



A snapshot of the Highlands Sealladh dhen Ghàidhealtachd

Diversity is a word which typifies living, working and playing in the Highlands of Scotland, mixing rugged and beautiful landscapes with modern city and town centres.

The natural environment - arguably our most valuable asset - thrives hand in hand with safe and clean surroundings. First class health care, housing, schools and local services are hallmarks of an area that is one of the most attractive locations in Europe.

An ever increasing list of successful companies see the area as a great location to do business, thanks to improving transport, information and communication technology.

Highland is home to 208,914 people, who pride themselves on their heritage and culture. At the same time, they embrace new ideas and the entrepreneurial spirit. All agencies actively

promote the Gaelic language, which is taught in many Highland schools and is increasingly seen on signage in our communities.

At the heart of the Highlands is Inverness, which gained city status in 2000. With a population of 50,000, it is the administrative capital of an area the size of Belgium. Fort William, the capital of Lochaber, is the only other town with a population of more than 10,000 people.

Highland boasts many of Scotland's landmark locations, such as the Cairngorm Mountains, Loch Ness, Ben Nevis, the Cuillin Mountain Range on Skye and the Peatlands of Caithness and Sutherland.

Visitors to the area get to enjoy the majesty and diversity of the Highlands for a week each year - two if they're lucky. Those who call the Highlands their home enjoy this land of many contrasts all the year round.