



WORLD ENERGY CITIES PARTNERSHIP ABERDEEN AGM BID

2019



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INTRODUCTION

The Aberdeen city region is home to...



...so what's not to love?

Aberdeen isn't just a city by the sea, it's a city of the sea. A city where ships dock right up against the city-centre streets. Where urban dolphins leap at the harbour mouth. Where locals paddle-board and surf off the city beach. And golden sands stretch for miles – towards vast dunes to the north and high cliffs to the south.

Aberdeen is a cosmopolitan and connected place – with people working and studying here from across the world, their accents mixing with the sound of local Doric, an original Scots language. All this adds up to a different sort of city altogether...

Over the last 40 years, our city has reinvented itself from a regional capital dependent upon fishing, farming and tourism to become an enterprising energy capital and the centre of the UK's national oil and gas activity. The Regional Economic Strategy, along with the City Region Deal and the City Centre Masterplan, all highlight the region's ambitious plans for economic growth and diversification while celebrating the city's origins and retaining its connections to land and sea. Now is a perfect time for you to visit as the region is in the midst of another transformational journey to make sure it continues to be an attractive, prosperous and sustainable place.

PROPOSED DATES

Aberdeen City Council proposes that the 2019 AGM takes place in Aberdeen between 4th and 7th September 2019. The AGM programme will kick-off with an evening networking reception on Wednesday 4th September and close with the Annual General Meeting on Saturday 7th September.

The proposed AGM dates coincide with the biannual Offshore Europe Conference which will take place in Aberdeen between 3rd and 6th September 2019, which will be the first event of its kind to take place in our newly constructed events complex in Aberdeen.

2019 is a big year for our city and hosting the WECP AGM in Aberdeen during the year will add to the excitement. Not only will our new arena be opening, it'll be a year of celebration for our city's cultural venues and 2019 will also mark an important milestone year for some of the city's large infrastructure and development projects.

GETTING HERE

Aberdeen is easily accessible from across the globe, and the airport is just a short 6-mile drive from the city centre.

Aberdeen has 94 flights per week to London, providing daily flights to London's four main airports: Gatwick, Heathrow, Luton and City. As well as flights from European international hubs, Paris and Amsterdam. Aberdeen also has many direct flights to most UK cities and many other European destinations. Airlines flying into Aberdeen include British Airways, EasyJet, Flybe, KLM, Wideroe, Eastern Airlines, Air France, SAS and Wizz Air. You'll have no shortage in flight options for your journey to Aberdeen.

On arrival Aberdeen City Council (ACC) will arrange transfers to your hotel or if you are arriving early to explore the local area you will find easy access to taxis, bus services or car rental companies.

For information on flights to Aberdeen, please visit: www.aberdeenaairport.com



VENUES

MEETINGS AND CONFERENCE VENUES

NEW ARENA

Aberdeen City Council is currently building a new arena and conference centre facilities which will open in 2019. This project will see the creation of a new arena, conference halls, a subterranean multipurpose space, Energy Centre, two hotels (Hilton and Aloft), car parking and public space. It is the largest investment of its kind in Europe.

The new arena will host Aberdeen's flagship event, Offshore Europe, in September 2019 which will be held in parallel with the WECP AGM in Aberdeen. The new arena will have a maximum capacity of 12,500, significantly greater than the current Exhibition and Conference Centre.



TOWN HOUSE

Adjacent to Marischal Square is the Town House, originally built in the 16th Century it was remodelled in an impressive Neo-Gothic style during the 1870s and a modernist extension added in 1975. The Town House is home to our local municipality offices and has a range of conference and meeting facilities including the famous 'Town and County Hall' and our Council Chambers as well as the atmospheric Tolbooth Museum, part of Aberdeen Art Gallery & Museums, which explores the history of crime and punishment in the Burgh.

MARISCHAL COLLEGE

Constructed in the early 1800s, Marischal College conveniently sits next to the Town House and is the world's second largest granite building, after El Escorial in Spain. The building was renovated and remodelled in 2011 and has since been the headquarters of Aberdeen City Council. The 17,500m² building has over 50 meetings and events spaces, some of which will be used for committee meetings during the AGM.



