

# VisitScotland itinerary



Beach in the Argyll, West Coast of Scotland



Scotland's National Tourism Organisation

Buidheann Turasachd Nàiseanta na h-Alba

## ACTIVE FAM TRIP

### 10<sup>th</sup>- 13<sup>th</sup> October 2014

For all your travel trade needs: [www.visitscotlandtraveltrade.com](http://www.visitscotlandtraveltrade.com)

# VisitScotland itinerary

## Welcome to Scotland!

The team at VisitScotland hopes you will enjoy this fam trip and bring home a wealth of ideas and useful business contacts for your portfolio of Scotland products you offer to your customers.

## Trip Objectives

As tour operators, your aim is to impress your customers with your range of products and destination knowledge. As such, personal experiences and contacts are vital. The fam trip is designed for you to enhance your Scotland knowledge and allow you to develop new Scottish product. You will have the opportunity to meet with a broad range of Scottish tourism suppliers on your trips, where you will experience Scottish hospitality first hand. We aim to provide you with ideas and contacts necessary to sell Scotland more effectively and efficiently in the future.

We aim to ensure benefits everyone involved. Please review these objectives and tips and keep them in mind throughout your stay:

1. Your goal for this trip should be to enhance your current product knowledge of Scotland and make contact with appropriate suppliers to enable you to develop further Scotland product.
2. As you experience the product, look at it from your customer's perspective, e.g.:
  - Would this kind of activity appeal to my customer?
  - Do my customers have the budget for the hotel?
  - Would my customer like to experience this area of Scotland?
3. Share your thoughts with your fellow travellers. This can stimulate creative solutions and itinerary ideas, as well as partnerships, which may apply to more than one customer segment.
4. You will meet local suppliers throughout your trip. Engage suppliers in discussion, ask questions, such as:
  - What are the booking conditions and commission arrangements?
  - Make hotel executives aware of the special needs of tourists. How – if at all – do they need to adjust their product to appeal to your clientele? There is an opportunity for these suppliers to learn from you as well as for you to learn from them.
5. Please have a look at the information at the end of this itinerary on Scotland's Focus Years. If you are interested in including products relevant to any of these themes in your Scotland programme, please discuss this with us - there are many ways we can help ensure you have all the information and contacts you need.

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# VisitScotland itinerary

## VisitScotland contact:

Daniela Sortino  
Marketing Executive - Spain  
VisitScotland  
Ocean Point One

Tel: +44 (0) 131 472 2122  
Fax: +44 (0) 131 472 2009  
Mobile: +44 (0) 7833239009

Email: [daniela.sortino@visitscotland.com](mailto:daniela.sortino@visitscotland.com)

## Participants:

<i>Company</i>
Allibert Trekking
Coastal GA Travel
PharosReizen Van ANWB
StudiosusReisenMünchen GmbH
Grand Angle

## YourCoach:

**Rabbie's** multi-award winning small group tour programme in Scotland. With departures from Edinburgh and Glasgow, our tours visit the very best of the Scotland, including the Highlands, Islands and Scottish Borders.

**Rabbie's Trail Burners Ltd.**,  
6 Waterloo Place,  
Edinburgh,  
EH1 3EG Scotland  
Tel: +44(0) 131 226 3133  
email: [info@rabbies.com](mailto:info@rabbies.com)



**Make your own way to Glasgow or Edinburgh airport for return journey**

Taxis:

**For all your travel trade needs: [www.visitscotlandtraveltrade.com](http://www.visitscotlandtraveltrade.com)**

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- Glasgow taxi: 01414470017
- Edinburgh central radio Taxi: 0131 229 1605

## Train

- Trains between from Glasgow Queen Street station and Edinburgh Waverley every 30 minutes

## Buses

- Direct transfers to Edinburgh via the Citylink 900 Service from Buchanan Street Bus Station

## Glasgow Airport:

- First 500 Glasgow Shuttle from Glasgow Central Train Station, Glasgow Queen Street Train Station, Buchanan Street Bus Station  
First's Glasgow Shuttle provides you with the most direct service between the airport and Glasgow city centre.  
Frequency: up to every 10 minutes, 24 hours a day  
Journey Time: approximately 25 minutes.  
Fares: Single £6, Return £8.50

