

THE BLACK ISLE



savour the unexpected

BLACK ISLE TOURISM

THE BLACK ISLE



BLACK ISLE TOURISM

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

THE BLACK ISLE



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

Grant aided by the Supporting Communities Fund distributed by Highlands & Islands Enterprise



**SUPPORT
LOCAL
BUSINESS**

www.black-isle.info/coronavirus

Grant aided by the Supporting Communities Fund distributed by Highlands & Islands Enterprise



**STAY
APART**

www.black-isle.info/coronavirus

Grant aided by the Supporting Communities Fund distributed by Highlands & Islands Enterprise



**KEEP
CONNECTED**

www.black-isle.info/coronavirus

Grant aided by the Supporting Communities Fund distributed by Highlands & Islands Enterprise



**RESPECT
LOCAL
NEEDS**

www.black-isle.info/coronavirus



When Covid struck we initiated a
Venture Safely Campaign



Please ...

- 😊 Support local business.
- 😊 Respect local needs.
- 😊 Stay apart. Keep connected.

www.black-isle.info/coronavirus

THE BLACK ISLE



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





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

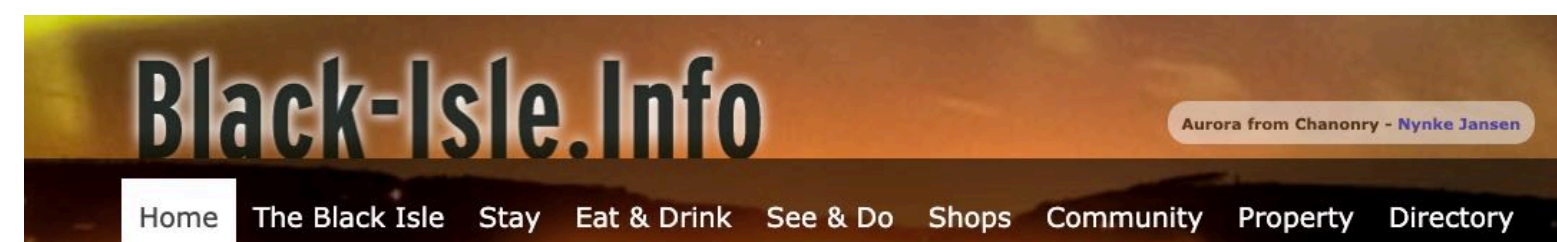
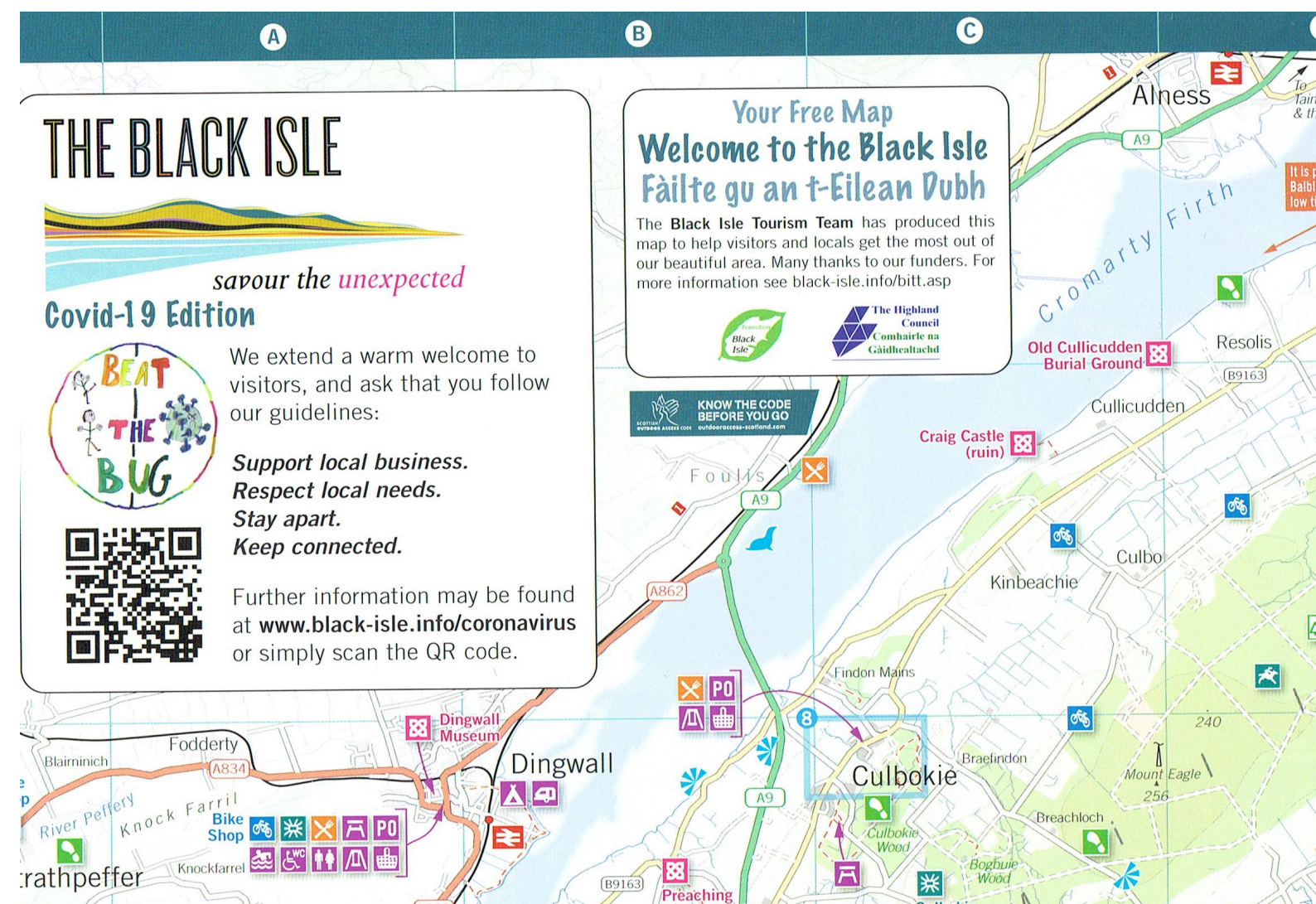


