



Programme Overview

The 'Let's Grow Adventure Tourism' programme is a HIE initiative launched in 2020 for Adventure Tourism businesses both large and small who are located across the Highlands & Islands region. This programme will enable those who are leading Adventure Tourism companies to enhance the competitiveness, performance and sustainability of their businesses, despite these uncertain times.

Limited to 90 ambitious Adventure Tourism businesses, acceptance to the programme means businesses will benefit from, and be supported through, a series of specialist online workshops with inspiring speakers, combined with one-to-one expert guidance and advice to help grow participants business and their own personal development.

The programme intends to take participants ambitions, plans and business outlook to the next level, helping create and develop authentic and memorable Adventure Tourism experiences, along with a tailored business and personal development plan. Plus, businesses will be able to take full advantage of an opportunity to get away from their usual surroundings at a 24-hour residential event; a change of scene that will promote fresh thinking and encourage participants to think differently. This event will incorporate workshops, speakers and plenty of networking opportunities alongside others who want to maximise everything that Adventure Tourism has to offer.

Who is it for?

Adventure and outdoor activities are expected to grow in popularity in the post COVID-19 world. Adventure tourism can be anything from adrenaline-fuelled activities such as mountain biking and rafting, to more gentle experiences such as foraging and wild camping. The programme is designed for motivated and enthusiastic business owners, directors or senior personnel of established and aspiring businesses who are currently delivering or planning to deliver an adventure based product. Participants will currently have a key and active role in the business and be keen to develop their business and personal skills, capabilities and industry connections.

Delivery Format

The programme will be delivered across nine cohorts, with ten participants per cohort. Two cohorts have already taken place in 2020-2021, and a further seven cohorts will take place across 2021 - 2022.

Each cohort will include Adventure Tourism businesses from the following locations:

- Lochaber inc. Skye.
- Inverness-shire
- Argyll & Islands
- Outer Hebrides
- Cairngorms
- Wester Ross
- Caithness & Sutherland
- Shetland & Orkney
- Moray

It is envisioned the cohorts will be arranged and delivered as so:

- Lochaber inc. Skye and Cairngorms (Delivery took place October 2020 – March 2021)
- Wester-ross, Inverness-shire, Caithness & Sutherland (Delivery planned October 2021 – March 2022) (Recruitment complete.)
- Argyll & Moray (Delivery planned October 2021 – March 2022)
- Outer Hebrides, Shetland & Orkney (Delivery planned October 2021 – March 2022)

What's Involved?

An indicative programme is included below:

The programme is designed specifically for Adventure Tourism businesses looking to take a proactive approach to developing or growing their markets. Participating businesses will benefit from a series of workshops and one-to-one support.

This is a rare opportunity to take part in a completely free, high-level initiative, funded in by HIE.

- Gain valuable insights into emerging local, national and international trends and new challenges and opportunities for Adventure Tourism in the Highlands.
- Understanding our visitors, targeting the right markets, and how market research can help.
- Learning how to keep your business up to date and reap the benefits of using technology to look after and service your client base
- Understanding how the experience economy works within tourism and add value to your products
- Working with the Travel Trade / Online Travel Agents / 3rd Party Intermediaries – what are the benefits of working with them?
- Exploring the best ways to reach your market, including online platforms, working with the travel trade, the role of exhibitions and trade shows, and collaboration
- Developing a tailored business improvement plan for your business

Six digital workshops designed specifically to help businesses develop, plus one-to-one support that follows on from the workshops and can be adapted to help businesses who want to collaborate to develop new products or experiences.

Workshop 1

Theme: Adventure Tourism market insights.

Objective: Understanding of your business's market position.

Outcome: Gained required knowledge to develop post Covid-19 marketing plan.

Workshop 2

Theme: The digital age and the experience economy within tourism.

Objective: Understanding the use of digital technologies in your business, transforming your experience for the digital world.

Outcome: Gained required knowledge to develop your tourism experience and prepare a digital development activity plan.

Workshop 3

Theme: Adventure Tourism – an international perspective.

Objective: Sharing best practice from different destinations.

Outcome: Insights and ideas to assist with the development of your product and experience.

Workshop 4

Theme: Sustainability, buzz word or the new reality?

Objective: Insights into environmental sustainability issues and consumer drivers when spending on tourism experiences.

Outcome: Benefit from current research and market intelligence to help align your business to a sustainable future.

Workshop 5

Theme: Routes to market and understanding the mechanics of the travel trade.

Objective: Identify what market routes fit with your business model and aspirations.

Outcome: Development of your marketing plan for the upcoming season.

Workshop 6

Theme: How was it for you?

Objective: Feedback on the programme, sharing business improvement plans and exploring the next steps.

Outcome: Establishing a practical road map for your product and business.

Get Involved

Get in touch if you are ready to grow your business and collaborate with other like-minded businesses. Register your interest by completing a short questionnaire at:

www.hie.co.uk/adventure-tourism.

Alternatively, contact one of the programme delivery team to learn more:

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The programme is being delivered through the Northern Innovation Hub by HIE and in partnership with Business Tourism Solutions in conjunction with Lochaber Chamber of Commerce.

