



VISION

Perthshire
 will be a destination of choice for a high quality, value for money
 and memorable customer experience delivered by skilled and passionate people

MISSION

To harness and focus the passion, energy and drive in Perthshire to do what we do better and by turning more of our unique, natural and cultural assets into high quality authentic experiences that will grow tourism sustainably - and in so doing help stimulate investment and enhanced economic performance.

KPIs

To grow tourism in Perthshire from £448m to £555m by 2023 and increase sector employment by lengthening the season, offering additional authentic experiences, supporting investment and developing markets.

MARKETS

GROWTH MARKETS

HOME TURF
 Scot 65%; rest of UK 35%

NEAR NEIGHBOURS
 Scand, Ger, IRE, NL,

DISTANT COUSINS
 USA, Aust, Canada

FOUNDATIONS

CURRENT INHIBITORS & THREATS
 Seasonality
 Image and perception
 Lack of industry leadership
 Industry fragmentation
 Complacency

STRATEGIC CONTEXT & OPPORTUNITIES

POLICY CONTEXT
 • TS2020
 • CPP/SOA and ODG
 • Tourism Development Framework for Scotland
 • TayPlan & Local Plan

EVIDENCE BASE
 • STEAM
 • DREAM
 • Business survey
 • Visitor survey

INVESTMENTS
 • Public realm investments
 • Hotel / resort investment
 • Theatre redevelopment
 • PH20

OTHER
 • City Deal

STRATEGIC ACTION FRAMEWORK

TURNING OUR ASSETS INTO EXPERIENCES

CULTURE & HERITAGE
 • Cultural strategy
 • TLP
 • V&A regional opportunity

NATURE & ACTIVITIES
 • Big Tree Country
 • TLP
 • Tay regeneration
 • Golf
 • Adventure

BUSINESS TOURISM
 • Convention bureau "lite"
 • National bid fund
 • Hotel investment

EVENTS & FESTIVALS
 • Events and festivals strategy
 • National years of focus

DESTINATION DEVELOPMENT?
 • Perth
 • Crieff BID
 • Highland Perthshire

IMPROVING THE CUSTOMER JOURNEY – PUTTING THE CUSTOMER AT THE HEART

QUALITY

FOOD & DRINK
 • Supply chain
 • Eat Perthshire/ food to go
 • Taste our Best
 • Experiencing Scotland

TRANSPORT
 • A9 dualling
 • Rail investment – Perth station
 • Low carbon

ACCOMMODATION
 • New investment
 • Quality assurance
 • Digital marketing

CONNECTIVITY
 • Superfast Perth and Kinross (Perth & rural broadband development)
 • Digital footprint

BUILDING OUR CAPABILITIES – TOURISM IS EVERYONE’S BUSINESS

SUSTAINABILITY
 • Green tourism business scheme
 • BTC visitor payback scheme

MARKETING
 • Upweighted seasonal and niche VS campaigns
 • Alignment with Invest in Perth programme
 • Travel trade development inc coach friendly designation

QUALITY & SKILLS
 • Employment initiatives
 • World Host
 • Business skills events
 • Purple Flag accreditation

CAPABILITY

LEADERSHIP & COLLABORATION

Perthshire Tourism Partnership

Sector groups e.g. Golf Perthshire

City Development Board