

Rural Enterprise Demonstration Day Revenue from Recreation – The Provision of Products and Services to the Outdoor Leisure Market

Tuesday 26 June 2012

The Ice Factor, Kinlochleven, Lochaber PH50 4SF



Outdoor Recreation is widely accepted as a mature and growing industry within Scotland, accounting for over 10% of total employed. There are many new opportunities, such as the staycation, which have provided business with the chance to continually grow their client base and to develop new revenue streams. Have you considered diversifying into the area? Are you in the correct geographic position to offer something different and exciting? Have you thought about it but not sure where to start? Or do you already run an outdoor business and want to find out how you can increase your offering?

Set in The Ice Factor, an ideal venue for this event, we will look closely at real life case studies, the unique services they offer and will also ask the question: what does the client want from a provider, be it accommodation or activity, or both. The day is aimed at raising awareness of the prospects and challenges of outdoor recreation as a business opportunity and providing some ideas for you take forward in your own area of expertise, or perhaps to look at something totally different and new.

Meet the speakers

David Adams McGilp of VisitScotland will look at the outdoor recreation tourism market in Argyll and the West Highlands and will focus on existing and potential markets in outdoor recreation. **Lyn Forbes** of Loch Ness Shores Leisure Park will discuss how the publicly funded and promoted Great Glen Canoe Trail provided the catalyst for a diversification opportunity for her and her husband. **John Patrick** of Argyll Adventure diversified into activity tourism using many of his farm's attributes in these pursuits. John will tell us why he diversified, the process he went through and will enlighten us as to why it has to be fun for everyone! **Dorothy Breckenridge** of C-N-Do Scotland provides an all-inclusive service for clients who wish to take a guided walking holiday. She will talk about her experience of what her clients want from providers, and why your facilities must stand out amongst the crowd to maintain a full house throughout the season.

Morning Session:

- Opportunities for everyone – think outside the box
- Advice is available
- What the customer wants

Lunch

- Provided by The Ice Factor
- Plenty of networking opportunities

Optional Afternoon Visit

- **Jamie Smith**, Company Director and instructor will provide an introduction to **The Ice Factor**, the biggest indoor ice climbing facility in the world, followed by a “walk and talk” tour of the centre, looking at why it ticks so many boxes for revenue from recreation and proving that unusual buildings, such as an unused aluminium smelter can be utilised to create many different lucrative businesses.

Book Your Place

We recommend early booking. The event is FREE, but there will be a small catering charge of £13. Exhibition space is available, with discounts for Scottish Land & Estates members.

Please contact joyce.karch@scottishlandandestates.co.uk or call 0131 653 5400 to register interest and receive further details.

On behalf of Scottish Land & Estates and The Ice Factor we are delighted to invite you to attend our latest Demonstration Day. This event will offer new ideas and guidance to further enhance your enterprise or diversify into a new area altogether. The world is your oyster!

Programme

- 09.45 – 10.10 Registration and Refreshments**
The Ice Factor, Kinlochleven
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- 10.10 – 10.20 Welcome and Introductions**
Kurt Larson of Kingairloch, Ardgour, Fort William
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- 10.20 – 10.50 David Adams McGilp, Visit Scotland www.visitscotland.com**
David will speak about the outdoor recreation tourism market in Argyll and the West Highlands, focussing on:
· existing and potential markets (including wildlife, forest, activity, marine and green tourism)
· diversification opportunities (SRDP)
· challenges (planning, funding, image, marketing, compatibility, networks)
· next steps
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- 10.50 – 11.15 Lyn Forbes, Loch Ness Shores Leisure Park**
The development of promoted routes through the Great Glen has provided many opportunities for new business. Lyn will take us through her and her husband, Donald's experience of developing one such campsite business, Loch Ness Shores Leisure Park. Lyn will give a brief overview of getting started, where they are now and what the future holds.
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- 11.15 – 11.30 Tea / coffee**
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- 11.30 – 12.00 John Patrick, Argyll Adventure: Activity and Adventure Centre Opportunities www.argylladventure.com**
Argyll Adventure offers activities for visitors ranging from scenic pony tours to paintball, laser storm and bungee trampoline. John Patrick will tell us why he decided to diversify his business into activity tourism, the different market sectors he attracts and how he manages to provide the right experience for each.
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- 12.00 – 12.30 Dorothy Breckenridge, C-N-Do Scotland, Guided & Independent Walking Holidays:
Providing accommodation and services for the long distance trails market www.cndoscotland.com**
Not all outdoor enthusiasts want a tent or a bunkhouse at the end of a long day walking, cycling or in the saddle. Dorothy will talk about her experience of how to cater for walking clients and might include some ideas for cyclists too. There is plenty you can do to make your facilities stand out from the crowd, whether it's the quirky, unusual or just plain old luxurious! Dorothy will cover:
· Are you in the right physical location
· New and different ideas
· That extra mile – what you can do to make your client come back again and tell their friends
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- 12.30 – 13.00 Panel Questions and Answers and Closing statements**
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- 13.00 – 14.00 Lunch and networking at the Ice Factor**
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- 14.00 – 15.00 Optional Afternoon Site Visit – Jamie Scott will give an introduction to the Ice Factor Tour followed by a walk and talk.**

Please email the booking form below to joyce.karch@scottishlandandestates.co.uk or post to Scottish Land & Estates, Stuart House, Musselburgh EH21 7PB. Bookings can also be made by telephoning Joyce on 0131 653 5400, by **Wednesday 20 June 2012**.

Booking Form – Revenue from Recreation Type directly into the boxes below the click the submit button

Name:
Company:
Address:
 Postcode:
Telephone:
Email:

Main occupation

Landowner/Landmanager Trade Business
Professional Business Other

Details of Guests

Name:
Address:
 Postcode:

A delegate list will be provided. Please tick if you do not wish to be included

VAT Reg No: 429 366821

I / we wish to book place(s) at £13 per person
Please tick if you intend to stay for the afternoon session

Payment

By enclosed cheque payable to Scottish Land & Estates
 By card (Visa, Mastercard, Maestro, Solo or Switch)
Card details will not be retained after processing.

Name on card:

Card number:

Expiry date: 3 digit security code:

If applicable:

Valid from: Valid to: Issue Number:

Card billing address (including postcode) if not as given above:

Card holder signature:

Submit your form by clicking anywhere in this box