

Section 2

"Talking Monsters!"

You live at Loch Ness, you have a big empty building and lots of information about Nessie so you decide to design a big public exhibition. **What story will you tell and does it have to be true?**

Everyone has heard of the famous and mysterious "Loch Ness Monster", sometimes drawn as the loveable **Nessie** character - but how will you show and explain something that **most people will not see** for themselves?

What would **YOU** do?

1. Is it a museum, an exhibition, or a theme park?
2. Is it open all year, every year?
3. Who is it for - who visits the Highlands and what do they want?
4. What would you put in the exhibition? Why?
5. What would you be trying to say? - Why?
6. Do you want people to believe in the monster? Why?
7. Will the visitor attraction last for many years?



Don't Forget !

Tourism accounts for 20% of the Highlands and Islands economy. In 1994 approx 2.7 million tourist trips were made to the area.

There is a short summer season from Easter to September with peak numbers in July and August.

Visitors are mainly under 35 years old and 75% visited without children.

Visitors are from England 42%, Scotland 26%, Other UK 2%, Overseas 30%. 83% of the total are English speakers.

Most people say they would like to believe in the Loch Ness Monster (LNM) but also say they are unconvinced.

There is no physical evidence to support the belief in the LNM - can you prove a negative?