



Aboyne Golf Club
Formaston Park
Aboyne
Aberdeenshire
AB34 5HP

Press Release

3rd June 2016

ABOYNE GOLF CLUB TO HOST INAUGURAL B-2-B NETWORKING EVENT

Aboyne Golf Club is opening its doors to local businesses on Royal Deeside as it hosts the inaugural Business-to-Business networking event on behalf of the region's newly formed tourism organisation "VisitAberdeenshire".

The new body commenced on 1st April and brings together the previous Aberdeen and Aberdeenshire entities. It is charged with growing the region's presence as a tourist destination and has some bold plans for the future.

The inaugural networking event will give an opportunity for local businesses to hear more about the new organisation and its strategic intent. Speaking will be the Marketing & Business Engagement Executive for South Aberdeenshire Jillian Burns. There will also be the opportunity to talk to the VisitAberdeenshire team on how the organisation can support local businesses. Members of Aboyne Golf Club's managing council will also speak highlighting how the Club's recent activities have helped raise the Club's global profile.

Steve Harris the Chief Executive of VisitAberdeenshire said "This is the first in a series of networking events for tourism businesses in Aberdeen and Aberdeenshire, and we are delighted at the response from the businesses of Royal Deeside. We believe this shows real commitment to collaborative working within the industry, which is vital to a proactive and successful future. We are extremely grateful to Aboyne Golf Club for hosting this first networking evening."

The event will be held on Monday 13th June at Aboyne Golf Club starting at 6.30PM. It is free to attend.

Aboyne Golf Club President Scott Mackie said "we are absolutely delighted to have been chosen to host this inaugural B-2-B event and we fully recognise and support the strategically important role VisitAberdeenshire has to play growing awareness of our region as a destination of choice for tourists. As a golf club we are highly dependent on visitors generating additional revenue to support our Club and the local community. We will do whatever we can to play our small part in promoting Aberdeenshire to its global customer base. We have a great story to tell."

Scott went on "We actively encourage local businesses to attend and form strategic partnerships amongst each other to help collectively promote the region. With only 60 tickets available there is bound to be strong interest right across the local business community. It promises to be a very informative evening".

To book places please register on line at <http://www.eventbrite.com/e/visitaberdeenshire-royal-deeside-b-2-b-networking-event-tickets-25574147965>

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Contact

Allan Taylor, Managing Secretary
Aboyne Golf Club, Formaston Park, Aboyne
Aberdeenshire, AB34 5HP
Tel: 013398 86328
Email: aboynegolfclub@btconnect.com
aboynegcmarketing@gmail.com