

Please ask for Lynda Dodd
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Date August 12th 2011

Dear Sir/Madam

Great Glen Ways Accommodation and Services Guide 2012

It's that time of year again when we are planning and collating the 2012 edition of the Accommodation and Services Guide. The 2012 guide will again be in the popular A5 format. You will receive an initial proof of your listing to confirm your details at an early stage. A timetable for the process can be found at the end of this letter. As in previous years, we are including businesses that can service the many ways you can do the Great Glen:

- Great Glen Canoe Trail (opening in 2012)
- Great Glen Mountain Bike Trails
- Sustrans National Cycle Route 78 (Campbeltown to Inverness)
- Great Glen Way itself

Please note the change in our address. As part of efficiency measures at Highland Council, the work of the Great Glen Way team has now been split. Two Rangers will remain in Fort Augustus to maintain the route and run school and public events. The route development, business liaisons, promotion and marketing aspects to the route will now be handled from Inverness. No matter what the enquiry, please contact the Long Distance Route Marketing Team in Inverness. They can then re-direct information and enquiries if necessary.

Take a few moments to look at our web site www.greatglenway.com and discover how easy it is to get information about the accommodation and services in the Great Glen. A great deal of information and new resources have been added during 2011, not only about the route, but also about the natural and cultural history of the Glen, detailed information about the route section by section, and much more.

In regards to advertising, there are several options available to your business. Please see our attached **Rate Card** for details. This is also available for download from www.greatglenway.com/downloads.htm.

If you would like to be included in the Accommodation and Services Guide for the 2012 season and on the website www.greatglenway.com then please confirm your details on the enclosed sheet and return with payment in the addressed envelope included to reach us no later than **FRIDAY 9th SEPTEMBER 2011**. Cheques should be made payable to 'The Highland Council'.



Director of Planning & Development: Stuart Black, MA (Hons), PhD

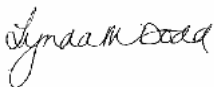
Please reply to:- Countryside & LDR Team, Highland Council Planning & Development Service, Glenurquhart Road,
Inverness, IV3 5NX

If you have another business, there are other categories in which you can have an entry. These are: eateries (for restaurants, pubs, cafes, bars), bike hire, canoe hire, attractions, horse riding centres and other services that may be of use to walkers, canoeists or campers e.g. grocery delivery, bike repairs etc. If you would like an additional entry under one of these categories please contact us for a form, if you have not received one already, you can download one from www.greatglenway.com/downloads.htm. Please see our **Rate Card** for more details on charges for each additional entry.

As part of the new team structure, we are also currently developing a range of additional advertising strategies and products for businesses in the Glen. We will be in touch during the year with these opportunities and will let you know more. As always, the 2012 Guide will continue to advertise both non-quality-assured and quality-assured members of Visit Scotland. Whilst we encourage you to join Visit Scotland, it is not compulsory - it is your business decision. Please contact us if you would like any more information.

If this is the first time you have heard of the Great Glen Canoe Trail or the Sustrans National Cycle Route, and you would like to know more, then please do not hesitate to call me directly. We hope that you continue to have an enjoyable season and look forward to receiving your 2012 listing.

Yours faithfully,



Lynda Dodd
 Countryside and Long Distance Route Development & Marketing Officer

Timetable:

Task	To be done by	Due back by
Post letters to all existing and new customers	12 August	09 September
Enter changes and new listings into data base	16 September	
Proofs sent out to customers to be signed off	21 September	05 October
Cover, Maps, Events and other items finalised Database complete and converted to Word file All material sent to Graphic Designers	28 October	
Designer to provide 1 st proof	1 November	
Final comments to graphic designer & printer	1 December	
Final Print delivery	January 2012	
Distributed	February 2012	



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