

Case Study – Loch Ness by Jacobite



The Objective

To increase brand awareness and drive sales on their cruises and tours

The Location

Arrivals Walkway, Inverness Airport

The Execution

With 46%* of people saying that Airport advertising makes them aware of travel companies and

services, we decided to brand the whole arrivals walkway, creating an impressive welcome to 100% of passengers arriving in Inverness.

The Outcome

Renewing their advertising into its third year at Inverness, Kelly MacKenzie, Marketing Manager said *“As the airport continues to add additional flight routes and welcome more visitors than ever before to the Highlands, the opportunity to highlight the Loch Ness by Jacobite experience as soon as they land has become invaluable.*

The walkway allows us to bring Loch Ness to life, with the big, bold imagery showcasing its outstanding natural beauty that is best observed from on top of the water.

We’ve no doubt the walkway has helped boost our visitor numbers, which continue to reach record numbers each year.”



*Source: Travel and Tourism Survey by Eye 2012