## Edinburgh Airport

- Airlink 100  
This express bus service runs from the airport to Waverley Bridge (near Princes Street and the main rail and bus stations).  
**Frequency: Every 10 minutes.**  
**Journey time: 30 minutes approximately (Waverley Bridge).**  
**Fare: Single £3.50, return £6**

## Friday 10<sup>th</sup> October 2014

### **14.30: departure from Glasgow city centre to the Argyll.**

The fam trip will depart from outside Parish Hall, 266 George Street (next to the City Chambers, between N. Frederick Street and John Street), Glasgow.

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## 16.00: visit of Inveraray Castle

An Inveraray Castle has been standing on the shores of Loch Fyne since the 1400s, although the impressive castle we know today was inspired by a sketch by Vanbrugh, the architect of Blenheim Palace and Castle Howard in the 1700s.

Inveraray Castle  
Inveraray,  
Argyll  
PA32 8XE

T: +44 (0) 1499 302203  
F: +44 (0) 1499 302421  
E: [enquiries@inveraray-castle.com](mailto:enquiries@inveraray-castle.com)

W: [www.inveraray-castle.com/home.html](http://www.inveraray-castle.com/home.html)



## 20.00. Check in at Oban Bay Hotel & Spa for dinner and overnight

Set on the edge of Oban's picturesque Esplanade, Oban Bay Hotel & Spa is the ideal base from which to explore Scotland's west coast. Convenient for the train and ferry terminals it is ideal for both leisure and business guests. The spacious sun lounge offers a panoramic view of the bay, the island of Kerrera and the mountains of Mull.

**Oban Bay Hotel & Spa**  
Corran Esplanade  
Oban  
PA34 5AE

T: 01631 565735  
E: [gm.obanbay@crerarhotels.com](mailto:gm.obanbay@crerarhotels.com)  
W: [www.crerarhotels.com](http://www.crerarhotels.com)



Oban Bay Hotel & Spa, Oban

Contact: Sharon Houston

A representative of Wilderness Scotland will join us for dinner.

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Wilderness Scotland are Scotland's only 5 star activity provider and offer a wide range of small group activity holidays in the most remote and beautiful regions of the Highlands and Islands of Scotland. Venturing into the wildest corners of Scotland on walking, sailing, sea-kayaking, biking or canoeing holidays to suit your experience, they often enjoy close encounters with Scotland's wildlife.

Their guided trips have a maximum group size of 8 people, which makes for a better all-round experience. Accessing wilderness locations with experienced and friendly guides means that you can connect with the landscapes and be inspired by adventuring the likes of the Knoydart Peninsula, the Sound of Arisaig or the world renowned Outer Hebrides.

Specialised tailor-made trips with a particular focus, such as bird watching, are also available.

## Wilderness Scotland

Inverdrue House

Aviemore

Cairngorms National Park

Inverness-shire, PH22 1QH

T: 01479 420 020

E: [info@wildernessscotland.com](mailto:info@wildernessscotland.com)

W: <http://www.wildernessscotland.com/>



## Saturday 11<sup>th</sup> October 2014

### **8.30: Arrive at Easdale for 2hrs excursion on water to explore the spectacular Corryvreckan Whirlpool with Seafari**

Seafari Adventures are Oban's first and original VisitScotland Quality Assured 4\* Wildlife Experience. They specialise in offering a unique combination of high adventure and pure exhilaration with the thrill of close encounters with Scotland's magnificent sealife and beautiful scenery. They offer a wide range of tours with something to suit everyone: wildlife, folklore and local history.

The Corryvreckan Wildlife Trip is made on open boats. This trip takes you around the islands spotting for wildlife visiting the Gulf of Corryvreckan, home to the world's third largest whirlpool. The expert guides will identify and offer detailed information on all the wildlife found in the area. Staff are WISE accredited ensuring your tour is properly managed.