POTENTIAL NETWORKING AND DINNER VENUES



ABERDEEN ART GALLERY

Aberdeen Art Gallery is currently undergoing a £30 million redevelopment and is scheduled to be reopened in 2019. The revitalised Art Gallery will be city's must visit cultural destination, with a captivating blend of traditional and contemporary architecture and exceptional artworks. The stunning new copper-clad rooftop gallery, designed by internationally-acclaimed Hoskins Architects, will show the best exhibitions from around the world. WECF AGM delegates can enjoy an unforgettable networking reception surrounded by inspiring works of art in this impressive, welcoming and fully-accessible city centre building.

TRINITY HALL

Trinity Hall is home to the seven incorporated trades of Aberdeen; Hammermen, Bakers, Wrights and Coopers, Tailors, Shoemakers, Weavers and Fleshers. The Modernist Hall was built in 1966 at the corner of Holburn Street and Great Western Road and hosts a vast historical collection and stunning stained-glass windows depicting the history of the organisation from its Incorporation in 1587 to the present day. With an excellent menu available, the venue is famous in Aberdeen for hosting wedding receptions, banquets and corporate dining events.



THE TOWN AND COUNTY HALL

Since Victorian times the Town and County Hall has been used for large meetings and receptions. Royalty have also been entertained here on several occasions, most notably King Edward VII and Queen Alexandra after the opening of Marischal College's new buildings in 1906. The Town and County Hall was originally built in a medieval style, with Flemish influences evident on its ceiling. A minstrels' gallery is prominent and around the room there are a number of impressive paintings.



THE CHESTER HOTEL

The Chester Hotel in Aberdeen's West End is a chic upmarket venue, winning the coveted 'Boutique Hotel of the Year' title at the 2017 Prestige Hotel Awards. The hotel is housed in a listed 19th Century Granite building on Queens Road, just a short 20 minute walk along a leafy boulevard to the centre of the City. The venue houses an excellent fine dining restaurant run by Savoy trained chef Kevin Dalglish which serves delicious seafood and locally reared beef as well as an elegant afternoon tea. There is also a laid back and comfortable bar serving its very own Chester Brew ale on tap.

HADDO HOUSE

Owned and managed by the National Trust for Scotland, Haddo House & Country Park is one of the most popular attractions in the North East. Designed by William Adam in 1732 and home to the Gordon family for over 250 years, Haddo House is one of Scotland's grandest Palladian-style country mansions. Crisp Georgian architecture, sumptuous Victorian interiors and enchanting terraced gardens set amidst 80 hectares of glorious countryside make this an exceptional venue for relaxed corporate hospitality and fine dining.

Within easy reach of Aberdeen, Haddo House was built for entertaining, regularly playing host to royalty and dignitaries across the centuries.



BREWDOG BREWERY 'DOGTAP'

The home of the global craft beer giants BrewDog is Ellon, a town around 15 miles north of Aberdeen. With ten taps, BrewDog Brewery's onsite bar opened in 2014, and sits in the shadow of their giant external fermenters, separated from the brewkit by a single glass door. What better way to enjoy some BrewDog beer in the place it was created and washed down with some excellent food. BrewDog's Brewery is the perfect location for an informal dinner and their famous 'Dog Walk' brewery tour will definitely build up your appetite and thirst!

INDUSTRY EXCURSIONS



HYDROGEN REFUELLING STATION

To service our increasing fleet of hydrogen cars, vans and buses, Aberdeen is home to two hydrogen refuelling stations. The Aberdeen City Hydrogen Energy Storage (ACHES) site is operated by Hydrogenics and is located in the south of the city. The facility has four electric recharging points and also has training facilities on site, allowing further opportunities within the hydrogen supply chain to be researched.

EUROPEAN OFFSHORE WIND DEPLOYMENT CENTRE

The European Offshore Wind Deployment Centre (EOWDC) is Scotland's largest offshore wind test and demonstration facility and is being developed by Vattenfall-owned Aberdeen Offshore Wind Farm Limited. Located in Aberdeen Bay, the innovative 92.4MW 11-turbine offshore wind scheme will trial next generation technology and once operational, boost the industry's drive to competitive clean power. Construction of the development is due to finish later in 2018 and once finished, it is expected to generate the equivalent of 70% of Aberdeen's domestic electricity demand.



