

[jobs](#) [property](#) [motors](#) [business search](#)**NEWS**.scotsman.com Site Web[Search](#)

Thursday, 14th October 2010

Perfect spot for an awfully big adventure worth £767m

Published Date: 07 October 2010

By JOHN ROSS

SCOTLAND is bidding to become the adventure capital of Europe with adventure tourism now worth £767 million a year to the country.

The number of people coming to take part in activities such as hiking, mountain-biking or whitewater rafting is growing - up from 2.6 million in 2008 to 2.8 million last year, 80 per cent of whom are from other parts of the UK.

A four-day Adventure Travel World Summit ends today in Aviemore having attracted 600 delegates from more than 50 countries.

The event, organised by the Adventure Travel Trade Association and being held in Scotland for the first time, brought together tour operators, destination management organisations and other industry experts.

Malcolm Roughead, VisitScotland's recently appointed chief executive, said: "The Adventure Travel World Summit in Aviemore has truly put Scotland on the global stage. Adventure travel is a multi-million pound industry and Scotland is well placed to reap the rewards."

Scottish climber Dave MacLeod, who recently completed a gruelling five-and-a-half-hour ascent in Harris live on BBC television, is working with VisitScotland to promote the summit. Mr MacLeod, from Letterfinlay, Inverness-shire, said: "Scotland is home to truly breathtaking scenery and I can't imagine a better place to have an adventure."

Page 1 of 1

- **Last Updated:** 06 October 2010 8:37 PM
- **Source:** The Scotsman
- **Location:** Edinburgh
- **Related Topics:** [The great outdoors and other challenges](#)