Visitor Experience Priority 7.1

Growing Tourism Markets

Encouraging new and established tourism businesses to innovate and collaborate by capitalising on growing markets linked to:

- Walking, cycling and canoeing
- Camping and motorhomes
- Nature based tourism
- Marine tourism
- Food and drink
- Business tourism

- Signature Events
- Cultural Heritage including Gaelic language
- **Film and TV locations**
- Accessible tourism
Providing opportunities to enjoy the outdoors
Inclusivity as part of design
£1.43million Lottery funding boost for Callander Landscape Partnership

A community-led project to turn the town of Callander into the outdoor capital of Loch Lomond & The Trossachs National Park has been given £1.43 million funding from the National Lottery. A grant of £1,430,000 has been awarded to the Callander Landscape Partnership through the Heritage Lottery Fund (HLF).

HLF’s Landscape Partnership programme – which has now been running for 12 years – is the most significant grant scheme available for landscape-scale projects.

The funding will provide a significant boost for the Callander Landscape Partnership. Set in a fascinating landscape that takes in both the Loch Lomond National Park and the Highlands, Callander is a natural and cultural gateway to the

RURAL TOURISM INFRASTRUCTURE FUND

Tayside and Central Scotland

£90m for Stirling and Clackmannanshire City Deal