## Seafari Adventure

Easdale,

Oban,

Argyll,

PA34 4RF

T: 01852 300003

E: [oban@seafari.co.uk](mailto:oban@seafari.co.uk)

W: <http://www.seafari.co.uk/>

Contact: Tony Hill



### **11.00: Visit to Oban Distillery**

**For all your travel trade needs: [www.visitscotlandtraveltrade.com](http://www.visitscotlandtraveltrade.com)**

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Nestling beneath the steep cliff that overlooks Oban, one of Scotland's oldest sources of single malt scotch whisky is but a stone's throw from the sea. Take a tour of the senses at Oban Distillery! You will be taken around the distillery by one of our knowledgeable guides exploring each part of the whisky making process. Your tour will finish with a sample of our Oban 14 year old single malt with some crystalised ginger – a taste sensation! To round off nicely you will be given a small momento to remind you of your visit to Oban Distillery.

## Oban Distillery

Oban

Argyll

PA34 5NH

T: 01631 572004

E: [Oban.distillery@diageo.com](mailto:Oban.distillery@diageo.com)

W: <http://www.discovering-distilleries.com/oban/>



## 12.15: Lunch at Oban Fish and Chip Shop & Restaurant

Oban Fish and Chip Shop and Takeaway is run by husband and wife team George and Lilian with the help of their hard working and skilled staff. Lilian wanted to serve the freshest, tastiest traditional fish and chips, but also some home made special dishes you wouldn't normally expect to find in a chippy! The restaurant and exterior of the Chip Shop has recently been updated to make it fresh, comfortable and welcoming. There is usually a real buzz in the restaurant with families, couples, locals and holiday makers all coming to eat the delicious food on offer.

## Oban Fish and Chip Shop & Restaurant

116 George Street

Oban, Argyll

PA34 5NT

T: 01631 567000

E: [lil.hutchison@btinternet.com](mailto:lil.hutchison@btinternet.com)

W: <http://www.obanfishandchipshop.co.uk/>



## 14.00: Red deer spotting with Wild West Safari

### Wild West Safari

Room F38, West

Highland College

Fort William

Inverness-shire

United Kingdom



T: 01809 501355

E: [ian@wildwestsafari.co.uk](mailto:ian@wildwestsafari.co.uk)

**For all your travel trade needs: [www.visitscotlandtraveltrade.com](http://www.visitscotlandtraveltrade.com)**

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W: <http://www.wildwestsafari.co.uk/>

Contact: Ian

## 18.30: Dinner at Loch Fyne Restaurant

The original Oyster Bar and Farm Shop started in a small shed in the lay-by at the head of Loch Fyne in the early 80's, then in 1988 moved into the old cow byre at Clachan Farm. The thick stone walls of the original building have seen politicians, celebrities, film stars, royalty and visitors from far and wide pass between them. Inside décor and furnishings have evolved from what was initially an indoor picnic area to a restaurant equipped to equal standards found in cosmopolitan locations.

### Loch Fyne Oysters Ltd.

Clachan  
Cairndow PA26 8BL

T: +44 (0) 1499 600 264

E: [richard.huntsmith@lochfyne.com](mailto:richard.huntsmith@lochfyne.com)

W: [www.lochfyne.com](http://www.lochfyne.com)



Contact: Richard Hunt-Smith

## 21.00: Overnight in the Trossachs National Park and Loch Lomond

If you are looking for charming accommodation in Loch Lomond National Park, the Village Inn, Arrochar is the perfect venue for you. Situated on the banks of Loch Long, our comfortable en-suite bedrooms are tastefully decorated and furnished in a traditional classic rustic style.

The Village Inn has 10 double bedrooms (some with large double ended baths) in the main building and a further 4 bedrooms in the beautifully restored mews building to the rear of the inn which has 3 double rooms and 1 twin room - 2 of these bedrooms are on the ground floor.

