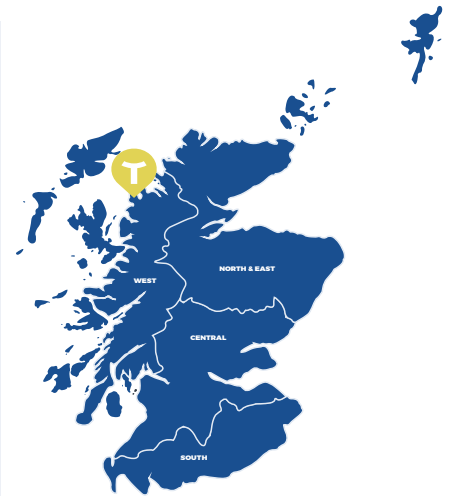





Loch Ness Hub & Travel


Location: Drumnadrochit, Highlands
Address: The Car Park, Drumnadrochit, Inverness IV63 6TX
Situation: On a main travel route and a popular day trip /stop off location
Previous VS Centre: Yes
When Set Up: June 2021
Premises: Owned (Community)
Business Type: Community Benefit Society


Web: <https://www.lochnesstravel.com/>
Social Media:
 Facebook - <https://www.facebook.com/lochnesshub>
 Twitter - <https://x.com/LochNessHub>
Contact: hub@lochnesshub.com




OPERATIONS


 **Q.** Is visitor information the primary or a secondary service on offer in the premises?
A. Primary


 **Q.** What other services / businesses are provided in the premises where the visitor information is available?
A. Retail / tickets sales (attractions) / travel and baggage handling / toilets

 **Q.** What are your opening months/days/ hours?
A.
 March - September
 9.30 am - 5 pm Monday - Sunday
 Extending to open through the winter this year


 **Q.** How are you staffed?
A.
 • 7 volunteers
 • 7 paid staff - full time equivalents
 • 7 partner business staff


MARKET


 **Q.** What is your annual footfall?
A. Not currently recorded – NB VIC and Male, Female and Disabled Toilets each have separate entrance doors

 **Q.** How would you describe the visitors that use your service - age profile, where they come from (UK or overseas)?
A. Broad in terms of age, nationality, gender etc

FINANCIALS

 **Q.** What was your spend against the main cost headings last year ?
A.
 • Staff = £120,000
 • Premises = £5000
 • Heating & Lighting = £6000
 • Ops: insurance/accounting = £12,000
 • Other: vehicles = £100,000 (Vehicles costs are extensive for the travel aspect of our business -vehicle, insurance, licenses and fuel/EV)

 **Q.** What is your annual turnover?
A. We opened during COVID in June 2021
 2021 = £120,00
 2022 = £380,00
 2023 = £450,00

 **Q.** What stock sells the best?
A. It varies across times of year/weather/nationality visiting. People seeking authentic local gifts



ADVICE



Q. What are the top three questions you are most often asked?

A.

1. How do we get down to Loch Ness
2. Where can we see highland cows
3. Do we have to pay for parking/where are toilets



Q. What is the hardest part of providing visitor information?

A. Time - we often have queues and not enough time to fully engage with visitors. Hardest part is recruiting staff.



And the most fulfilling?

A. Customer feedback via our reviews



Q. What have you introduced that has made the service delivery so much easier ?

A. Digital online booking - reducing staff time in shop but also increasing turnover



Q. What is your key piece of advice to any community thinking of providing visitor information?

A. Find a way of funding the service that fits with your destination - work collaboratively with local attractions.



Produced Aug 2024