



Aberdeen and Grampian
Chamber of **Commerce**

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Statement of Case

Proposal for Menie Development

Balmedie

Aberdeenshire

Geoff Runcie
Chief Executive, Aberdeen and Grampian Chamber of Commerce
5th May 2008

This submission is being made on behalf of the Chamber's 1200 member organisations.

In addition, the submission is being made on behalf of the following organisations:

- Scottish Council for Development and Industry (SCDI)
- Aberdeen City & Shire Hotels Association (ACSHA)
- Aberdeen City Centre Association (ACCA)
- Aberdeen Convention Bureau
- Federation of Small Businesses (FSB)
- VisitScotland
- Dean of Guild

Statement of Case:

The business community of the North-east of Scotland has been fully supportive of the proposed Trump Development since its inception. Our members and the other organisations which we have been asked to represent in this presentation firmly believe that a development of this nature is vital to both the short and long term future of the economy of the North-east.

The presentation will support that case by detailing the significance of the proposal with respect to:

- National significance for business and tourism
- Potential for global exposure of Aberdeen City and Shire as a world-class business and tourism centre
- Role as a driver for major economic expansion in the North-east
- Key role in growing the tourism market in Scotland and the North-east
- Importance of locating a global brand in Scotland and the North-east
- Opportunity to locate the North-east as a world-class golf centre of excellence
- Benefits to the local rural economy

Sources:

- Aberdeen Convention Bureau Convention Monitor
- VisitScotland 2006-2007 Golf Tourism Research
- VisitScotland Business Tourism Unit
- VisitScotland Tourism Research