### The Village Inn

Shore Road  
Arrochar- Loch Long  
G83 7AX

T: 01301 702 279

F: 01301 702 458

E: [villageinn@maclay.co.uk](mailto:villageinn@maclay.co.uk)

W: [www.villageinnarrochar.co.uk](http://www.villageinnarrochar.co.uk)

Contact: Amanda



Sunday 12<sup>th</sup> October

**For all your travel trade needs: [www.visitscotlandtraveltrade.com](http://www.visitscotlandtraveltrade.com)**

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## 09:30: Arrival at Go Ape, Abefoyle - 3hrs

Go Ape's the UK's number one forest adventure. Days out with us are about living life a little more adventurously, having fun with friends and family and getting in touch with your inner Tarzan (he's in there, we promise!)

The classic and original Go Ape experience is our 2 – 3 hour Tree Top Adventure. We'll brief you for safety before you fly down our zip-wires, leap off our Tarzan Swing and tackle our crossings whilst enjoying some of Britain's most breathtaking scenery.

### Forestry Commission

Cowal&Trossachs Forest District  
Aberfoyle Stirling  
FK8 3UX

**T:** + 44 (0)1877 382 383 (switchboard)  
**E:** mairi.buchanan@forestry.gsi.gov.uk  
**W:** www.forestry.gov.uk/scotland



Contact: Mairi Buchanan

## 13.00: Lunch at The Lake Of Menteith Hotel

At the Lake of Menteith Hotel you will find a delightful house, much enlarged from the original 19th century manse. The inspiration came from the unique lakeside setting and natural habitat for seasonal and permanent residents such as osprey, otter, geese, swans our duck family and more. Decorated in the warm and welcoming style of a classic New England waterfront hotel that perfectly compliments this special waterfront setting.

### The Lake Of Menteith Hotel

Port Of Menteith,  
Perthshire,  
FK8 3RA

**T:** 01877 385258  
**W:** www.lake-hotel.com  
**E:** enquiries@lake-hotel.com



Contact: Meggan Basi

## 14.00: Arrival at Drymen for an excursion with Walkabout Scotland. Path to Balmaha through Conic Hill.

As one of the leading walking holiday tour operators in Scotland, Walkabout Scotland offer you an unrivalled walking and hiking experience through the spectacular scenery of the Scottish Highlands. Their many years of experience and great love of our country will enable them to guide you through the most beautiful areas in Scotland, offering you a unique insight into its history, culture and breathtaking scenery.

### Walkabout Scotland

**For all your travel trade needs: [www.visitscotlandtravel](http://www.visitscotlandtravel)**



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70 Strathearn Road  
Edinburgh, EH9 2AF

**T:** +44 (0)845 686 1344

**E:** [tours@walkaboutscotland.com](mailto:tours@walkaboutscotland.com)

**W:** <http://www.walkaboutscotland.com>

Contact: Jon Haber

## 18:00 Sightseeing of Glasgow

Discover Glasgow, Scotland's city of style, where you can find world-class attractions, museums and galleries, stunning architecture, works by renowned designer and artist Charles Rennie Mackintosh, and one of the best city centre shopping experiences in the UK. Beyond the city, you'll find lush countryside, great family days out and a wealth of fascinating history as you follow the path of the River Clyde.



## 20:00: Dinner at the Ubiquitous Chip

The Ubiquitous Chip Restaurant Glasgow has an enviable reputation as one of the best restaurants in Glasgow. The Chip was opened by Ronnie Clydesdale on the 11th January 1971, at a time when Scottish cuisine was confined solely to the home. Chefs of the day knew only Italian or French cooking, and if you wanted to eat out in Glasgow your choice was limited. A fine dining menu is on offer in the restaurant and a lighter brasserie menu in the various bars, mezzanine and roof terrace.

