

venture north

Tourism for Caithness and Sutherland

STRATEGIC COVID RECOVERY PLAN

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WHO ARE WE?

- Venture North is a forward looking membership led tourism organisation run by a volunteer board of people living and working in the tourism and business sectors of Caithness and Sutherland
- Our aim is to promote and support tourism in the area and our customer base is every person, organisation or business that covers all aspects of a visitor's journey in C&S
- Main activities include
 - Events - Taste North, Digital Media Workshops, supporting others' events
 - Promotion of the area through our website, exhibiting at VS Expo, Heritage app and promotional materials such as maps and leaflets

STRATEGIC
COVID
RECOVERY
PLAN

HIE Funding

£348k

Total Project Cost

£363k

STRATEGIC COVID RECOVERY PLAN



Working towards
inclusive partnerships
to deliver an action
plan for recovery



Provide a strategic
approach to
destination
management



Create a portal for
delivery of industry
support and guidance



Having a strong
representation of
destination



Enable us to capitalise
on new opportunities



Be accurately
informed with a
strategic outlook



Support our region's
ambitions for green
recovery and
responsible visitor
management

STRATEGIC COVID RECOVERY PLAN



Recruitment of Project Team



Tourism Partnership for C&S



Develop a fluid strategic tourism destination recovery plan for Caithness & Sutherland



Provide Venture North DMO business support and advice to the industry in C&S



Create a DMO committee from the Tourism partnership



Gather regular intelligence from consumer and industry



WorldHost training workshops



Develop recruitment campaign for the industry



Digital Media Training, Plans and Support



Work in partnership with VisitScotland



New sustainable events/festivals



Provide opportunities for businesses to minimise their carbon footprint



Work with tourism businesses to support their Fair Work practice



support the businesses to deliver the Highland Council's Visitor Management Plan



Work with Caithness Chamber Developing the Young Workforce to encourage young people into a career of choice in tourism

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DISCUSSION