## venture north

Tourism for Caithness and Sutherland

#### STRATEGIC COVID RECOVERY PLAN

### venture north Tourism for Caithness and Sutherland

#### 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







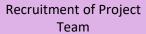
Enable us to capitalise on new opportunities

Be accurately informed with a strategic outlook

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

#### STRATEGIC COVID RECOVERY PLAN







Tourism Partnership for C&S



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

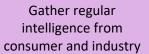


Provide Venture North
DMO business support
and advice to the
industry in C&S



Create a DMO committee from the Tourism partnership







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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# STRATEGIC COVID RECOVERY PLAN DISCUSSION