



# Macdonald Aviemore Resort toasts success of its biggest ever event



**Nestled in the heart of the Scottish Highlands, the majestic Macdonald Aviemore Resort hosted its biggest ever event this summer, welcoming more than 750 delegates from China for a four-day immersive experience on all things Scotland.**

Scotch Whisky producer Chivas Brothers invited employees from sister affiliate company Pernod Ricard China to the Highlands to try some of Scotland's greatest exports and experiences. Delegates, who had exclusive use of the entire resort, were treated to delicacies such as haggis, whisky-cured salmon and Scotch beef, as well as a performance by the renowned Red Hot Chilli Pipers.



The resort, which boasts three 4-star hotels, 18 luxury self-catering lodges and its own private 3D cinema, hosted a number of events, including an evening dinner in its Osprey Arena. Five tipis, several fire pits and an impressive 20,000 square-foot marquee were also erected on the resort's 90-acre grounds, where delegates were treated to a Scottish feast, complete with bagpipe performance, canapés and cocktails.

The event took more than seven months to plan with Macdonald Aviemore Resort's

event team bolstered by support from other hotels in the Macdonald Hotels & Resorts group. The 240-strong team met all client requests, from arranging kilt hire for all delegates to delivering a pot of instant noodles to every room each night.

Jess Atkinson, Director of Sales at Macdonald Aviemore Resort, said: "We hosted more than 750 delegates from China and the UK for dinner, entertainment and accommodation, in what was one of the biggest events ever delivered by Macdonald Aviemore Resort. Months of intricate planning were required, and every aspect of the experience was carefully managed by our experienced events team.

"Macdonald Aviemore Resort is one of the country's most renowned corporate event venues and we are proud that Chivas chose to host their spectacular event with us."



Macdonald Aviemore Resort delivers more than 100 events annually and can host anywhere from 100 to 1,150 delegates.

**"We were delighted to be able to host our colleagues from China in the heart of Scotland. Macdonald Aviemore Resort was the perfect location from which to show them all the wonderful sights and experiences we have to offer here in Scotland.**

**"The Macdonald Aviemore Resort team helped make the organisation and preparation very smooth and their attention to detail and support during the conference made all our guests feel welcome. They all left with a great impression of Scottish hospitality."**

Neil Macdonald, Brand Experience Director, Chivas Brothers

Find out more at: [www.macdonaldhotels.co.uk/Aviemore](http://www.macdonaldhotels.co.uk/Aviemore)  
or call 0344 879 9192



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