### Ubiquitous Chip Restaurant

12 Ashton Lane

Glasgow, Lanarkshire G12 8SJ

**T:** 0141 334 5007

**E:** [Eimear@UbiquitousChip.co.uk](mailto:Eimear@UbiquitousChip.co.uk)

**F:** 0141 337 6417

Contact: Eimear McElroy



## 22:00: Overnight at Kelvingrove Hotel, McQuade Group

**For all your travel trade needs: [www.visitscotlandtraveltrade.com](http://www.visitscotlandtraveltrade.com)**

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One of the many hotels belonging to the McQuade group, the Kelvingrove Hotel has 25 well-appointed and spacious en-suite guest rooms with free internet access for guests ensuring the most comfortable and carefree stay possible. Embedded on the edge of the stylish yet laid-back West End, the Kelvingrove hotel offers the best of both worlds, being only walking distance from the energetic city centre while remaining a stone throw from the lush Kelvingrove public park and the chic bars of the West End further ahead. The hotel also enjoys close proximity to a number of attractions such as Kelvingrove Museum and Art Gallery, the Glasgow SECC and the Science Centre, while bus routes on its doorstep make travel to these amenities and other areas in the city even easier.

## **Kelvingrove Hotel, McQuade Group**

944 Sauchiehall Street, Glasgow, G3 7TH.

T: 0141 339 5011

F: 0141 339 6566

E: [kelvingrove@mcquadehotels.com](mailto:kelvingrove@mcquadehotels.com)

Contact: George



## Sunday 13<sup>th</sup> October 2014

### **10.00: Showround of the Kelvingrove museum and gallery**

Kelvingrove Art Gallery and Museum houses one of Europe's great art collections. It is amongst the top three free-to-enter visitor attractions in Scotland and one of the most visited museums in the United Kingdom outside of London.

## **Kelvingrove Art Gallery and Museum**

Argyle Street, Glasgow G3 8AG

0141 276 9599

[museums@glasgowlife.org.uk](mailto:museums@glasgowlife.org.uk)

Text Phone: 0141 276 9500



**Fam Trip ends**

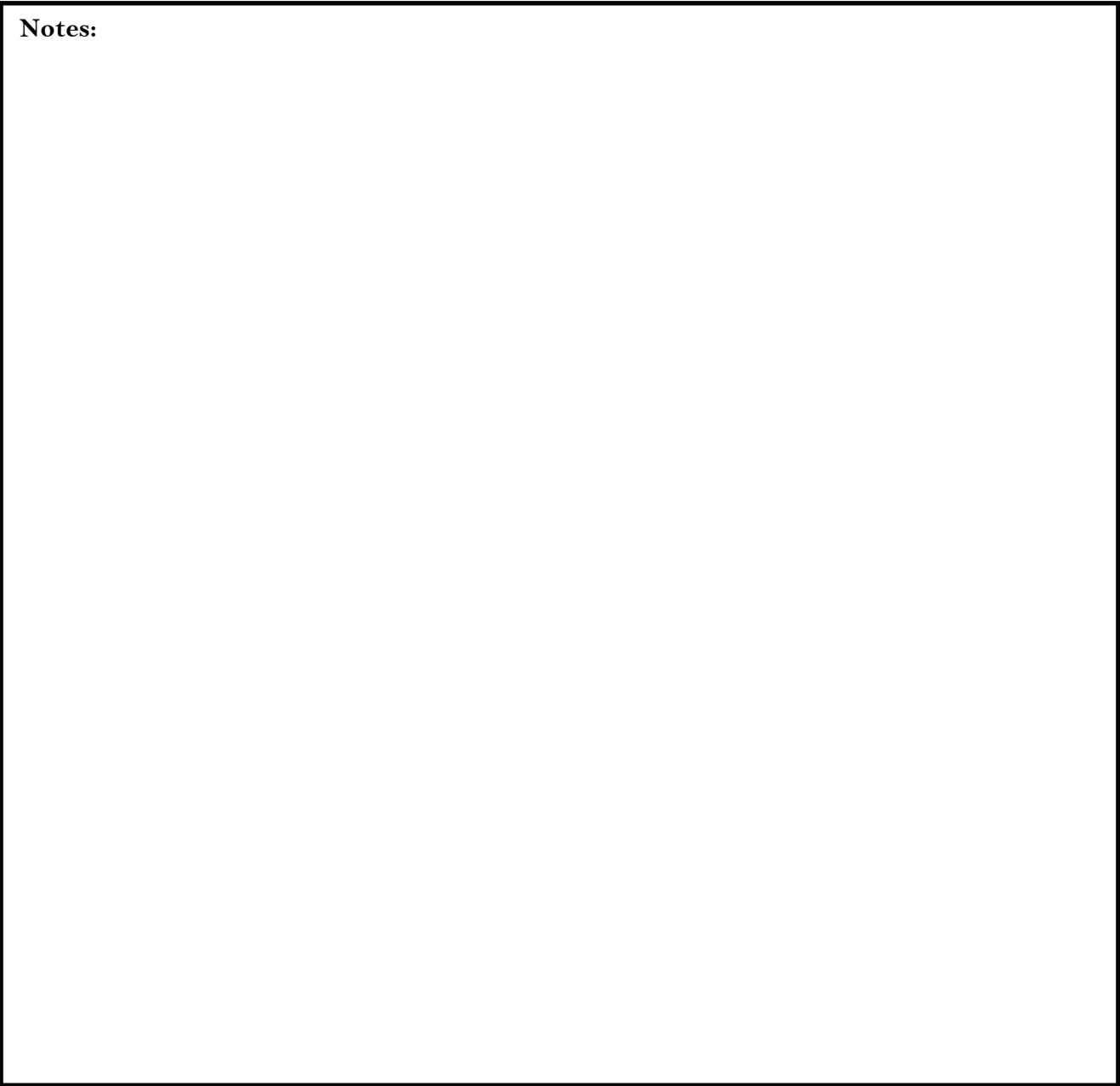
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**We hope that you have enjoyed your stay in Scotland**

