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[Area urged to join in big adventure](#)

by Gavin Musgrove

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BADENOCH and Strathspey has a great chance to shine on the adventure world stage this autumn, a leading tourism chief has said.



Alan Rankin

advertising

More than 500 international delegates are set to arrive in Aviemore for the Adventure Travel World Summit which opens on October 4.

They will sample what the strath has to offer in the world of adventure travel – including activities, attractions, restaurants and Highland hospitality.

Alan Rankin, Cairngorms Business Partnership Chief Executive, is urging businesses throughout the strath to get on board, even opening their doors later during the summit.

He said: "This is an opportunity to show the rest of the world that the area is among the very best at what we do."

"Aviemore has been chosen as the first place in Europe to host the full Adventure Travel World Summit.

"The event was previously held in Seattle, Quebec, Sao Paulo and Whistler which just shows what a big coup this is for the area.

"It is an incredibly exciting – not to mention important – event for not just Badenoch and Strathspey, but the whole of the Highlands and Scotland.

"These delegates represent some of the world's biggest travel operators world and media agencies associated with the outdoor leisure market, so it is vital that as a destination we offer them a stunning time in the area."

Delegates will be staying in and around Aviemore throughout the four-day event with the summit hub being based at the Macdonald Aviemore Highland Resort.

Local outdoor activity businesses in the area will host a day of adventure for delegates on Monday, October 4.

They will be taking part in a range of activities, including sailing, pony trekking, quad biking, canyoning and deer stalking.

Throughout the evening of October 6, delegates have the opportunity to take part in a "Night out in the Park" – with activities such as ceilidh dancing, whisky tours and tasting, Speyside Wildlife tours and a trip on the Strathspey Steam Railway.

Mr Rankin said: "Many of the delegates will be enjoying a range of pre-arranged activities and attractions on the Wednesday night, but many will also just want to wander through town or explore the strath.

"We would, therefore, ask local businesses to consider opening late, ensuring that there are enough staff on hand and making sure these staff are fully briefed about the summit, as well as offering conference delegates added value wherever possible.

Cairngorms National Park Authority and the Cairngorms Business Partnership.

- **The CBP will be holding an open information evening at the Cairngorm Hotel in Aviemore tomorrow (Thursday) from 6.30pm to 8.30pm for all businesses in the strath to find out more about the event and how they can help.**

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