



*Visit
Scotland* | *Alba*TM

Sharing Perthshire's stories

A team approach

Lorna Reid , Promoting Perthshire, 31 January 2024

Mobilized Team Work

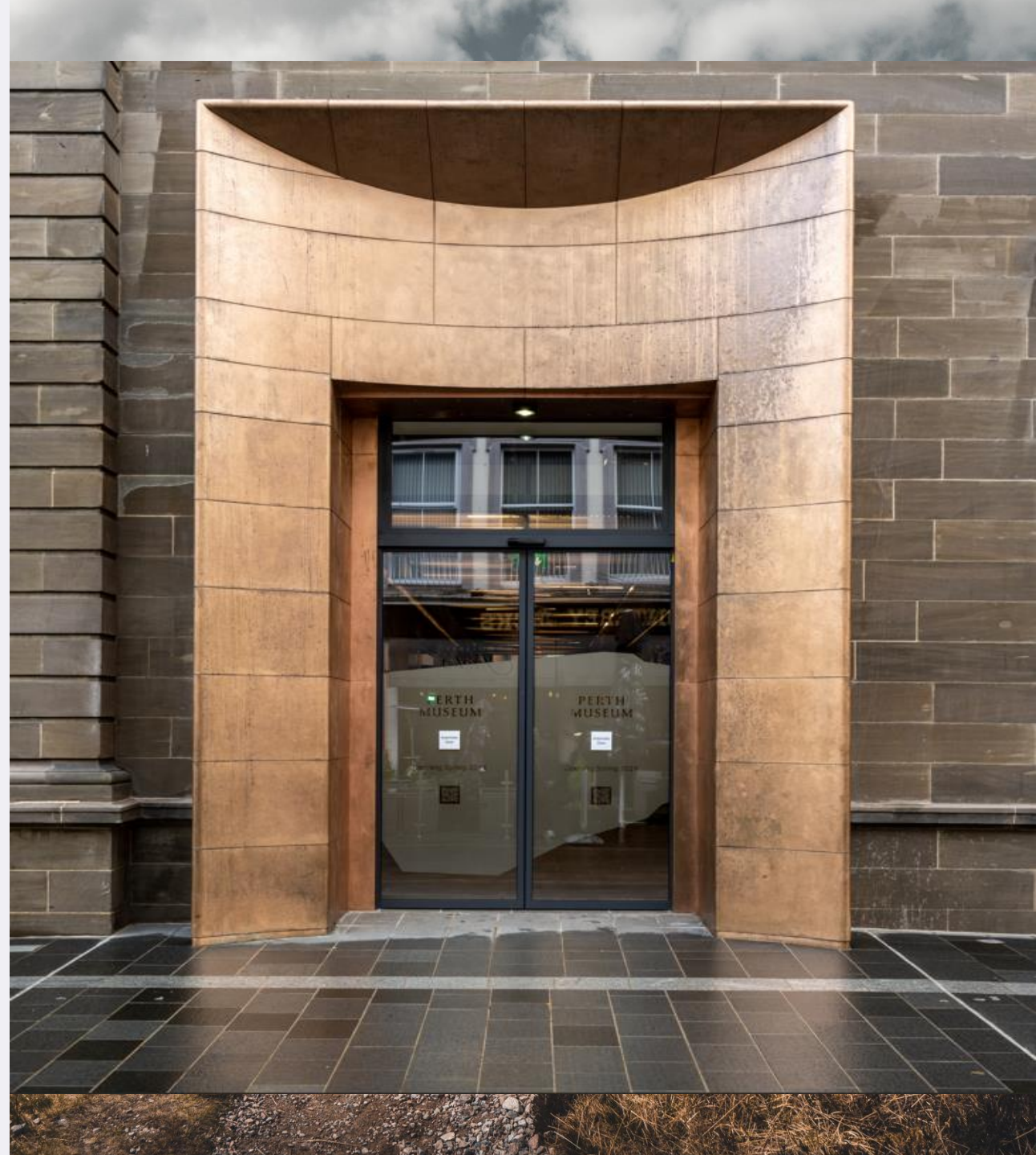
- VisitScotland Teams
- Perth & Kinross Council
- Perthshire Collective Voices

