

**PRESS RELEASE: 02 June 2009**

**INTERNATIONAL SIX DAY ORIENTEERING EVENT:**

**TAY 2009 TO BOOST LOCAL TAYSIDE ECONOMY BY £0.7 million**

A prestigious orienteering event to be held in Tayside later this year is set to benefit the local economy by £0.7 million. The 17<sup>th</sup> International Scottish Six Day Orienteering event “Tay 2009” is returning to Tayside, Scotland, 12 years after Breadalbane played host in 1997, and is the largest orienteering event in the UK. The first day of the event has also been designated by the International Orienteering Federation as a World Ranking Event for the Men’s Elite and Women’s Elite classes, adding extra prestige to the event.

Tay 2009, which will be based at Perth Racecourse, will welcome over 4,000 competitors and orienteering fans to the area over the week and a significant proportion of visitors are expected to stay in the area, enjoying the many attractions of Tayside. Councillor John Kellas, Convenor of the Enterprise and Infrastructure Committee at Perth & Kinross Council, which is supporting the event said:- “We are delighted that this major international event is coming to the area, giving us a chance to showcase the stunning Perthshire landscape and a boost to local businesses. With Day One counting as a World Ranking event, the area will gain an even higher profile and this will encourage more competitors and visitors, both to the event and back to the area in the future.”

The event is also being supported by EventScotland, the national events agency. Paul Bush, Chief Operating Officer at EventScotland said: “EventScotland is supporting Tay 2009 through the Regional Events Programme which invests in events which have the capacity to grow and develop, drive domestic tourism and generate economic impact for Scotland. Tay 2009 will bring thousands of orienteering fans to Tayside as well as their families and friends and we anticipate that a proportion of overseas competitors will stay on after the event itself and explore Scotland. The event will benefit local tourist attractions and accommodation providers, as well as helping to showcase local produce and retail outlets.”

Economic impact studies carried out for previous Six Day orienteering events have shown that they attract hundreds of visitors from all over the world who stay in the local area before exploring the rest of Scotland post-event. For example, the Deeside 2005 event brought nearly 900 overseas competitors from 27 different countries, with 40% of these attending a Scottish 6 Day event for the first time. Deeside 2005 generated more than £0.7 million for the local economy and nearly £1 million for Scotland when extended trips were taken into consideration. Local attractions also enjoyed record numbers of visitors.

A similar event held in the Speyside area in 2007, attracted an estimated 5000 extra tourists to the area and record visitor numbers were recorded at Landmark Heritage Theme Park and Cairngorm Mountain on the mid-week rest day. It is hoped that Tay 2009 will replicate this success. Self-catering providers in the area have been receiving enquiries since the event was announced. Ann Lindsay, who has three cottages in the Dunkeld area, said:- “I started receiving enquires two years ahead of the event, and indeed took a booking then. Since then the enquiries have flooded in and not only have I been booked for a year for the week, but have been able to send on enquiries to other accommodation providers in the area.”

The event is also being supported by Forestry Commission Scotland and Perthshire Big Tree Country

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## **Notes to Editors**

### **Scottish 6 Days**

The Scottish Six Day Orienteering competition ("the 6-Days") is a biennial event, first held in 1977, and taking place in a different area of Scotland each time. The competition is designed to provide the highest quality orienteering over the week, in a relaxed atmosphere, and aims to appeal all ages and skill levels, from elite athletes to newcomers. Age classes range from 10 years and under to 80 years and above. A strong international representation is always present at each 6-Day event, with a traditionally large Scandinavian contingent, and more recently the event has become increasingly popular with competitors from Eastern Europe.

The event is overseen by the Scottish 6-Day Company, and organised by all of Scotland's orienteering clubs, who co-ordinate central organisation as well as individual race days. Additional assistance is provided where required by other UK clubs and individuals. Tay 2009's central organising clubs are Forth Valley Orienteers and Tayside Orienteers. For details of past events, visit [www.scottish6days.com](http://www.scottish6days.com).

### **EventScotland**

EventScotland is the national events agency. EventScotland is working to make Scotland one of the world's leading event destinations. By developing an exciting portfolio of sporting and cultural events EventScotland is helping to raise Scotland's international profile and boost the economy by attracting more visitors. For further information about EventScotland, its funding programmes and latest event news visit [www.eventscotland.org](http://www.eventscotland.org)