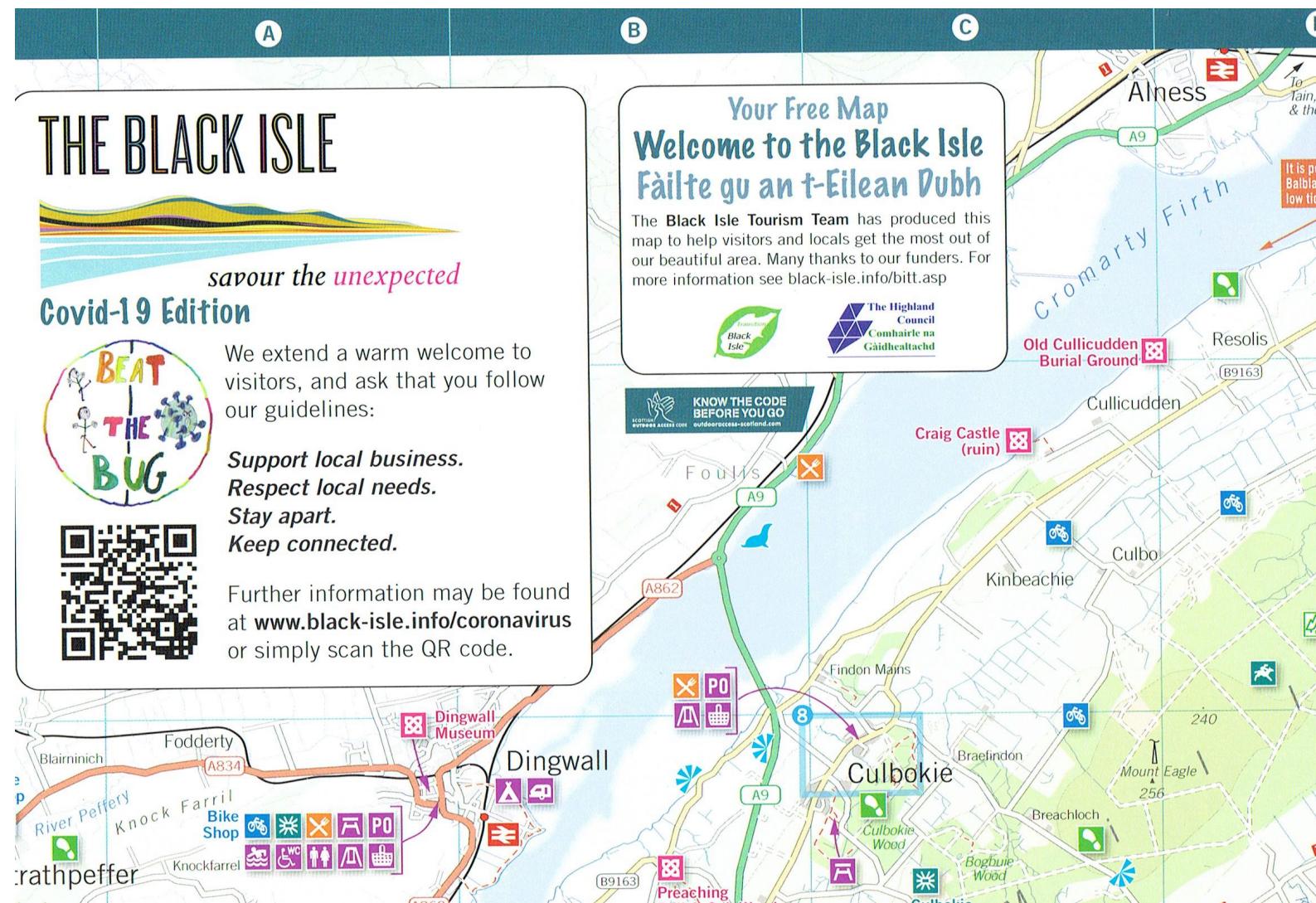
The Highland Council

# Black Isle Tourism

works with

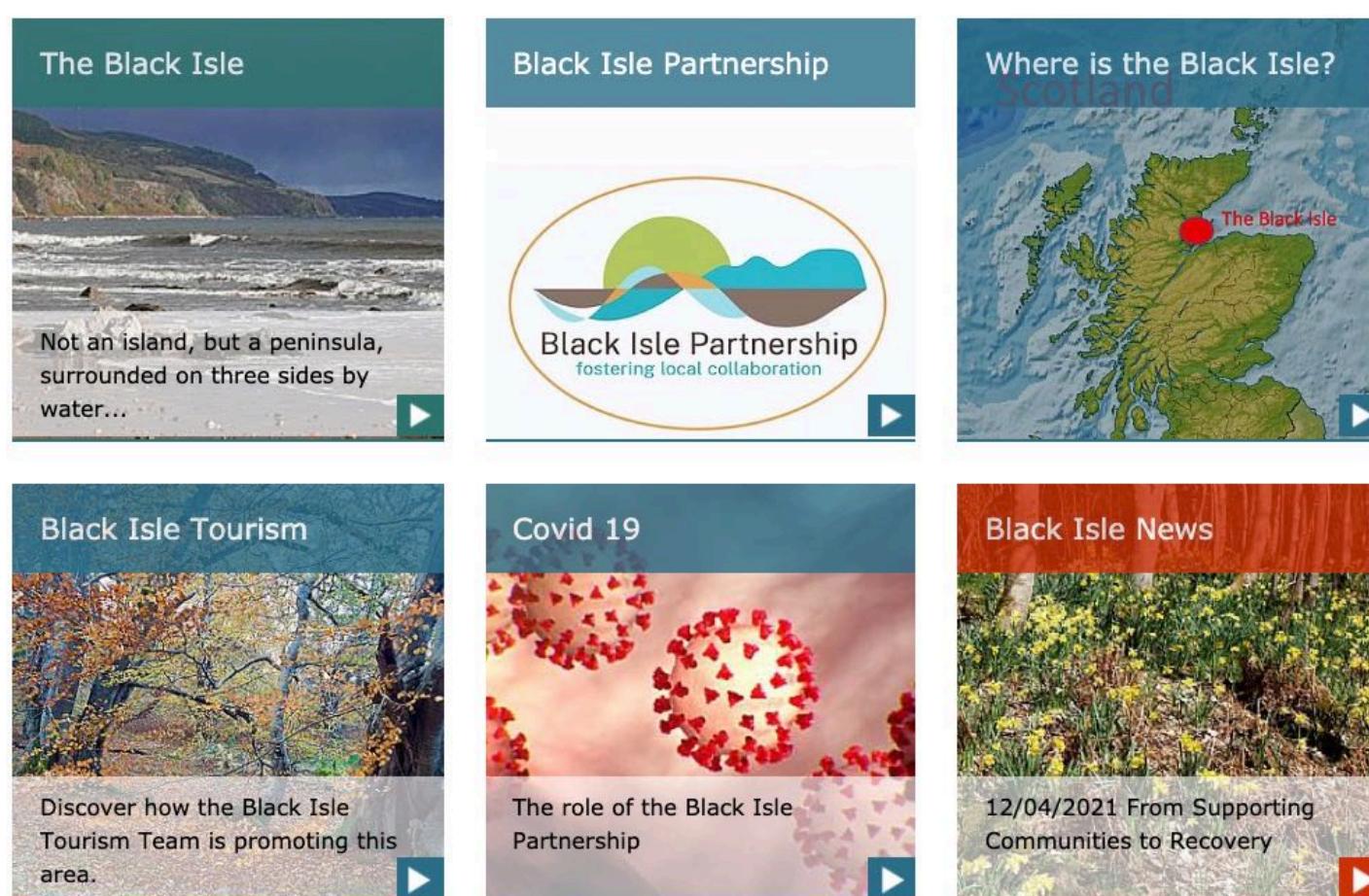
The Scottish Tourism Alliance  
The Highland Council  
The North Coast 500  
Visit Scotland and  
Highland Tourism Partnership  
Highland Tourism

to enhance the profile of the  
Black Isle and to raise issues of  
interest to our members



## Welcome to Black Isle Info

Black Isle Info provides news and information for locals and visitors to the beautiful Black Isle, just north of Inverness.



# Locally Black Isle Tourism has:

- Published the **Visitor Map for The Black Isle**, now in the fourth edition
- Hosted several busy networking and information events
- Updated the **black-isle.info** website alongside Plexus Media
- Supported funding applications for our members
- Maintained our Facebook page: **Discover the Black Isle**

*.... Local Voices, Black Isle Choices*

To develop a sustainable tourism sector that is aligned with the needs of the local communities of the Black Isle and to provide a year-round offer that increases visitor volume.

***A Tourism Strategy for the Black Isle***



# Locally Black Isle Tourism has

- Developed the theme of Slow Tourism
- Formulated a Tourism Strategy after extensive consultations in 2019
- Initiated a more active structured relationship with the Community Councils on the Black Isle interrupted by the pandemic
- Provided feedback to the Inner Moray Firth Local Development Plan

# Black Isle Tourism Membership benefits include:

Black Isle Visitor Maps

Newsletters

Networking opportunities

Window sticker promoting the Black Isle

A £40 discount off North Coast 500 membership

## How are we funded?

Our work is funded in part by our membership fees and by short term grants for specific purposes such as printing the Black Isle Visitor Map. Our membership budget is bolstered by a grant from Highland Council. Membership fees are discretionary at present.



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## **BLACK ISLE TOURISM**

To join Black Isle Tourism visit our webpage on  
black-isle.info and see the details in Chat

<http://www.black-isle.info/bitt>.



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## BLACK ISLE TOURISM

To sign up to our newsletters:

<http://www.black-isle.info/bitt>





## **BLACK ISLE TOURISM**

**The Autumn 2022 Steering Group members of Black Isle Tourism are:**

Becky Richmond, The Black Isle Stud

Jon Palmer, The Cheese House, Cromarty

Rose Grant, Chanonry Point Advisory Group

Julian Paren, Treasurer/Membership Secretary

Anne Phillips, Rosemarkie Amenities Association

If as a member you like what we do and want to contribute further, please consider joining the volunteers on the steering group.