
CAIRNGORMS SUSTAINABLE TOURISM ADVISORY FORUM

Title: Year of Homecoming 2014 Update

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Introduction & Background:

2014 will be Scotland's second Year of Homecoming building on the first held in 2009. Since 2009 there have been a series of themed years called the "Winning Years" - the Year of Food & Drink, the Year of Active Scotland, the Year of Creative Scotland and the Year of Natural Scotland.

This is a Scottish Government initiative, managed by EventScotland, which aims to motivate people around the world to come to Scotland in 2014 under the call to action of 'Scotland Welcomes the World'. It will position Scotland on the international stage as a dynamic and creative nation, and extend the benefits and opportunities offered by the Commonwealth Games and Ryder Cup by presenting a year-long co-ordinated programme of events designed to engender pride in the people of Scotland and welcome visitors around the world in celebration of Scotland's greatest assets. The year-long programme of events will celebrate the very best of Scotland's food and drink, active and natural resources as well as our creativity, culture and ancestral heritage. More information can be found on the VisitScotland website: <http://www.visitscotland.com/see-do/homecoming-scotland-2014/>

Cairngorms National Park 2014:

Year of Homecoming 2014 presents us with a tremendous opportunity to support this national initiative and benefit from the extra resources that will be available via VisitScotland, EventScotland, SNH and others to promote Scotland and the themes outlined above. The Cairngorms National Park has a significant contribution to make across all 5 themes and we should engage with the national activities so the profile of the Park and all that it has to offer is promoted as part of the 2014 programme of activities.

Discussion Questions:

1. Should a Park-wide programme of events be prepared and presented as part of the Year of Homecoming to secure support from the National public sector agencies?
2. Of the 5 themes; *Food & Drink, Active, Arts & Culture, Natural and Ancestral* should we focus on all five or build on a single theme where we have the best offering?
3. The overall theme is 'Scotland Welcomes the World' – should we use this opportunity to deliver the best possible 'welcome' and support local businesses to raise the quality of our customer services and visitor experiences?
4. The focus is likely to be around the central belt on the commonwealth games, Ryder cup, John Muir festival and Battle of Bannockburn's 700th anniversary etc. What can we offer that will ensure the Cairngorms National Park gains a high profile event during 2014? What should be the 'flagship' event in the Park during 2014?
<http://www.visitscotland.com/see-do/homecoming-scotland-2014/events/>