OIL AND GAS TECHNOLOGY CENTRE

The Oil & Gas Technology Centre was established in October 2016 with £180 million funding as part of the Aberdeen City Region Deal. It is supported by the Scottish Government, UK Government, Aberdeen City Council, Aberdeenshire Council and Opportunity North East.

OGTC provides an industry-led, focused and flexible approach to enable and facilitate innovation between industry, academia and government to help maximise economic recovery from the UK sector of the North Sea.

Working through Solution Centres, Centres of Excellence, Technology Accelerators and Innovation Hubs, OGTC's objective is to establish a culture of innovation that will consolidate both Aberdeen's and the North-East of Scotland's position as the global hub for oil and gas technology and innovation.

ABERDEEN HARBOUR EXPANSION

Aberdeen Harbour is currently constructing a £350 million facility in Nigg Bay, to the south of the existing harbour. Once complete, this new facility will be known as Aberdeen South Harbour. This harbour will represent a step change in the marine support facilities available in Scotland and will provide 1,400 metres of quay at water depths of up to 10.5 metres (LAT), with a turning circle of 300 metres and a channel width of 165 metres. The harbour expansion is expected to be completed in 2020.



UNIVERSITY OF ABERDEEN

Founded in 1495 by William Elphinstone, Bishop of Aberdeen and Chancellor of Scotland, the University of Aberdeen is Scotland's third oldest and the UK's fifth oldest university. The university of Aberdeen is a community of 14,500 students with 120 nationalities, based across two main campuses in Old Aberdeen and Foresterhill.

Teaching at the University of Aberdeen is organised across 12 schools which encompass a broad range of disciplines. This is complemented by the University's multidisciplinary research centres and institutes which bring together experts at the cutting-edge of their fields to work with colleagues across the UK and beyond on the big issues of today.

ROBERT GORDON UNIVERSITY

Robert Gordon is situated in the south of the city on the banks of the River Dee. Robert Gordon University has a heritage going back 250 years, and it was granted university status in 1992. Since then the university has gone from strength to strength, proactively engaging with businesses in the development of many of its degree courses and meeting regional and national needs at a time of constant change and development.

RGU's DART® simulation suite (Dynamic Advanced Response Training) represents a joint-venture between RGU and KCA Deutag Drilling Limited. This state-of-the-art learning environment employs 3D graphics to represent a rig floor and the wide range of equipment and drilling processes currently used by the oil & gas industry. The simulator consists of a 60' screen and a control cabin (fitted with 2 x drillers' chairs) offering users a realistic drilling experience.



ANCHOR EVENT

SPE OFFSHORE EUROPE

SPE Offshore Europe 2019 will be held at the new events complex in Aberdeen. This biennial oil and gas exhibition attracts a global audience of engineers, technical specialists, industry leaders and experts with the aim of sharing ideas, debating current issues and creating common agendas for the future of the offshore oil and gas industry.

SPE Offshore Europe is recognised by offshore professionals as Europe's leading E&P event. Attending will ensure you are up to date with most significant technologies and can connect with a global network of 36,000 attendees (2017 figures).

Attending the event will allow you to engage directly with technical experts from more than 1,000+ suppliers on the exhibition floor, from international market leaders to new innovative technology providers, to source and compare effective and efficient solutions to specific industry challenges.

The SPE Offshore Europe Conference is the largest free-to-attend programme in the industry. Programmed by a keynote and technical committee of industry thought-leaders, including peer-reviewed technical abstracts the conference is truly "by the industry, for the industry". Around 30 conference sessions take place across the 4 days which usually includes around 12 keynotes by senior global representatives from leading companies in the industry.



LOCATION



Walk from Aberdeen International Airport



Drive from Aberdeen International Airport



Drive from Dyce Train Station



Drive from City Centre



Train from Aberdeen City to Dyce



Bus from City Centre

TRAVEL TIMES TO NEW ARENA

THEME

FROM ALTERNATIVE TO MAINSTREAM – TOWARDS A 21ST CENTURY ENERGY MIX

Our vision through the Regional Economic Strategy remains one of economic renaissance, that results in a diversified and resilient economy through maximizing oil and gas recovery and becoming a globally recognised hub for innovation and technology development. We have a strong, internationally-focused oil, gas and energy supply chain anchored in the region for the long term who are playing a key role in energy transition towards a lower carbon energy system.

