

Wheely good way of promoting Scotland



Edinburgh Castle in the spring

Edinburgh Castle and Stirling Castle are hitting the road as some of Scotland's top MICE (Meetings, Incentives, Conferences and Exhibitions) venues go on tour in the Midlands.

Organised by VisitScotland Business Events, Scotland on Tour will see representatives from eight venues around the country meet with event organisers from Worcestershire, Leicestershire, Chesterfield, Derby and Birmingham.

Hosted on a luxury coach, the national tourism organisation's two-day event gives partners an excellent opportunity to hold face-to-face meetings with key contacts in what has become a popular format among both venues and event organisers.

The north of England and the Midlands is a growing market for VisitScotland Business Events, accounting for nearly 40 per cent of total UK enquiries in 2016/17.

Theresa Ring, Market Manager – The Midlands & North England at VisitScotland Business Events, said: "We have been running Scotland on Tour for over ten years.

"It is very popular with both partners and buyers as it provides agents with an easy way to learn more about Scotland directly from Scottish experts – all they need to do is step out of their office and on to our coach.

!It's a really effective use of their time, as they can meet several Scottish suppliers in one go and hear about all the latest developments and offerings from Scotland."