- The Sum is greater than the parts



Today

- Our Channels & The Customer Journey
- Activity Examples
- Working Together



Collaborative Outcome Focused Activity

Spread

Market and audience targeting – seasonal themes

Content calendar and events

Geographic coverage across Perth & Kinross

Right Channels at Right Time

Improve online discoverability

Spend

Travel trade ready programme

Market immersion programme - market insights and audience targeting

Business Development Missions – connecting businesses with market opportunities

Increasing the annual and lifetime spend of loyal customers

Product development bookable experiences

Sustainability

Storytelling calendar linked to Perthshire's key assets its welcoming people, places, food & drink, attractions, stunning landscapes, and culture.

Visitor Management messaging

Consumer & Corporate communication

Stakeholder programme – elevating industry and destination best practice stories

Increasing awareness and carbon reduction through industry advice

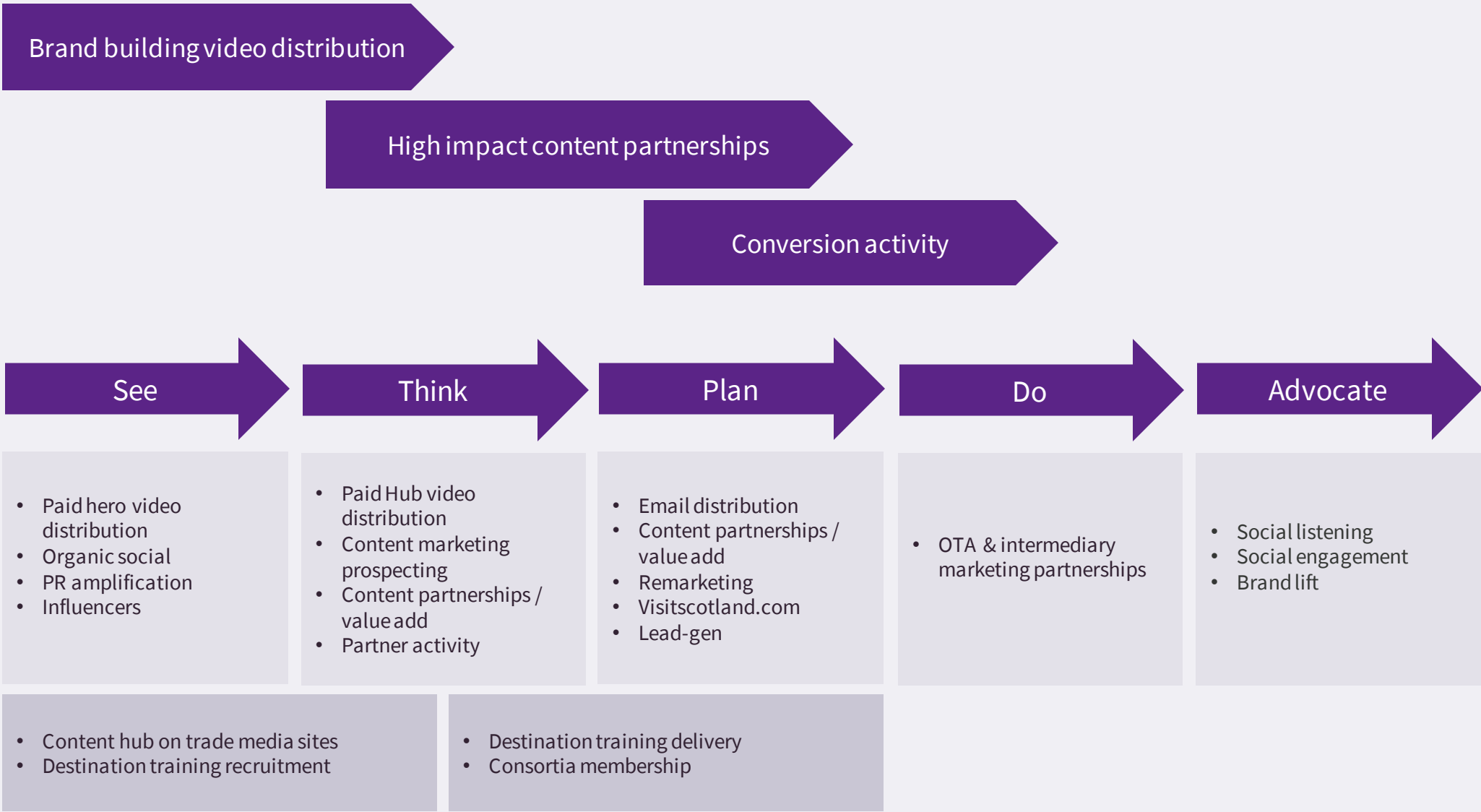
Satisfaction

Authentic storytelling to drive up engagement

