



## Shetland Tourism Strategy: 2018 – 2023

### Launch Event

Tuesday 30<sup>th</sup> October 2018

Aboard M.V. Hjaltland

### Programme

- 10.30am Arrival and tea/coffee in the Magnus Lounge
- 11.00am Welcome and introduction from Emma Miller, Chair of Shetland Tourism Association in the forward Lounge
- 11.15am Presentation from Lesley Whitehill, Visit Scotland.  
Lesley will discuss the Local Authority Tourism Industry Barometer and a summary of the 2017 Visitor Survey results.
- 11.45am The Role of the Shetland Tourism Association in the future of Shetland Tourism
- 11.55am An overview of the new Shetland Tourism Strategy and associated Action Plan
- 12.15pm Panel Q&A session with representatives from Visit Scotland, Shetland Tourism Association, Shetland Islands Council and Highlands & Islands Enterprise
- 12.30pm Lunch and networking in the Magnus Lounge
- 2.00pm Event closes



Shetland arts

