

Stuart Cassells

South of Scotland Destination Alliance

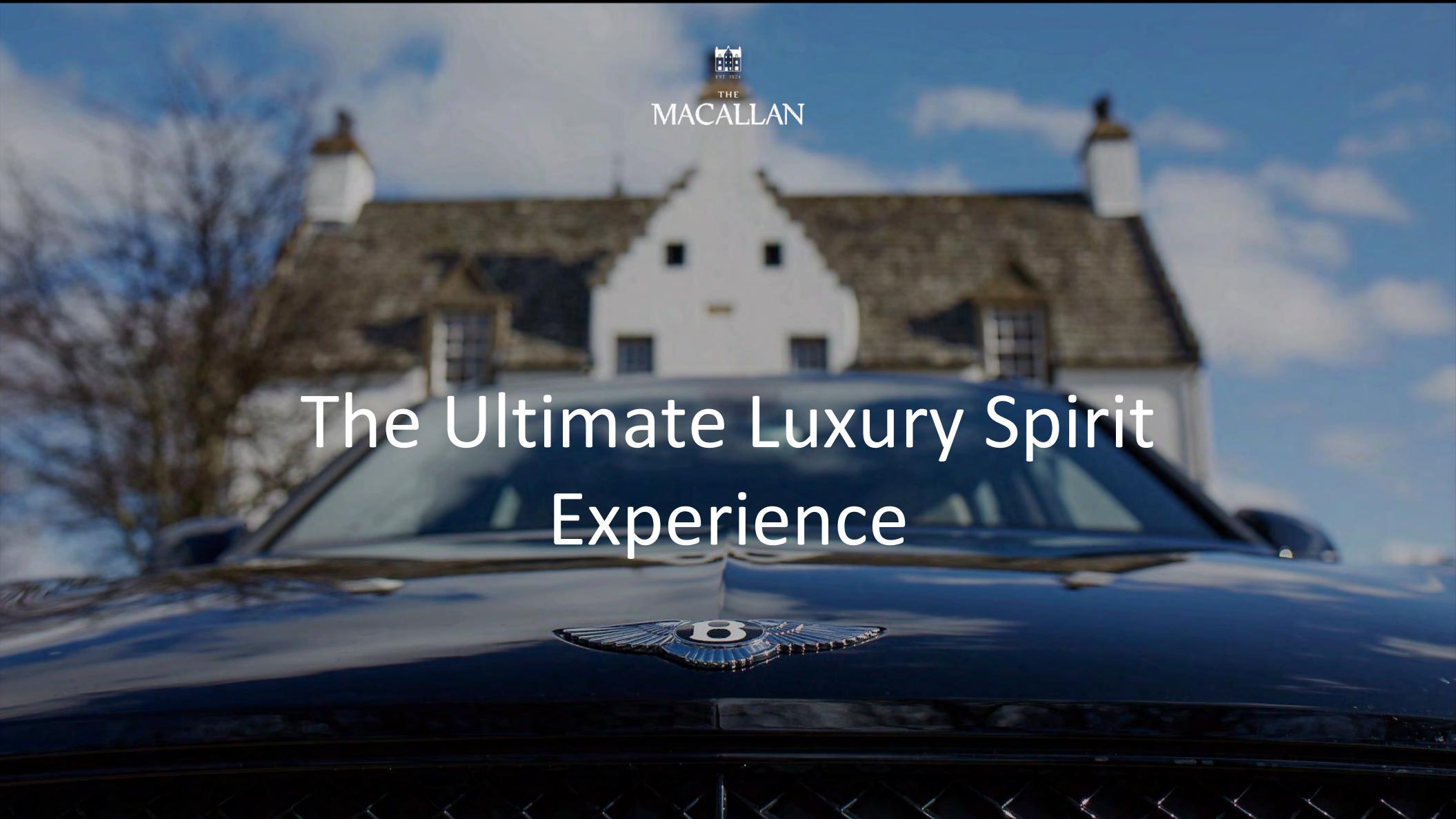
Annual Conference

19th March 2025













The Power of Storytelling





HIGHLAND SINGLE MALT SCOTCH WHISKY

EL CELLER DE CAN ROCA

DISTIL YOUR WORLD

NEW YORK









How Much Would You Pay?





- 1. Experience is Everything
- 2. Storytelling is Key
- 3. Nothing is Random
- 4. Little Things are BIG things
- 5. Inspire through Vision