Discoverability – high quality online experiences, easy to book

Capacity management

Positive website and consumer communications user experience



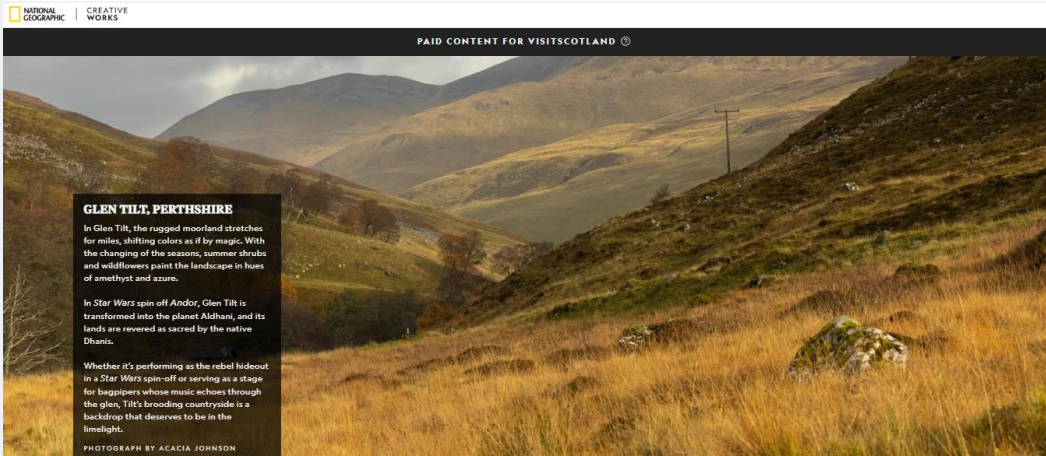
Delivering Experiences To Meet Visitor Needs



Scotland is Calling

Perthshire Creative Examples

NatGeo/Disney (UK/US)



Expedia (UK/US)






Luxury city escapes

Treat yourself to a touch of luxury on a Scottish city break, there's eight unique cities to enjoy! From the cultural capital city of Edinburgh, where you can step in the footsteps of royalty at the Palace of Holyroodhouse and the Royal Yacht Britannia, to buzzing Glasgow, UNESCO City of Music. Explore the picturesque seashore of Aberdeen and discover one of the UK's finest art collections at Aberdeen Art Gallery. Step back into Scotland's rich history in Stirling and Scotland's most recently crowned city, Dunfermline. Scenic Perth is spectacular in all seasons and Perth Museum is a must visit from Spring 2024. Visit nearby Dundee for Scotland's Design Museum, V&A Dundee and experience iconic Inverness, gateway to the Highlands.

