



NC500 Media Pack



www.northcoast500.com



Introduction

The North Coast 500 (NC500) was created in 2014 by the **North Highland Initiative (NHI)**, a non-profit organisation established by HRH, Prince Charles in 2005 in an effort to develop economic growth across the North Highlands. NHI works across three main sectors; food and drink, tourism and built environment and it was through the Tourism Project Board, that the idea of the NC500 was born.

The concept of the NC500 was developed in order to create a unique tourism offering that the whole of the North Highlands could benefit from.

Bringing together a route of just over 500 miles (516 to be exact...) of stunning coastal scenery, the route naturally follows the main roads along the coastal edges of the North Highlands, taking in the regions of Wester Ross, Sutherland, Caithness, Easter Ross, the Black Isle and Inverness-Shire.

The Official North Coast 500 route begins and ends in Inverness at Inverness Castle which, perched on top of a hill, is the perfect starting point to the route and offers unparalleled views over the capital city of the Highlands.





Discover the Route

With ancient castles, glistening sandy beaches and spell-binding heritage, it is not hard to understand why the NC500 has proved to be so popular, generating an estimated brand reach of over 620 million people after only six months from its launch in June 2015. The route has captured the imaginations of thousands of people.

Experiences of the NC500 can be everything you want them to be. The route can be completed in a long weekend, or over several weeks on a more leisurely schedule and can be explored as a loop or in part.

A range of **itineraries** for between five and nine days are available on the NC500 website based on the minimum amount of days NC500 visitors should allocate for their journey, featuring everything from golfing trips to luxury travel-seeker itineraries.

The NC500 route is targeted at everyone wishing to experience one of the best coastal touring routes in the world, from UK residents to overseas tourists. It is ideal for drivers (car, campervan and classic car enthusiasts), motorcyclists, as well as cyclists and walkers wishing to take in some of the most scenic parts of Scotland.



[Download our Map](#)

[FAQ's](#)



Top Tips before hitting the Road

We want everyone to have the best time when doing the North Coast 500 so we've got some top tips for you.

Do your research

www.northcoast500.com has lots of information to plan the best experience possible. With 500 miles of rugged Scottish coastline to navigate and explore, it pays to make sure you have the best itinerary. We have lots of these to choose from as well, ready to download.

Book ahead

During peak months the North Coast 500 will be busy and accommodation does book up well in advance. No matter where you are planning on resting your head at night, make sure you plan well in advance and contact accommodation providers early.

Become a NC500 member

For just £15.00 per year you can become a North Coast 500 member. Our member club was launched for fans of the route and those who have yet to embark on their journey. Members receive an array of benefits, including exclusive access to the Members Only area of the website where you can create a profile, chat to other members and plan your own NC500 adventure.

For £45.00 per year, members can choose to upgrade to an Explorer Membership which offers you additional benefits along the route, including various discounts, personalized itineraries and even a free 7-day pass for access to Highland Council's leisure facilities along the route. More information on North Coast 500 memberships can be found [here](#).

Read up on road safety

The North Coast 500 encompasses some of the most beautiful scenery in the world, the roads, however, can be a bit tricky to navigate, especially if you've not driven on them before. Our website includes a comprehensive section with tips on how best to drive the route and what to look out for. More information on this can be found [here](#).

Download the North Coast 500 App.

We all live on our smartphones these days so the free North Coast 500 mobile App is a must have download. With an interactive map, example itineraries, detailed sections of the route and other online services, it's the perfect handy mobile companion.

Contact us

For media enquiries contact media@northcoast500.com or call directly Taste Communications on: 0131 225 7205.