Aberdeen has progressed from the 'Oil Capital of Europe' to the 'Energy Capital of Europe' meaning not only do we excel in the offshore oil and gas industry; we also have a strong and burgeoning renewables industry.

Renewable energy is no longer seen as an alternative or future energy and has become a mainstream energy source. Aberdeen companies have become renowned for diversification through the successful transfer of technology, skills and engineering expertise across energy markets and international borders and we would like to showcase this to our WECP partners.

Offshore wind has become a familiar sight in the North East of Scotland where there are three offshore wind farms in operation or under construction:

- European Offshore Wind Deployment Centre (EOWDC) developed and operated by Vattenfall-owned Aberdeen Offshore Wind Farm Limited is located in Aberdeen Bay, 3km off the coast of Aberdeen
- Kincardine Offshore Wind Farm will be a floating windfarm of 7 turbines to be installed 15km south of Aberdeen
- Equinor's Hywind 30MW wind turbine farm is the world's first commercial windfarm on floating structures and is situated 25km offshore Peterhead

Furthermore, through the H2 project, and our fleet of 10 hydrogen buses, a hydrogen economy has recently been created in Aberdeen. Launched in 2015, the £21million green transport Aberdeen Hydrogen Bus Project was ground-breaking as the first multi-sector partnership spearheaded to deliver advancements in sustainable transport while delivering the world's largest demonstration of hydrogen fuel cell buses.

Another part of the H2 Aberdeen Programme was the development of Aberdeen's second hydrogen refuelling station, opened in February 2017; the £2.6million station will serve the city's expanding fleet of cars and vans.

Aberdeen is of course also famous for being home to many multi-national operators, as well as a range of supply and service companies. This energy expertise has allowed the city to embrace the renewable energy sector and helped to position the region as a centre of renewables excellence.

At a time when many countries are working to increase power generation from renewable sources, we would like to use the WECP AGM 2019 as a platform to showcase Aberdeen's diversification from oil to incorporate the wider energy sector and the city's range of transferrable skills and expertise across the energy industry.



NETWORKING AND INTERACTIONS

There will be a range of opportunities for networking during the WECP AGM in Aberdeen with fellow WECP delegates, the local business community and the national and international delegates attending for Offshore Europe.

Aberdeen City Council will arrange a networking event on the first evening of the AGM. This will allow WECP attendees to meet with local industry and with delegates visiting the city for Offshore Europe. The event will be held in the refurbished Aberdeen Art Gallery or other city centre location and may be sponsored by the local business community.

A Gala Dinner will also be held for official delegates and special local invited guests and sponsors. The Gala Dinner will be held in an impressive venue in Aberdeen City Region.

The four day agenda will include the WECP scheduled events such as the committee meetings and Annual General Meeting as well as various receptions, breakfasts, luncheons, dinners, a business breakfast and panel discussion and tours of local energy sites.

Having Offshore Europe as the anchor event will allow us to access the Offshore Europe programme of conference sessions, seminars, receptions and the exhibition. Aberdeen City Council is liaising with the organisers of Offshore Europe, Reed Expo, to ensure that there are sessions focussed on WECP included in the programme.

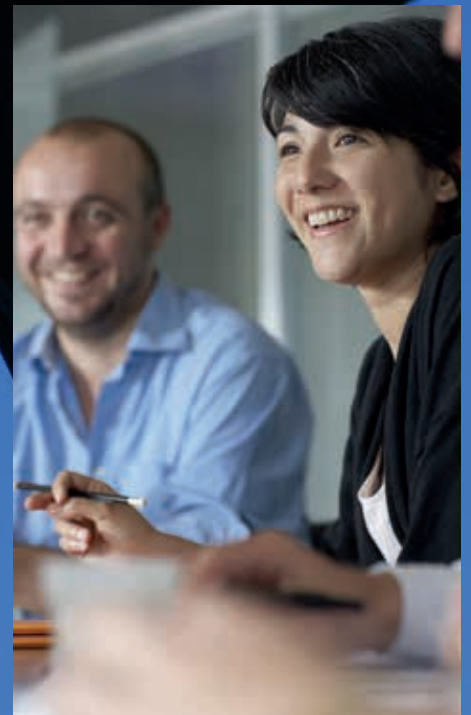
RESULTS

The WECP AGM coinciding with Offshore Europe will inform delegates of Aberdeen's energy industry, meet with the local and international business community to do business and exchange knowledge and expertise.