**Haste Ye Back!**

**Notes:**



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## Online Resources

### VisitScotland Websites

Travel trade website [www.visitscotlandtraveltrade.com](http://www.visitscotlandtraveltrade.com)

SCOTS education program [www.visitscotlandtraveltrade.com/scotsagent](http://www.visitscotlandtraveltrade.com/scotsagent)

VisitScotland consumer site [www.visitscotland.com](http://www.visitscotland.com)

Our travel trade website - [visitscotlandtraveltrade.com](http://visitscotlandtraveltrade.com) - offering the international travel industry a one-stop-shop for **Scotland information, inspiration and deals**. The site is designed to assist tour operators and agents to sell destination Scotland more effectively to their clients.

### Information

- More than 25 downloadable itineraries
- Downloadable e-brochures and maps
- Online destination education SCOTS programme
- Find out more about VisitScotland's marketing campaigns
- Opt-in to receive the specialised monthly travel trade e-newsletter.

### Inspiration

- Downloadable video clips and images

### Deals

- A comprehensive directory of Scottish companies who have stepped forward and committed to special rates, discounts and commissions exclusively available for the international travel trade.

### General websites

Britrail

[www.britrail.com](http://www.britrail.com)

News & Weather information

[www.bbc.co.uk/weather](http://www.bbc.co.uk/weather)

British Train information

[www.nationalrail.co.uk](http://www.nationalrail.co.uk)

Scottish Train information

[www.scotrail.co.uk](http://www.scotrail.co.uk)

Bus information

[www.citylink.co.uk](http://www.citylink.co.uk)

Historic Scotland

[www.historic-scotland.gov.uk](http://www.historic-scotland.gov.uk)

National Trust Scotland

[www.nts.org.uk](http://www.nts.org.uk)

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## VisitScotland Focus Years

### Homecoming Scotland 2014

The Year of Homecoming Scotland will run from the 31st December 2013 to the 31st December 2014 and will be celebrated all across Scotland from Shetland to Stranraer. Whenever your clients come to Scotland in 2014 there will be a Homecoming event or festival that you will be able to include into their itinerary.

To promote this special year, VisitScotland will be running global marketing and PR campaigns, which will showcase Scotland around the world, focusing on the following themes; Ancestry, Food & Drink, Active, Creative and Natural Scotland.

2014 will be a great year for Scotland with not only the Year of Homecoming Scotland celebrations but also the Ryder Cup, which will be held at Gleneagles, the Glasgow Commonwealth Games, 700th anniversary of the Battle of Bannockburn, and the 100th anniversary of John Muir.

