

**AWARD-WINNING JACOBITE - EXPERIENCE LOCH NESS, ANNOUNCES**  
**EXPANSION AT INDUSTRY EVENT**

Leading cruise company Jacobite - Experience Loch Ness, is driving the standards of Scottish tourism forward with the launch of a new line of luxury cruises on the legendary Loch Ness.

The award-winning Highland business has pledged its commitment to the country's shared industry mission to grow tourism business by 50% by the year 2015. Jacobite - Experience Loch Ness is also at the forefront of the Destination Loch Ness initiative which recently bid for Loch Ness to become a World Heritage Site.

It announces its expansion to include a new range of Luxury Champagne Charters on Loch Ness this week (April 16-17) at VisitScotland Expo 2008, the industry's annual trade exhibition.

In the last six years Jacobite has experienced a three-fold increase in business and has a turnover of almost £1.5m. As part of this latest business venture, it is estimated that the company will invest £200,000 over the next two years and is also targeted to increase turnover by a further 50% by the beginning of 2010.

The Operations Manager at Jacobite - Experience Loch Ness, John Belshaw said: "We have grown extensively over the years to include all-year-round tourism and in 2007 alone catered for over 110,000 customers. As a company we don't like to rest on our laurels and we continue to invest for further growth opportunities.

"We are committed to continuing to improve our product and are working together with a range of tourism partners, including Urquhart Castle, the Loch Ness Exhibition Centre and the Loch Ness Lodge, to offer the ultimate

five-star experience – and in turn reach the challenging business targets to become a tourism destination with worldwide appeal.”

Aimed at the high-end market, the tailor-made cruises operated in partnership with Highland Free Spirits, caters for up to six people and take place on Jacobite’s state-of-the-art centrally-heated vessel. The route of the two and four-hour cruises can be chosen by guests onboard for a special and individual experience to include sumptuous dining and spectacular views.

For over 35 years, Jacobite has been renowned for offering day trip cruises on Loch Ness for locals and tourists alike and in doing so has won numerous awards, including the prestigious VisitScotland five-star rating.

For more information visit [www.jacobite.co.uk](http://www.jacobite.co.uk) or call 01463 233999.

#### **Note to editors**

- Jacobite’s Operations Manager John Belshaw will be available for interviews at the VisitScotland Expo on 16-17 April. To arrange an interview call Kylie Maebus or Claire McCabe on 01224 646491.
- Further achievements awarded to Jacobite include the 2005 Thistle Award; Investors in People status; Hospitality Assured Award for high standards of service; National Business Awards Tourism Business of the Year 2004; VisitScotland Green Tourism Business Scheme Silver rating for adopting environmentally friendly practices; Association of Visitor Attractions (ASVA) Best Leaflet Awards for its brochure ‘Jacobite Summer Cruises - Sail the Loch, Live the Legend’; and Best Visitor and Marketing Initiative at the Inverness Tourism Awards.

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