With over 35,000 delegates expected to visit the Offshore Europe conference and exhibition, Aberdeen will be thriving. WECP AGM delegates will be able to access the Offshore Europe programme and fringe events and you will be guaranteed to make new business contacts, learn from the international business community and enjoy yourself whilst you do business.

B2B PROGRAMME

Aberdeen City Council will work with partners to incorporate a B2B programme so would encourage business delegations to travel with WECP partners to the AGM. We will manage and deliver a matchmaking programme for B2B meetings, assist delegations with securing stand space if they wish to exhibit at Offshore Europe and recommend/secure invites to industry events.



CONFERENCE PLANS

SUPPORT

The AGM will be organised and managed by Aberdeen City Council's Economic Development Team, who are currently the WECP Liaison Officers for Aberdeen. Aberdeen City Council also has full support from its partnership organisations primarily Invest Aberdeen, Aberdeenshire Council, Aberdeen and Grampian Chamber of Commerce, Visit Aberdeenshire, Scottish Enterprise, Scottish Development International, the UK Department for International Trade and various trade bodies active within the Aberdeen area.

AGM COMMITTEE

Aberdeen City Council will coordinate the AGM, liaising and working with AGM committee throughout the planning of this event. Aberdeen will closely communicate with the AGM Committee to set objectives and expectations for the event and to learn from the AGM Committee member cities who have recently hosted this event. To do so we aim to have monthly calls with the AGM Committee and we anticipate that these will increase in frequency as the AGM approaches.

PROMOTIONAL VALUE

It is estimated that over 35,000 delegates will attend Offshore Europe in 2019 and therefore we can increase awareness of WECP with the visitors to the city. WECP will be promoted through marketing and communications such as speeches, news releases and social media as well as using logos, banners, posters and promotion of the programme in wider Offshore Europe marketing and communications, wherever possible.

SAFETY PLAN

Aberdeen is a very safe city with most venues and events just a short walk from the city centre hotel. The city was one of the first in the UK to gain 'Purple Flag' status, an award which it has retained for many years and which proves that it is a safe city during the evening and at night. Transport will be provided for events further than 500m from the hotel and always for visitors with additional support needs. All of our events will be supported by the Aberdeen City Events team and all venues / locations used will be sufficiently staffed by trained personnel.



OPTIONAL ACTIVITIES

MARITIME MUSEUM

Aberdeen Maritime Museum tells the story of the city's long relationship with the sea. Located close to the harbour on Shiprow this popular attraction incorporates a purpose built museum building and the historic Provost Ross's House, built in 1593. The Maritime Museum houses a unique collection covering shipbuilding, fast sailing ships, fishing and port history. It is the only place in the UK where you can see displays of the North Sea oil and gas industry. Aberdeen Maritime Museum offers visitors a spectacular viewpoint over the busy harbour.



FITTIE

Footdee - or Fittie as it is known by locals - is one of the most unique communities in the UK huddled at the end of a rewarding stroll along Aberdeen beach front. The charming mid 19th century former fishing community was designed by John Smith, the architect responsible for Balmoral Castle, and to visit them today really is like stepping back in time. The cottages all face inwards in squares with their backs to the ocean to protect them and their inhabitants from the fierce storms, which then, as now, rage in from the sea.

ABERDEEN ARCHIVES

The Aberdeen Archives houses the records of Aberdeen City Council and its predecessors dating back to the twelfth century. The Archives also hold the Assessor's records for the Grampian Joint Valuation Board and the former Grampian Police and include other records of local businesses, churches, charities, voluntary organisations and individuals.

Our Burgh records include our UNESCO-recognised Council Registers. Commencing in 1398, the Council Registers exist in an almost unbroken run from the Fourteenth Century to the present day, detailing the important decisions in local government that shaped and informed the life and future of the City of Aberdeen.



ABERDEEN HARBOUR CRUISE

This tour will provide you with a look over one of the busiest and most impressive ports within the UK, with over 28,000 shipping movements taking place per year. The fully narrated tour will take you out and about amongst the lively harbour. You will get the chance to see a variety of oil industry support vessels berthed in the harbour and the docks. While seeing Aberdeen's Skyline from a different perspective.



