

MULL AND IONA - so much

Continued from Page 7

to Torosay stately home. This 10 ¼ inch gauge line operates steam and diesel engines and allows you to take in breathtaking views across to the mainland as you're chugged along.

You'll see Ben Nevis; Britain's highest mountain, Glencoe, the island of Lismore, Ben Cruachan and the island's own Duart Castle, making it an unforgettable experience.

This really is a unique trip, equal to any similar one in Europe, with the railway climbing steep gradients through woodland, with primroses and rhododendrons lining the route.

The train can be chartered for large groups and there is limited accommodation for wheelchair users.

Once you arrive at Torosay you will see it is a fabulous Victorian house set in 12 acres of beautifully landscaped gardens and woodlands.

If you're a history buff a visit to Duart Castle should satisfy you. This 13th century seat of the Chief of Clan MacLean is



The impressive Duart Castle

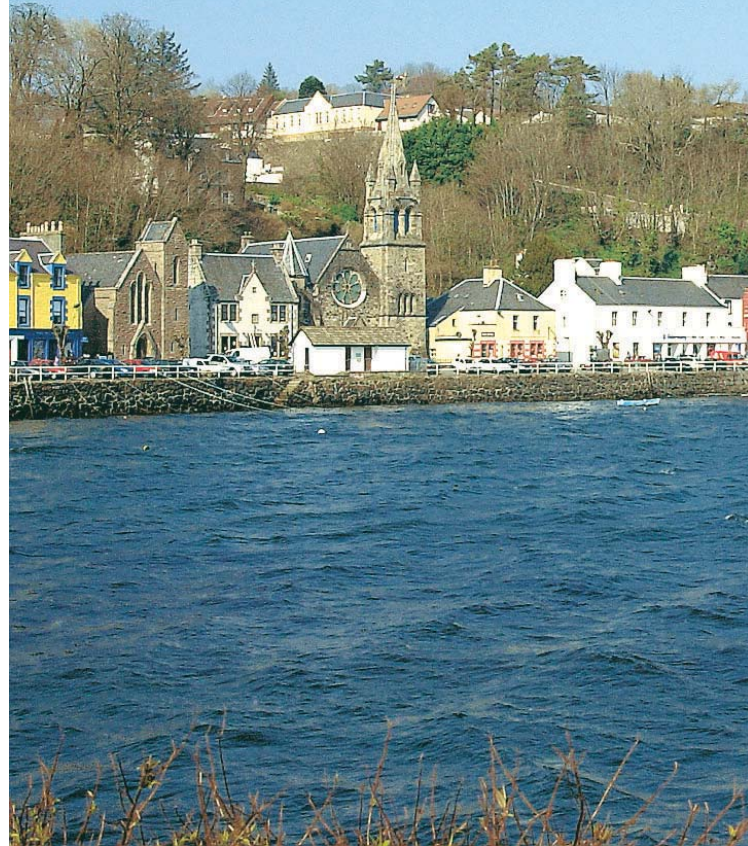
visited by people from all over the world. It has everything you could wish for: dark dungeons, exhibitions, state rooms and there's also a tearoom. You and the family can also play boules or do some kite-flying here.

An artist's mecca, Mull and Iona are also popular with craftsmen and women who've settled here inspired by the islands' beauty to create fine hand-crafted wares. There are plenty of retail outlets where you can find their goods.

A prestigious new arts and crafts complex has been created on the charismatic isle of Iona with the idea of providing a sustainable future for island businesses and boosting the economy.

Two years in the building, St Columba Steadings arts and crafts complex was conceived by local artist Mhairi Killin in partnership with The National Trust for Scotland. Mhairi's aim was to provide affordable, well-equipped workshop and retail premises in an ideal location for local artists and crafts people.

Working to exacting standards of renovation, given the location's proxim-



ity to one of Scotland's biggest tourist attractions, Iona Abbey, local stonemason Colin MacDougall has lovingly restored the ruined farm steadings. With internal features by Scottish artists the buildings

themselves are a beautiful addition to the architecture of the island.

Various organisations have helped with funding and offered vital support. They include Argyll and Islands Enterprise, The Highland Fund, The SJ Noble Trust and, through the auspices of The National Trust for Scotland, The Russell Trust.

Island Encounter

Birdwatch & Wildlife Safaris
Isle of Mull



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2006
We placed advertisements in 3 issues of Holiday West Highland in 2006, with a 'cut out' token to hand in when visiting the Sea Life Sanctuary. These tokens generated over 1,700 new customers! We would recommend this guide and have placed ads in all 5 issues for 2007.

In 2007, the Holiday West Highland voucher collection generated 3,866 new customers for us! It is by far, our biggest redeemer of all advertising we do and I would absolutely urge other businesses to use this to promote their company for the best results.

Alex
Manager, Sealife Sanctuary, Barmulloch

Dear Sally,
Just to say how pleased we are with the back page advert layout in Holiday West this season. We feel that this particular position in the publication has maximised the effect of our advert for Argyll Charters.
Many thanks.
Regards
Margaret Stevenson

Inveraray Jail have placed half page adverts in Holiday West Highland for five years, which we have found it to be an excellent media to reach our target market, bringing in new customers every year.
Gavin Dick
Manager



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