WESTER ROSS



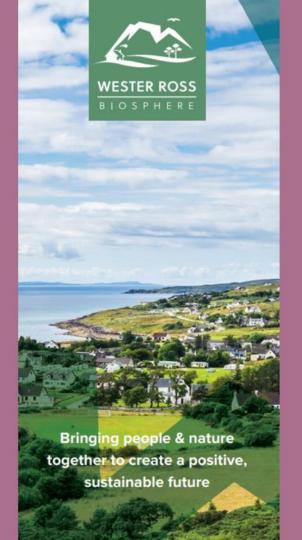
Significance of Tourism Networking & Collaboration in Regions

Prepared by: Louise Pearson





UNESCO Sites in Scotland





Our principles



Benefiting people and nature to build thriving societies in harmony with the landscape



International recognition as a member of UNESCO's global network



Community led by people who live and work in the Biosphere



Problem solving to promote sustainable economic, social and environmental practices



Landscape-scale approach to find the balance between conservation and development













Dark Sky Tourism



Looking Up, Looking Forward Dark Sky Tourism

Webinar: 1 March 2022, 7pm - 8pm







Join us in this interactive webinar to learn from experts and practitioners about the opportunities our dark skies can offer to our communities and businesses.

This project is supported by



Panellists:

Hannah Dalgleish,

<u>Postdoctoral researcher in dark skies and society,</u>

<u>University of Oxford</u>

Catriona Waddington, Wilds Skies Shetland

Jeannot McCarthy, <u>Corwar</u>

<u>Dark Sky Glamping, Galloway</u>

Forest Park

Elizabeth Tindal, <u>Freelance</u> <u>Dark Sky Ranger</u>



From idea to conception

WESTER ROSS



NOVEMBER 2023

Wilderness Fit & Yoga Jen

SUNDAY 5TH NOVEMBER 11AM-2-30PM

MEET AT ULLAPOOL VILLAGE HALL

TICKETS: £45 PP

JOIN YAZ FOR A FUN & CREATIVE OUTDOOR FOREST FITNESS SESSION. ALL FITNESS LEVELS WELCOME!

MOTIVATION TO KEEP MOVING IN THE DARKER MONTHS AND GET SOME NEWS IDEAS FOR FUN OUTDOOR WORKOUTS.

FINISH THE SESSION WITH AN
OPTIONAL SEA DOOK & ENJOY A FIRE
PIT & WARMING WINTER SOUP &
SWEET TREAT, FOLLOWED BY A
VINYASA YOGA SESSION WITH JEN IN



Why?

Health: Physical and mental health opportunities - eg. yoga and mindfulness sessions, guided walks

Social: Bringing people together - eg. storytelling, film nights, meals

Environment: Educational events about dark sky benefits for our landscape and wildlife - eg talks and stargazing evenings

Economy: Income generation potential - eg. encouraging visitors to come in the off season, additional income for businesses and individuals

How?

Defining our Role as WRB -PR

Free training - how to incorporate stargazing into your business or event

Fringe events - inviting local businesses to participate

Funding .

Sponsorship / In-kind support

Donations

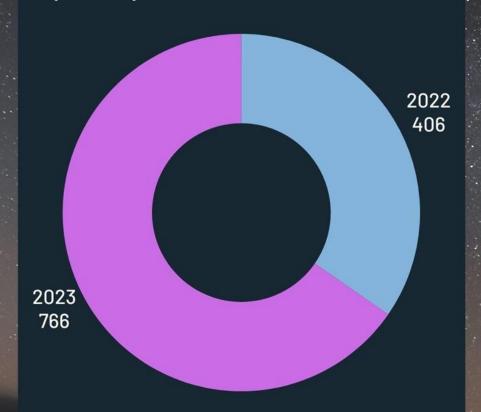




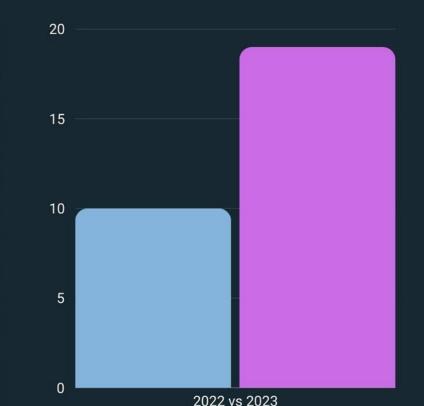


Wester Ross Dark Skies Festival Outcomes

No. of people who participated



No. of fringe events









Guided Walk with a Highlife Highland Countryside Ranger to learn about nocturnal animals



A talk by Cosmos Planetarium about Black Holes



Stargazing evening and talk with Honorary Research Fellow, Dr Alec Mackinnon from Glasgow University



Left - handmade signage to promote dark skies related books and gifts at a community shop! Right - series of events held in a village hall in the south of the Biosphere

WESTER ROSS BIOSPHERE 2023



FESTIVAL IN KIRKTON HALL











A CELEBRATION OF OUR BEAUTIFUL NIGHT SKIES

*SATURDAY 9th DECEMBER

11:30am - 1 pm

2 pm - 4pm

ASTRONOMICAL ART . WITH PROJECTIONS FROM TELESCOPE : DANNING, PAINT

CREATIVE CONSTELLATIONS . LEARN ABOUT

7 pm - 10pm

COSMIC CEILIDH . MUSIC . SCIENCE

STARGAZING WITH ASTROPHYSICISTS THE COSMOS PLANETARIUM

ALL EVENTS ARE FREE PLEASE BOOK A PLACE FOR THE STARGAZING AT EVENTBRIGHT WESTER ROSS DARK SKIES FESTIVAL 2023 . NO NEED TO BOOK CEILIDH OR ART .







Lights off Stars ON!

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