DOLPHIN ADVENTURE TOUR

This tour will provide you with the unique experience to see some of Aberdeen's urban dolphins. Aberdeen Harbour is not only one of the busiest ports in the UK and the main centre of marine operations for the energy industry in the north-west Europe, however the city's harbour mouth has also become one of the best places in the country to see Bottlenose Dolphins.

At times there can be as many as 20 dolphins in the pod, creating such an amazing display in the water, leaping high into the air and creating huge splashes with their powerful tails! As well as the near daily sightings of Bottlenose Dolphins at the harbour, you may be one of the lucky ones to spot Risso's Dolphin, White Beaked Dolphin, Minke Whale and Harbour Porpoise can be seen.

What other city can boast such amazing wildlife just 2 miles from its lively city centre!



TOLBOOTH

The Tolbooth is one of Aberdeen's oldest buildings, built between 1616 and 1629 and used as a prison until the 19th century. It played a major part several important historical events including use to hold Jacobite prisoners in 1746 after the battle of Culloden.

The building was encompassed into the Town House during the 1870's renovations but is now open to the public as a prison museum with its remaining 17th and 18th century cells.

TRUMP INTERNATIONAL GOLF LINKS / MACLEOD HOUSE & LODGE HOTEL

MacLeod House & Lodge is a five-star Hotel located in Balmedie, just outside Aberdeen on the coast of the North East.

This historic Scottish mansion and lodge is set amidst mature woodland in the heart of the magnificent Trump International Estate. This opulent five-star property provides exquisite superior and grand deluxe guestrooms, intimate bar and dining facilities, and is the ultimate setting for dinner, bed and breakfast, private parties or exclusive use. Both historic buildings are nestled together within close proximity to the world-renowned links golf course. Boasting many charming characteristics including secret stairways, traditional log fires and period features plus a whisky bar and spectacular grounds, MacLeod House & Lodge offers luxury and comfort in a secluded and dramatic location.



NUART

Nuart began in Stavanger, Norway in 2001 and has grown in to the world's leading celebration of street art. The annual Nuart Aberdeen event takes place in April each year with a four-day festival which sees a team of international, national and local artists develop their latest works on walls around the city centre.

Although the festival only lasts a few days, this is celebrated year-round with engaging workshops and interesting walking tours, meaning the artwork on show is not to be missed while visiting Aberdeen.

GLENGARIOCH DISTILLERY

One of the oldest operating distilleries in Scotland – and its most easterly – Glen Garioch has been making its mighty malt in the quaint and historic market town of Oldmeldrum, near Aberdeen, ever since 1797. Shielded from the world's prying eyes, deep in the fertile 'Granary of Aberdeenshire', and only ever produced in small, precious batches, Glen Garioch is a rare find indeed, but warmly appreciated by those who like a hearty Highland malt, non chill-filtered as nature intended, with a wholesome maltiness, honeyed sweetness and delicious creamy texture to savour.



DUNNOTTAR CASTLE

After a visit to the pretty harbour town of Stonehaven, you can take a trip to Dunnottar Castle located just under 2 miles south, perched on high cliffs jutting out into the waves one of the finest in Scotland. Learn about its bloody history or just take in the spectacular view.

Visit Dunnottar Castle for an unforgettable experience and discover the importance of Dunnottar – an impregnable fortress that holds many rich secrets of Scotland’s colourful past. The dramatic and evocative ruined cliff top fortress was the home of the Earls Marischal, once one of the most powerful families in the land.

William Wallace, Mary Queen of Scots, the Marquis of Montrose and the future King Charles II have graced the Castle with their presence. Most famously though, it was at Dunnottar Castle that a small garrison held out against the might of Cromwell’s army for eight months and saved the Scottish Crown Jewels, the ‘Honours of Scotland’, from destruction.



CRATHES CASTLE

Cared for by the National Trust for Scotland. Crathes Castle is every inch the classic Scottish tower house, and a fantastic day out! You can discover a labyrinth of cultural history, from portraits and antique furniture to painted ceilings and explore the famous garden or enjoy a walk through the wider estate.

Standing against a backdrop of rolling hills and set within its own glorious gardens, Crathes Castle provides a memorable experience with its towers, turrets and stories of its resident ghosts. King Robert the Bruce granted the lands of Leys to the Burnett family in 1323: the ancient Horn of Leys, which can be seen today in the Great Hall, marks his gift.

