

## FOR IMMEDIATE RELEASE

### 2024 Visit Moray Speyside Conference to Elevate Tourism and Regional Development

**Elgin, Moray Speyside, March 7, 2024** - Visit Moray Speyside is thrilled to announce the 2024 Tourism Conference, scheduled for **March 14th, 2024, from 10:00 to 15:30 at the Elgin Town Hall.**

The primary focus of the Tourism Conference centers on enhancing Moray Speyside's tourism offerings to the world. With a diverse lineup of speakers and interactive sessions, attendees can expect a dynamic exchange of ideas, insights, and strategies aimed at elevating the region's tourism profile.

Speakers Include:

**Helen Smith:** Byres Farm's esteemed representative will open the conference and introduce the distinguished lineup of speakers.

**Gemma Cruickshank, CEO of Moray Speyside:** Will share insights and strategies for advancing tourism initiatives in the region.

**Michael Golding, Association of Scottish Visitor Attractions:** Will provide updates on work from ASVA.

**David Jackson, Regional Director for VisitScotland:** Will offer a valuable update from VisitScotland.

**Lynette McLennan, VisitScotland:** Will also be delivering a workshop on taking climate action.

**Kelly and Adam from Haim and Awa:** Social media influencers, will explore how businesses can effectively engage with bloggers and influencers to amplify their presence.

**Andy Macdonald, MacMoray Festival:** Will discuss event creation and offer insights into organising successful festivals and events in Moray.

**Angharad Rogers, Town Centre Taskforce:** Will provide the latest updates on efforts to rejuvenate Moray's towns and enhance the visitor experience.

The conference aims to foster networking opportunities, facilitate knowledge sharing, and inspire collaborative efforts to further develop the region's tourism sector. Attendees will have the chance to engage with industry leaders, gain valuable insights, and contribute to the ongoing success of Moray Speyside as a premier tourist destination.

*"We are delighted to host the annual 2024 Visit Moray Speyside Tourism Conference, bringing together stakeholders and professionals to chart the course for the region's tourism industry," said Gemma Cruickshank, CEO of Visit Moray Speyside. "This event presents a unique opportunity for businesses to share their experiences and help shape the future of Moray Speyside."*

**David Jackson, VisitScotland Regional Director for Moray Speyside,** said: *"I'm very much looking forward to attending this year's conference. I'll be speaking to delegates about how we can grow the value of the visitor economy as well as looking at trends, the latest visitor and market insight and our industry support programmes."*

*"The visitor economy isn't just about tourism businesses – it generates a ripple effect which impacts on other businesses, from florists to decorators, taxi services and caterers. The impact of tourism benefits our economy and our communities. It also enhances our wellbeing, alleviating stress, boosting confidence and increasing creativity."*

*“Partnership working is at the heart of all that we do at VisitScotland and my colleague, Lynette McLennan, will also be delivering a workshop on taking climate action - benefiting your business and the environment.”*

In addition to engaging sessions and discussions, attendees will enjoy a delicious lunch provided by Badenoch's Bar in Elgin, offering a taste of one of the region's best.

For more information and to register for the conference, visit <https://www.eventbrite.co.uk/e/823629767807?aff=oddtcreatoror> or contact [david@morayspeyside.com](mailto:david@morayspeyside.com).