VisitScotland have developed a Homecoming Toolkit to allow you to become part of the Homecoming campaigns. The toolkit contains: images, logo and itinerary suggestions. To download the toolkit please visit [www.visitscotlandtraveltrade.com](http://www.visitscotlandtraveltrade.com)



**GLENEAGLES**  
SCOTLAND 2014



### Year of Food & Drink 2015

VisitScotland held an extremely successful themed year of food and drink 2010/11 it attracted over 500,000 visitors from home and abroad. Food and drink is recognised as an important part of Scotland's cultural identity and heritage and we are delighted to celebrate Scotland's larder again this year.

### Year of Architecture and Design 2016

This year will encapsulate Scotland's heritage and modern attributes in relation to architecture, engineering, renewables, fashion, textiles, science, technology and more. This theme will also embrace the centenary celebrations planned by the Royal Incorporation of Architects in Scotland (RIAS), which raises awareness of the importance of good environmental design to people's everyday lives.

### Year of History, Heritage and Archaeology 2017

A year that celebrates Scotland's historic environment and past. With local, national and international reach, archaeological sites and visitor attractions are an important part of Scotland's ancestral tourism product, both for Scots and visitors alike.

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## Year of Young People 2018

This year will see an exciting programme of educational and cultural events centred on another of Scotland's great assets, our young people. Opportunities will also be identified to build youth elements into the programmes of Focus Year activity in the aforementioned focus years.

## How to do business in Scotland

Each culture has its own idiosyncrasies when it comes to social business relations. As a representative of you company or country, you want to ensure that you make the best impression abroad. That means being familiar with the customs and practices of the region.

### Business Entertaining

Business can be conducted during any meal, but lunch is best; early breakfast meetings should be avoided. It is not uncommon in Britain to order wine or beer with lunch. Whoever initiates the meal or drink is expected to pay.

### Protocol

Always shake hands when being introduced or when meeting someone, as well as when leaving. The tourism and travel industry in Britain is relaxed and it is acceptable to address new acquaintances by their first name unless otherwise instructed.

### Follow-up

Remember that suppliers will be keen to follow up with you to determine if there is potential for business. Even if you do not feel their product or service is appropriate for your customer, please be courteous and reply to their communication.

## Travel Tips & checklist

### Luggage

Please limit your luggage to two pieces per person (one checked and one carry-on piece).

### Climate

Scotland's weather is changeable and it is not uncommon to experience all four seasons in one day! We suggest you dress in layers and always bring some kind of rainwear and / or windproof jacket and comfortable shoes.

### Health & Travel Insurance

Please ensure that you have sufficient health and accident insurance for the entire period of your travel. Check with your insurance provider on your coverage. When travelling, bring your own basic medical supplies you may require such as pain killers. Ensure you bring a sufficient supply of any prescription medicine.

### Money

**For all your travel trade needs: [www.visitscotlandtraveltrade.com](http://www.visitscotlandtraveltrade.com)**

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ATM machines are widely available to obtain cash to pay e.g. in restaurants and shops. Credit and debit cards are widely accepted (Visa and Mastercard are more common than American Express).

## **Personal Extras**

You will be responsible to settle all personal incidentals during the trip (i.e. telephone, fax, mini-bar, room service, laundry etc.). You must settle these expenses upon checkout.

## **Tipping**

Service can be included in your hotel or restaurant bill, but if not, a tip of 10% - 15% is customary, this also applies to taxi rides. A higher tip for exceptional service is at your own discretion. Porters would expect £1 per bag. Bar staff and petrol stations do not expect a tip.

## **Driver's license**

You will not require a drivers' license on a group fam trip but this is useful (along with your passport) for photo ID. If you intend to undertake an individual fam trip and rent a car, your own drivers' license is valid for driving in Britain and needs to be presented.

## **Electricity**

The electrical voltage in Britain is 230v, 50-60 cycles. A three square pronged adapter plug and/or an electric converter for your appliances is required.