The walled garden is split into eight sections that encompass every green delight imaginable - a sculpted topiary, soft herbaceous colours and modern exotic blooms. Nature spotters will love the waymarked trails along the Coy Burn - keep an eye out here for buzzards, herons and kingfishers.



PRE & POST ACTIVITIES

Aberdeen's vibrant city centre is home to some of Scotland's best branded eateries as well as a host of independent restaurants and the city's night scene can be enjoyed at one of the many traditional pubs, craft beer taverns or boutique bars. You will be spoilt for choice! There is also a great selection of music and live performance venues as well as the newly refurbished art gallery and multiple museums and historic walking tours.

Our pristine golden sandy beach and promenade are only a mile from the hustle and bustle of the city centre and is the perfect location to relax, surf or watch the dolphins.

Less than an hours' drive from the centre of Aberdeen visitors can explore the stunning countryside and surrounding nature in Aberdeenshire. Here, you can visit Royal Deeside, the Cairngorms National Park or Speyside all of which are home to world-class walks, castles, distilleries, golf courses and fantastic eateries.

Travel slightly further afield to Scotland's capital city, Edinburgh, or to our largest city Glasgow or why not travel north to the Highlands to find Nessie. If you choose to extend your stay in Scotland we guarantee you won't be disappointed...

We are a compact city with a lot to offer!



ROYAL DEESIDE

If successive Royals get to be themselves here – imagine how you will feel. Royal Deeside follows the River Dee into the heart of the Grampian Mountains, with some right royal sights along the way, including the Royal Family's favourite Balmoral Castle.

Royal Deeside is a spectacular-looking area that captivated Queen Victoria with its characteristic Scottish blend of moody mountains, lofty crags, tumbling rivers and moors and forests. The rarefied royal air still pervades the neat chocolate box towns and villages of Deeside, such as Ballater and Braemar, which are unsurprisingly thronged with tourists in season. Braemar is famous for its Highland Gathering – one of Scotland's best. And held on the first Saturday in September.

You can roam for miles across grand highland estates – beneath windwashed cathedral pines, by still, dark lochs, along crystal-clear rivers where salmon come to spawn. Encircled by mountains or out among the heather and whin of open moorland, flora is lush, fauna is plentiful. Tread carefully to spot the rare protected capercaillie, pine marten, and red squirrel, and herds of red deer. Scan the skyline and you may see a golden eagle.

SPEYSIDE

Breathtaking locations, pioneering people and century-old traditions... Visit the stills behind the world's finest malt whiskies and discover why Speyside is a must-visit destination for any whisky lover. Playing host to 50 distilleries, over half the distilleries in Scotland, Speyside has the greatest concentration of malt whisky producers compared to every other whisky producing region.



CAIRNGORMS NATIONAL PARK

In the unique and special Cairngorms National Park there's something for everyone, from exploring the nature and wildlife found in the mountainous trails of Tolmount, or relaxing on the beach of Loch Morlich. The Cairngorms is a natural playground. The area offers watersports, snowsports some incredible walking and cycling routes and has 12 golf courses. It's even home to the only sleddog centre, and the first permanent bridge-based bungee jump, in the UK!



DUNDEE V&A

V&A Dundee was designed by renowned award-winning Japanese architects Kengo Kuma & Associates, and is Kuma's first building in the UK. Considered by many as the quintessential Japanese architect of today, Kuma is also designing the stadium for the Tokyo 2020 Olympics.

Scotland is a nation of designers and innovators, from the invention of waterproof fabric by Charles Macintosh, to the pioneering work of Patrick Geddes in improving urban living conditions and creating modern town planning and Ian Callum's leadership of design at Jaguar.

However, the story of Scotland's design achievements – and their ability to inspire new creativity for the future – has never been fully told. Opening in September 2018, V&A Dundee will explore Scotland's design heritage – its past, present and future.

HIGHLANDS AND ISLANDS

We know - it's a cliché, but the Highlands really are the Scotland of your imagination. It's an amazing concoction of culture, history, architecture and unparalleled scenery. Think big skies, mind-blowing landscapes, superb food and hospitable people – it really doesn't get any better if you want to escape and unwind. Unpredictable. Untameable. Unbelievable.

