

SAILING TOURISM IN SCOTLAND

TOURISM INNOVATION WORKSHOPS

WHAT IT OFFERS

Series of one day workshops for businesses interested in exploiting the sailing market from marina operators to accommodation providers, taxi drivers and food outlets

Discussion around the sailing potential of the west coast of Scotland

Opportunity to identify new products and services through facilitated discussion

Opportunity to network & learn from other businesses

Channels to seek additional help & support



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SCOTLAND IS WIDELY ACKNOWLEDGED TO HAVE THE BEST SAILING WATERS IN EUROPE WITH SCENERY AND SAFE WATERS BEING A KEY ATTRIBUTE.

Research undertaken by Scottish Enterprise in 2009/10 identified that:

- The Sailing Tourism market currently accounts for £101 million of expenditure per year in Scotland
- over a 10 year period the demand for resident berths has the potential to increase by 35% and visiting berths will increase by 46%
- the most significant opportunities being in the Clyde and West Highlands of Scotland

The newly launched brand MalinWaters, funded by a range of partner organisations and the European Regional Development Fund will help to increase the sailing activity on the west coast of Scotland. MalinWaters aims to attract new marine leisure visitors, encourage greater flow of visitors and promote existing linkages both cultural and physical, among the MalinWaters regions.

To help businesses capitalise on the potential increase in the sailing market, Scottish Enterprise will be hosting Tourism Innovation workshops on the following dates:

DATES, TIMES & LOCATIONS:

Tues 7th Feb 2012	10:00 – 15:30	Helensburgh	Helensburgh Sailing Club, Helensburgh
Tues 21st Feb 2012	10:00 – 15:30	Inverclyde	Royal Gourock Yacht Club, Gourock
Tues 13th March 2012	10:00 – 15:30	Largs	Largs Sailing Club, Largs

To book onto one of our FREE workshops visit:

www.scottish-enterprise.com/sailingtourismhelensburgh

www.scottish-enterprise.com/sailingtourisminverclyde

<http://www.scottish-enterprise.com/sailingtourismlargs>

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