

The Renewal Ballot Process and YOUR opportunity to shape the 2024 – 2029 Business Plan

2023

March/April

Survey issued to members to gather views on what to deliver in the 2024 – 2029 Business Plan

May

Survey results presented at a members networking event and further feedback was gathered

August

The Initial Consultation Results document circulated and 1 to 1 consultations begin

September

Networking Evenings (5pm – 8pm)

4/9/23 Short Term Lets and Networking, Eden Court

21/9/23 Loch Ness Centre Tour and Networking

Members meetings to discuss issues and gather views

Drop In Sessions (1pm – 3pm)

13/9/23 Cameron's Tea Room, Foyers

13/9/23 The Loch Ness Clansman Hotel

14/9/23 Loch Ness Lovat Hotel, Fort Augustus

14/9/23 Gun Lodge Hotel, Ardersier

15/9/23 Glen Ord Distillery, Muir of Ord

October

Consultation Day to discuss Draft Business Plan

5/10/23 Glen Mhor Hotel, Inverness

2024

January

2024 – 2029 Business Plan Launched

February

1/2/24 Ballots papers sent out

22/2/24 Networking Event, Kingsmills Hotel

March

14/3/24 Renewal Ballot closes at 5pm

15/3/24 Results of the count announced

Please check the website for updates on the Ballot and to book your space(s) at the networking events

www.visitinvernesslochness.com/BID-renewal-ballot-2024

MAKE THE MOST OF YOUR MEMBERSHIP BENEFITS

www.visitinvernesslochness.com/about-viln/about-membership



SOCIAL MEDIA AND
MARKETING CONTENT



WEBSITE LISTING AND
VISITOR CONTENT



IMAGE
LIBRARY



SEE AND
DO MAPS



NETWORKING
EVENTS



NEWSLETTER

Visit Inverness Loch Ness Team

Alan Rawlinson

Business Development Manager

Sharon Mackay

Membership Manager

Jo Page

Digital Engagement Manager

Emma Harrison

Destination Development Manager

Sabine MacDonald

Administrator

Board of Directors:

www.visitinvernesslochness.com/about-viln/team-and-board

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Initial Consultation Results and What Comes Next

Creating the 2024 – 2029 Business Plan

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What is this document?

Earlier this year we surveyed members on what they felt VILN's priorities and objectives should be. This asked you to provide feedback on the 2019 – 2024 Business Plan content, its delivery, as well as what you would like to see added, removed, or changed for the next one.

This report summarises your feedback and provides information about how the **2024 – 2029 Business Plan** will be developed and the key dates to be aware of.

The most important thing to highlight, is this is our collective plan for the future of our area. Everything in this document, and throughout the development of the next Business Plan will be led by consultation with you and our members with evidence and reasoning for every outcome.

Current objective rated 7.28 or higher out of 10, marketing being top, followed by lobbying.

YOU'VE SAID WE'RE THE BEST AT

Marketing, Networking, Website, Lobbying, Social Media, Newsletters, Maps and Photo Library.

KEY ADDITIONAL AREAS TO CONSIDER

Transport, Sustainability, Local, Food & Drink, Seasonality, Trade, Regular Surveys, Staff Development, People, Connectivity.

FEEDBACK FROM VISITORS OR COMMUNITIES

Transport, Signage, Dining Options, Indoor Activities, Seasonality, Evening Options, Dog Friendly Options.

MEMBER BENEFITS

Existing ones rated well, particularly networking events, maps, website listings, social media, newsletter and image & video library

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PRIORITY GROWTH MONTHS

November, March, January.

YOUR PRIORITIES IN THE NEXT 5 YEARS INCLUDE

Season Expansion, Training, Net Zero, Marketing, Business Tourism, Longer Stays

You've said market the destination using whatever content is most effective

Our events should be free for our members and chargeable to non members

84.4% said they would vote yes, the remainder responses all said would wait to see the plan before deciding

10% was the most often answer for any changes in BID levy, making up 38% of all responses.

This feedback will provide the basis for the creation of a draft Business Plan.

What have we delivered throughout the 2019 – 2024 Business Plan?

2.36 x levy income invested in the area
912k became 2.16M

900k See and Do maps promoting VILN's members distributed free of charge

100k referrals to member websites per year

Delivered the 2019-2024 Business Plan

1350 images and video to use in the image library

79% growth in social media to >85k followers

42 Million social reach

300 entrants to the Loch Ness Challenge

Average 1 piece of media coverage a day in 2023

Support Local banners installed in 6 villages and Inverness

South Loch Ness Trail signage renewed

>200 media enquiries and request supported

23 trade events attended

3.2 to 6.2 FTE staff

43% growth in Opt In Membership

Climate Action Plan

1000 attendees to Shortbread Showdown

Lobbying on Short Term Let, Local Visitor Levy, Covid Grants and more

Inverness Influencer Lodge hosted

Highlands first Photomathon hosted

First carbon-neutral BID in the UK

>40 member events held

Employed the first Loch Ness Ranger

New website created, increasing member referrals

Refreshed Visit Inverness Loch Ness branding

Visit Inverness Loch Ness Awards

