

# THE BLACK ISLE



Update on: **Tourism on the Black Isle – what next?**

**Tuesday 14<sup>th</sup> November, Masonic Hall, Station Road, Fortrose – 4-7pm**

**2 weeks to go!**

Involved in tourism on the Black Isle? Want to give your feedback of your experiences this year? Learn from others about how they're capitalising on the increase in visitor numbers. Hear from policy-makers and have the opportunity to influence them.

Our autumn networking event is always extremely popular, and a great opportunity to meet up with others, share thoughts and start to pull ideas together for next year's 'season' - and the longer-term future. The Black Isle Tourism Team is the only forum where those of us working in the tourism sector on the Black Isle can genuinely support one another and capitalise on an expanding market. We have strength in numbers and as a group can, perhaps, avoid some of the issues facing other parts of the Highlands. We are fortunate to receive funding from Highland Council; it has enabled us to provide free maps for visitors, produce a brand image for the area and means we can offer events like this free. But if we don't use of it we'll likely lose it. So...

Go to the Eventbrite listing to book your place. It makes organising the event a whole lot easier if we know who's coming in advance.

<https://www.eventbrite.co.uk/e/tourism-on-the-black-isle-what-next-tickets-38979140659?aff=eac2>

And don't forget - if you're a new business, or have a good news story to share, you can sign up for a two-minute 'selling' slot to tell people what you're about and what you're up to. Who can resist a free marketing opportunity?

Jon Palmer

For the Black Isle Tourism Team (BITT) Committee