



## CELTIC FRINGE, WESTER ROSS

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“Celtic Fringe” started out over ten years ago, following a series of local meetings on the subject of Rural Tourism. It became clear that many people felt that there was a need for a local community group who could identify and develop tourism based proposals for this area, working co - operatively with outside organisations such as VisitScotland / Local Enterprise Companies / Highland Council, and other groups.

“Celtic Fringe” was the result of this. We are a membership group, non profit making, and seek to develop our activities in a way that is both sustainable and responsive to the wishes of those who live and work in this area.

“Celtic Fringe” will NOT send custom directly to its members, unless visitors pick up details on the website. What we aim to do is to raise the profile of the area as a whole – this will have a long term effect of attracting more people to Wester Ross and ultimately into our homes, shops, or hotels.

To date, what has been achieved?

- With pressure from Celtic Fringe and its members, a new tourism trail was set up in conjunction with HOST (now VisitScotland), the Local Enterprise Company, Highland Council. This is called the Wester Ross Coastal Trail, and featured greatly improved signage across the area aimed at attracting and guiding visitors around Wester Ross.
- We have a website with information and links to other sites connected with tourism locally and in the Highlands. This can be found at [www.celticfringe.org.uk](http://www.celticfringe.org.uk)
- We have a second website at [www.visitwester-ross.com](http://www.visitwester-ross.com) which focuses on the sights, attractions, and activities of Wester Ross.
- We released a booklet for the region between Lochcarron & Braemore Junction, aimed at guiding visitors around Wester Ross in a friendly and informative manner (15,000 copies sold)
- We have strong links with a number of localised projects aimed at bringing benefits to the area in general.
- We produce local accommodation packs carrying details of the many attractions and activities which the visitor can experience when they are travelling through Wester Ross. There are approx: 1,000 of these in circulation at present.
- We assist and support Wester Ross Music and Arts Events where possible.
- We developed an “Activities Guide” for the area, giving details of a wide range of activities for visitors to the area, and including details of childcare facilities, walks, fishing trips, leisure centers and many other attractions.
- All members are linked up on an e-mail based discussion group
- We were a founder member of “Tourism@ Wester Ross”, which developed a long term marketing strategy and regional branding for Wester Ross as a strong identity on the world stage.

We developed from a small group in the immediate area of Gairloch to (now) over 110 members throughout the region, and have a committee formed by representatives from different areas who are in contact on e – mail, and use this as one of our principal development tools. Members receive regular news on email, an annual report, and we try to work together to address issues, which concern us all. The future? We are developing a local tourism training programme for youngsters, working on new website developments, and giving local people and visitors a voice - you tell us what you want done!

***And most importantly.....we will continue to promote this area to people across the world.....  
Support “Celtic Fringe” where it matters.....join with us - work with us.***