

Making the Connections Work

Launch of Moray Tourism Development - Wednesday 24 February, 2010

Robbie Dhu Centre, Glenfiddich 10:30am– 3:30pm - Registration from 10:00am

Sponsored by Visit Scotland

Welcome and Launch of Moray Tourism Development: Jim Royan, Chair, MTD

Partnership in Action - Visit Scotland: Scott Armstrong, Regional Director (Highlands and Moray)

The way forward for tourism in Moray - Achieving success by working together: Marion Walker, Moray Tourism Executive Director

Spotlight on some Moray Tourism themes

- **Whisky:** Andy Cameron, Dufftown 2000
- **Coast:** Simon Tucker, Cullen Tourism Initiative
- **Mountains:** Vicky Hilton, The Crown Estate, Glenlivet
- **People:** Gwenda Michielson, Keith Tourism Action Group

Q&A session – chaired by Jim Royan, Chair, MTD

Putting the Jigsaw together - Your Story so Far

Themed workshop sessions based on what you have told us you need support with.

Networking lunch

Where are we now? The reality

How is Moray performing as a tourism destination? Richard MacDonald, Global Tourism Solutions (UK)

The importance of gathering data: Rene Looper, Moray Tourism Executive

Successful Partnerships in Action: Alan Rankin, Chief Executive, Aviemore & the Cairngorms Destination Management Organisation

What's in it for you?

Workshop Sessions - The 3 most important things we can do for you

What next?

Summary and introduction of Moray Tourism Development's new Chair: Jim Royan, Chair,

Tea/networking / Literature Exchange