Black Isle Tourism

works with

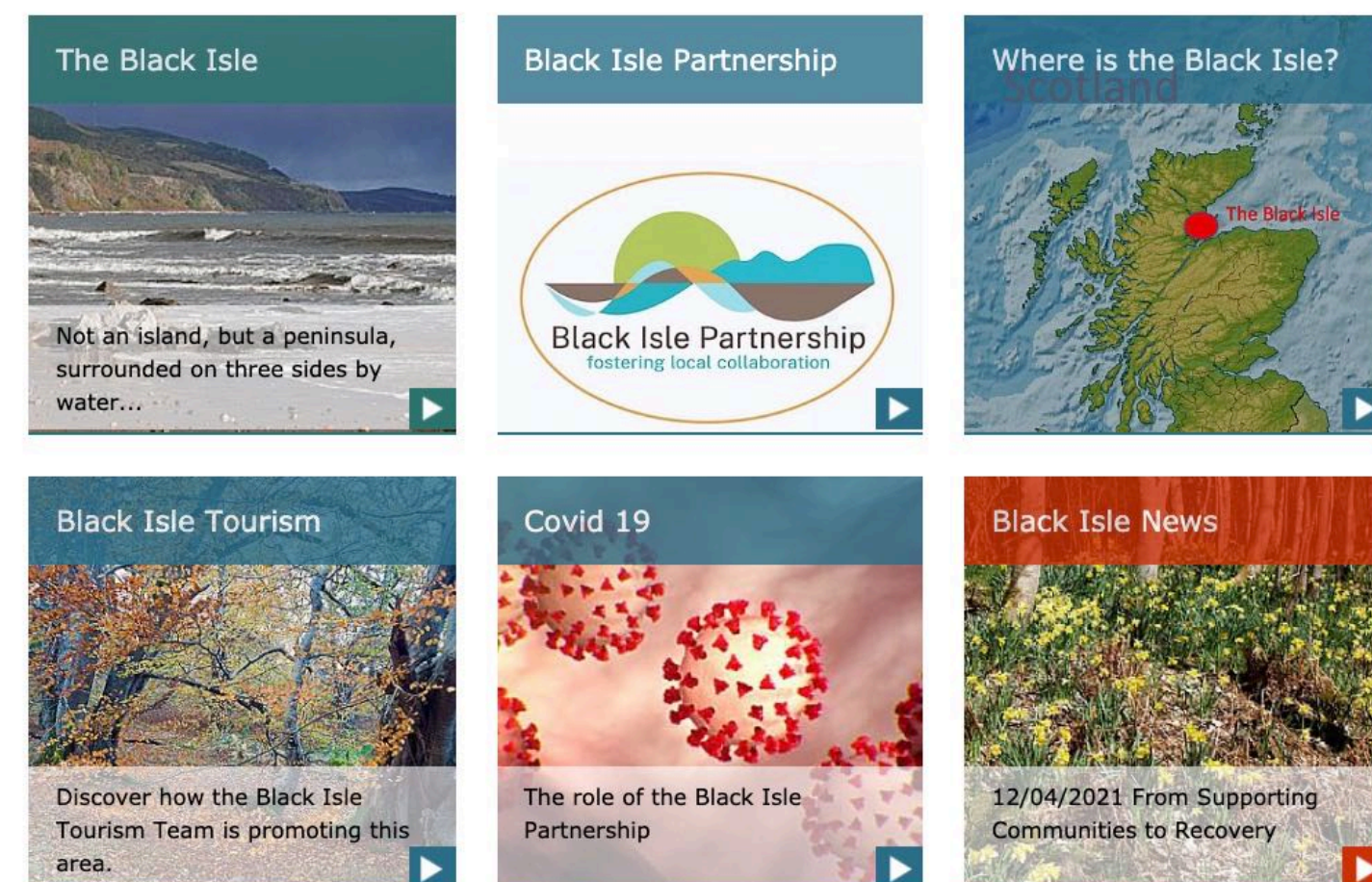
- The Scottish Tourism Alliance
- The Highland Council
- The North Coast 500
- Visit Scotland and Highland Tourism Partnership
- Highland Tourism

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*

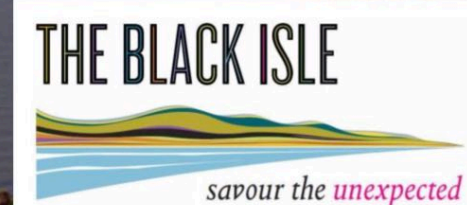
To develop a sustainable tourism sector that is aligned with the needs of the local communities of the Black Isle and to provide a year-round offer that increases visitor volume.

A Tourism Strategy for the Black Isle



A Tourism Strategy for the Black Isle

*Stay close,
feel connected...*



April 2019

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.

THE BLACK ISLE



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>.

THE BLACK ISLE



BLACK ISLE TOURISM

To sign up to our newsletters:

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



THE BLACK ISLE



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.