

TOURISM IN INVERNESS

INVESTMENT OPPORTUNITIES

2015



TOURISM IN INVERNESS

ABOUT THE HIGHLANDS AND ISLANDS

In the Highlands and Islands region, tourism generates around £735 million and employs 20,000 people across 3,000 businesses. The Highland region attracts an estimated 5.28 million tourists with an expenditure on food and drink within the tourism sector valued at £106 million.

An enterprising and innovative city, it is the commercial and business centre for the Highlands and a base for a diversifying and expanding range of businesses and services. Inverness is one of the fastest-growing cities in Europe, drawing people from all over due to its high quality of life and is regularly placed in the top 5 most desirable places to live in the UK.

FOR MORE INFORMATION CONTACT

NICOLA DOUGLAS
Head of Business Growth
and Sectoral Teams

E. nicola.douglas@hient.co.uk
M. +44 (0)7920 137 925

www.hie.co.uk





Inverness city centre

INVESTMENT FACTS AND FIGURES

Bed Spaces

There are more than 1,100 three, four and five star hotel rooms available in Inverness and the city presents an exciting opportunity for hotel operators, developers and investors, particularly in the four to five star segments in which more capacity is required. Inverness has only seven four star hotels and one small five star boutique hotel. Hotel brands represented in Inverness include Thistle, Mercure, Penta, Best Western, Bespoke, Express by Holiday Inn, Premier Inn and Travelodge.

Occupancy Rates and Performance

Inverness regularly has one of the highest average occupancy rates in the UK and Europe. In 2014, occupancy rose as high as 94% during the summer peak.

International Popularity

Loch Ness continues to draw tourists from around the world hoping to catch a glimpse of Nessie, as the Loch Ness Monster is known, or just to marvel at the scenery. According to VisitScotland, in 2013, UK residents took an estimated 1.9 million visits to Highlands of Scotland, staying 9.6 million nights and spending £523 million. Visits from overseas visitors made 0.47 million trips, staying 2.4 million nights and spending £213 million. The top international markets for the number of trips and total expenditure are Germany, USA, Netherlands and France.

ACCOMMODATION BY STAR RATING

	3 Star	4 Star	5 Star
Hotels	15 (33%)	10 (22%)	1 (2%)
Bedroom	639 (34%)	504 (27%)	11 (1%)

AVERAGE ROOM RATE

2011	£60
2012	£60
2013	£65
2014	£67

Average room for 4 and 5 star in 2014 was £85 per night

WITH ONLY 1% OF HOTELS BEING 5 STAR, INVERNESS REPRESENTS A SIGNIFICANT OPPORTUNITY FOR A PREMIER OPERATOR



Castle Stuart Golf Course, Inverness

BUSINESS TOURISM

Business Tourism across Scotland is currently worth £1.9 billion, and is now the 16th largest employer in the UK. (source MPI Economic Impact Survey 2013). Business Tourism accounts for 19% of total tourism spend with delegates spending 1.5 times more than leisure visitors. Eden Court is Inverness' largest venue offering conference space for up to 840 delegates.

As a city, Inverness is in a strong position to attract conferences in the key sectors of Energy and Sustainability, Life Science and Medical, Food and Drink and Tourism. Being a world famous tourist destination, Inverness is also a highly attractive proposition for incentive programmes, as well as for conference delegates who wish to extend their stay.

LEISURE TOURISM

The city offers a rich variety of things to do and see from shopping and culture to eating and drinking. There are plenty of riverside restaurants and bustling pavement cafes as well as a wide range of specialist retailers in the historic Old Town and Victorian Market. Inverness also offers a fantastic choice of events and festivals from traditional to modern including music festivals, golf championships and iconic Highland games on top of art, history and heritage events. There are also many attractions around the city - re-live one of Scotland's most famous battles at Culloden Battlefield, see a school of dolphins in the nearby Moray Firth or cruise down the Caledonian Canal to the world-famous Loch Ness.

ACTIVITY TOURISM

Enjoy exciting activities within Inverness and Loch Ness on land, in the water and in the air. With a beautiful landscape filled with mountains, hills, lochs and rivers, Inverness and Loch Ness is the perfect destination for a range of activities from white water rafting to kayaking, archery to 4x4 driving, fishing to golf, there are a range of activities to suit everyone, whatever your skill or taste.

For hillwalkers and mountaineers this area is without equal. Extensive forests provide way marked paths and trails, while coastal walking is another delight. Riding and trekking is easy to find. And it's a great way of enjoying the local terrain. Cyclists can find dedicated cycle tracks as well as off-road choice galore. For the more adventurous Cairngorm Mountain offers a challenging range of exciting snow sports.



City scene of Inverness

TOURISM IN INVERNESS

INVERNESS CITY CENTRE

The centre of Inverness is compact and easy to get around on foot, and the Old Town offers a range of shopping choices. There are numerous specialist retailers in the city, with many selling traditional goods, food and drink, kilts, tartan, jewellery, ornaments and local artwork. The Victorian Market is a covered arcade which provides a comfortable place to wander and discover specialist shops and merchants. The High Street is pedestrianised and often serves up street entertainment.

There are a range of other local attractions that draw visitors to Inverness and the Highlands, including famous Urquhart Castle overlooking Loch Ness which attracts 310,446 visitors per annum, as well as Culloden Battlefield and Cawdor Castle.

SHOPPING

The Eastgate Centre is the city's flagship retail centre, many of the big retail names have made Inverness their most northerly location. Falcon Square is a great meeting place, while Inverness Retail and Business Park to the east of the city offers an out-of-town retail experience, as well as a cinema and other amenities.

HOME OF GOLF

The Highlands offers world class golf, with courses such as Castle Stuart Golf Links, the venue for the 2016 Scottish Open, Nairn and Royal Dornoch all within a short drive of the city.

HEART OF HIGHLAND CULTURE

With major events such as the Northern Meeting, the world's most prestigious solo bagpipe competition, and the City of Inverness Highland Games. Inverness embraces its rich heritage.

LOCH NESS

Loch Ness is only a few minutes' drive to the south west and attracts more than 100,000 cruise customers every year, while cruises on the Moray Firth are popular due to the presence of dolphins in the water.

WORLD CLASS FOOD AND DRINK

Food and drink constitutes a major part of the tourism offering, with traditional Highland delicacies such as venison, haggis and salmon still very much a feature of local menus. The Highlands of Scotland is home to eighty-four working whisky distilleries, including the world's best-sellers, The Glenlivet, Glenfiddich, Glen Grant and The Macallan.

SCENERY

Inverness is often referred to as the gateway to the Highlands. It is surrounded by some of the most beautiful scenery in the world.

From the Highland glens and breathtaking mountains to the tranquil Loch's there is always something to capture the imagination.