

## **Paper 2**

### **Highland Clan Partnership Group - DRAFT REMIT -**

#### **Aim**

A group co-chaired by John Mackenzie, Earl of Cromartie, and Malcolm Roughead, Chief Executive of VisitScotland to ensure good dialogue and collaborative working between the Scottish Government, VisitScotland and other parts of the public sector and Scotland's Highland Clans in the promotion of Highland Clan Tourism

#### **Objectives**

To work collaboratively in delivering against the '11 Asks' of the Highland Clan representatives, those being:

1. A seat at the table as a stakeholder in Tourism in Scotland
2. A full acceptance within VisitScotland of the place of Ancestral and Heritage Tourism.
3. A calendar of Clan Events, links to Clan Websites, Blogs and Social Media as well as a listing of all Clan Societies and Associations based in Scotland with contact details available through the Visit Scotland Web Portal.
4. Displays and associated leaflets dedicated to the Clans in each region should be featured in each Visitor Information Centre.
5. The creation of a national Clan Trail in the same way as the Whiskey Trail.
6. Support the creation of local Tourist Guides based on Clan History.
7. A realisation that for many visitors to Scotland there is a desire for access to Genealogy for their family history.
8. An acceptance that much Clan History is Highland based and a greater support for Tourism and Culture.
9. A pilot study defining the importance of Clan Tourism in the North Highlands.
10. Financial assistance in the marketing, planning and delivery of Gatherings and other Clan Events in the Highlands and Islands.
11. Dedicated staff in Visit Scotland to support marketing and delivery of Clan Tourism.

#### **Deliverables**

The group will:

- look in detail at the '11 Asks', what is already being done, what more could be done to realise these objectives and how some of the activity might also be applied on a Scotland-wide basis;
- improve channels of communication between Scottish Government, VisitScotland and the Highland Clan Chiefs and Societies;
- provide greater engagement with the Highland Clans to support and promote local events (including the development of a funding model to support clan events across Scotland);
- demonstrate the Clans value to the Highland tourism and the economy;
- Involve the Highland Clans in contributing to the delivery of the common goal in the "Tourism Scotland 2020" strategy of "making Scotland a destination of first choice for a high quality, value for money and memorable customer experience, delivered by skilled and passionate people".