You can get lost in the majestic mountains and mysterious lochs as you journey through this beautiful land. The views are simply jaw-dropping. Pass through Britain's largest National Park, witness dolphins frolicking off the Moray Coast, marvel at the sensational seascape of the North Highlands, walk in the shadow of Britain's highest peak, Ben Nevis, or explore the stunning islands and stretches of coastline. And if you haven't heard of Loch Ness, Scotland's most famous loch... you're in for a treat!



ST ANDREWS

St Andrews is a picturesque seaside town on Scotland's East Coast, located 2 hours South of Aberdeen. It's known around the world as the 'Home of Golf'. The Old Course is considered to be the oldest Golf course in the world, the sport was first played on the links at St Andrews in the early 15th century. The Open Championship is on the Old Course regularly and you can visit the British Golf Museum to see over 500 years of golfing history.

St Andrews has a fascinating history. The cathedral was built in the 12th Century and was the largest building in Scotland for 7 centuries, with pilgrims flocking here from all over Europe. It's also home to Scotland's oldest seat of learning, the University of St Andrews. The ruins of the Cathedral and Castle will take you on a journey back in time. The Castle's underground mine passages and bottle dungeon remain intact and give visitors a real taste of medieval Scotland.

If you like the great outdoors the beach at the West Sands is a great place to visit. Featured in the film Chariots of Fire, it sweeps along the coastline, close to the famous Old Course. St Andrew Botanic Gardens is a hidden gem – an oasis of calm only a short walk away from the centre of town. St Andrews has some of the best shopping in Fife with an excellent range of independent, family-run businesses offering first-class personal service. There are also plenty of places to eat from award-winning fish and chips and family-friendly restaurants to fine dining and cosy bars.

EDINBURGH

Not only a capital city, Edinburgh is also the leading festival city in the world, home to the phenomenal summer festivals, and a UNESCO World Heritage Site. That's right! Wherever you look, the city buzzes with a sense of excitement all year round. Edinburgh is packed with medieval tenements and narrow wynds of its Old Town coupled with a sweeping elegance of its Georgian New Town.

With a plethora of world-class visitor attractions, sightseeing in Edinburgh is pretty easy, and you can experience different centuries of history without even moving. Head to the bottom of the famous Royal Mile and you'll find the 17th century Palace of Holyroodhouse, the modern parliament building and the prehistoric extinct volcano famously known as Arthur's Seat standing proudly next to each other.



GLASGOW

Scotland's largest city is a lively, bustling place, distinctive and full of character, where you are bound to get a very warm welcome indeed. One of the most enjoyable things to do in Glasgow is to simply look up and feast your eyes on the city's mix of striking architecture styles as you wander around. Make sure you also check out the city's fascinating museums, diverse art galleries and creative spaces which are aplenty!

It's hard to resist the allure of Glasgow's many, many shops. Enjoy perusing floors and floor of the latest trends in high street and designer retailers, or browse for second hand and one-off pieces in quirky vintage and boutique stores. To round off your stay Glasgow knows how to do nightlife! It can be tough deciding where your evening will take you - sometimes, the best nights happen when you don't make any plans.



HIGHLAND GAMES

Scotland has a long tradition and history of Highland Games where Clans would compete against each other in sporting events. Some say that Highland Games originated as a clan chieftain's way of choosing the best bodyguards and the fittest fighters. Not all the chief's requirements were warlike - musicians and dancers were important for the prestige of his household. Choosing staff and supporters was done by holding competitions - good runners for couriers, strong men for defence and a range of entertainers to amuse them during the winter evenings.

Many events at today's Highland Games still use items which would have been part of everyday life in the Highlands. Many of these traditions can still be seen in Highland Games today however they are now much more sociable and fun events celebrated worldwide.

Highland games take place across Scotland during the weekends of the summer months between May and September. The following Highland Games will take place either the weekend before or weekend after the WECP AGM in Aberdeen:

- Lonach Highland Gathering
- Glenurquhart Highland Games
- Strathardie Highland Gathering
- Grantown on Spey Highland Games
- Braemar Highland Gathering
- Blairgowrie and Rattray Highland Games



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More than 20% of Scotland's top businesses are located in this region which is taking great strides to ensure that it continues to compete on a world stage. Aberdeen is in the midst of a transformational journey designed to drive an economic renaissance, bringing benefits to the region, Scotland and the UK overall now and for generations to come.

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