

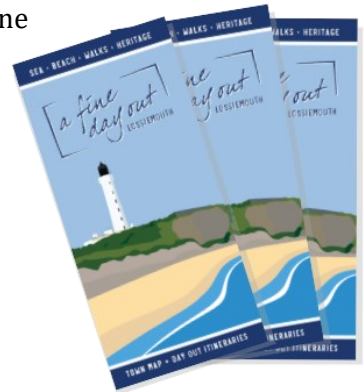
2021 in Review



LOSSIEMOUTH
BUSINESS ASSOCIATION

Promotional activities

- ◆ Facebook page with 2000+ followers. 100,000 reach in 2021.
- ◆ LBA Members only FB group grows to 66 members.
- ◆ Fine Day Out campaign from £5,000 funding from Scotland Loves Local. Map, leaflets, social media and video created.
- ◆ Front page articles in local press. Further online and print coverage.
- ◆ Introduced Lossiemouth calendars.
- ◆ Love Lossie voucher scheme.
- ◆ Christmas window competition.
- ◆ Hallowe'en trail



Collaboration and meetings

- ◆ Social media training for members.
- ◆ Covid business support meetings with local agencies for members.
- ◆ Input to the LCDT 5 year plan.
- ◆ Further £50k funding applied for with LCC & LCDT.
- ◆ Social meetings, including Christmas dinner.

Tourism Sub-group established

- ◆ Tourism & hospitality businesses working with Visit Moray Speyside to bring visitors to Lossie.
- ◆ New town branding and logo.
£16,300 from Visit Scotland to develop and promote Visit Lossiemouth brand.



LOSSIEMOUTH