



## Easter Ross Peninsula

### About the Project

Tain & District Development Trust (TDDT) is a community-led organisation and plays a lead role in tourism in Tain and Easter Ross which includes the communities of Tain, Fearn, Inver, Portmahomack, Hilton, Balintore, Shandwick, Nigg, Milton, Logie Easter and Kilmuir in the North East of the Highlands of Scotland.

The Trust works closely with local communities, tourism businesses and regional partners to promote the Easter Ross Peninsula, as a unique tourist destination. Bringing people and places closer together, maximising community assets in order to boost the local economy, training and youth employment opportunities.

The Easter Ross Peninsula invites visitors to take some time, to slow down and stay a while. Enjoy local hospitality and become a temporary local whilst you visit!

The Parish of Tain was considered a place of sanctuary from the 11th century. Today, you can find refuge in the Peninsula's arts, culture and amazing scenery. It is surrounded by three firths and offers several wonderful white sandy beaches.

The Trust were exceptionally lucky to have been awarded funding through the Highland and Islands Digital Enablement Grant, which allowed them to create new destination website [easterrosspeninsula.com](http://easterrosspeninsula.com) and

social media channels. The Easter Ross Peninsula website and social media brand are not only used to promote this new destination but to provide an umbrella brand of support for all our local businesses.

**“We want to promote the getting off- the-beaten-track, slowing down message while encouraging responsible visitors. Whether it’s digging into the area’s rich past, walking along miles of sandy beaches, enjoying a meal or meandering through our historic town and villages, our communities want to share where they live. Creating sustainable tourism for the area for years to come.”**

Rachel Cunningham,  
Marketing Officer, TDDTCC



**Location:** Highland Council area of Tain and Easter Ross which includes Tain, Fearn, Inver, Portmahomack, Hilton, Balintore, Shandwick, Nigg, Milton, Logie Easter and Kilmuir.

**Type:** Do

**When Set Up:** The Trust was established in 2017, Easter Ross Peninsula officially launched February 2022.

**How Funded:** Currently funded by HIE & SSE funding, time limited.

**Beneficiaries:** Local businesses and residents on the Easter Ross Peninsula

**Contact:** [info@tainddtrust.com](mailto:info@tainddtrust.com) >

**Web:** [easterrosspeninsula.com](http://easterrosspeninsula.com) >

**Social Media:**

Facebook > Instagram > YouTube >