[Read more](#)

Select hotel offers in Scotland

Exclusive deals Edinburgh & Lothians Greater Glasgow, Ayrshire & Arran Aberdeen & Aberdeenshire **Perthshire, Dundee, Angus & Fife** Outer Hebrides

| | | |
|--|--|---|
|  Sunbank House Hotel Perth 4.7/5 (55 reviews) |  Ballathie Country House Hotel and... Perth 4.4/5 (404 reviews) |  Parklands Hotel Perth 4.3/5 (240 reviews) |
| Fri, Mar 1 - Thu, Mar 7 \$103 per night | Fri, Mar 1 - Thu, Mar 7 \$112 per night | Fri, Mar 1 - Thu, Mar 7 \$113 per night |

Culture Trip (US)



Culture Trip Winter Sale: Save up to \$480 on our unique small-group trips! Limited spots. Book now.

culture trip

Trips ▾ Culture Trips Rail Trips Private Trips **Offers**

View legendary artefacts at Perth Museum

The historic county of Perthshire has long bore witness to key historical moments. Scottish monarchs were once crowned on the Stone of Destiny at Scone Palace; epic battles took place at Killiecrankie in Perthshire and...

...pite uprisings of the 17th-century family to the throne, a at [Perth Museum](#), which isment. Central to the he sword of Jacobite ice Charlie. Tie it in with a

GoPro (North America)



Partnerships

Scotrail/Beano Activity

"Blam to the max" days out in Perthshire

Perth City and Scone Palace featured in our recent marketing activity with ScotRail and Beano to promote sustainable family days out.

Perth featured in the Scottish Daily Express and the Daily Record newspaper and online.

Scone Palace was promoted as part of the activity across social media and digital advertising.

All this promotional activity was designed to captivate our family audience and signpost to a dedicated webpage on visitscotland.com.



Consumer PR Activity Examples



Loch Tay, Scotland



Kenmore village, at the eastern end of Loch Tay.

JOHN LAWSON, BELHAVEN // GETTY IMAGES

With more than 30,000 lochs and lochans (small lakes) across the length and breadth of the small country, Scotland is spoiled for choice. And of course, we all know about Loch Ness because of our famous Miss Nessy, but Loch Tay is the largest lake in Perthshire and is among the deepest in Scotland — it's also certainly one of the most breathtaking in the country thanks to its majestic setting in the central highlands. Fishing is quite popular in the cold waters of Loch Tay, and while permits are required, you'll have plenty of salmon, sea trout, brown trout, rainbow trout, Arctic char, and pike if you partake. At the north end of the lake, there's Taymouth Marina Lochside Spa Resort, a wild wellness spa with panoramic views over the loch and out to Ben Lawers mountain, the 10th highest peak in the United Kingdom. The self-catering accommodation also has the uniquely Scottish outdoor HotBox Spa. Just next door is the Scottish Crannog Centre, which gives a lovely little guided tour of Iron Age history and culture, and about halfway down on the northern shore is Old Lawers Village, which has the ancient ruins of a long-gone community and which visitors say has a magical element, perhaps even a ghost or two.

Travel

Paddling in the OTHER Perth

Steve McKenna | The West Australian
Sat, 2 December 2023 12:13AM



Kayakers on the River Tay. Credit: Willowgate Activity Centre/Supplied

- Well I certainly didn't expect to find a bright white beach in Perth, Scotland. But there it is, sprinkled with radiantly painted huts and a volleyball net.
- I should mention at this point that it's an artificial beach. It fronts on to a protected lagoon where adults are swimming and children are taking kayaking and paddleboarding lessons at the Willowgate Activity Centre, a charity-run operator with a cafe and trout and salmon fishery here in the leafy southern limits of Perthshire's charming capital.
- "Hi, are you Steve?" Proffering his hand — then later a paddle — is Ian, one of the instructor-guides here. He'll be leading our kayaking tour on the River Tay, which flows adjacent and

VisitScotland icentres

Activity Examples

Perthshire Artisans

September 2023

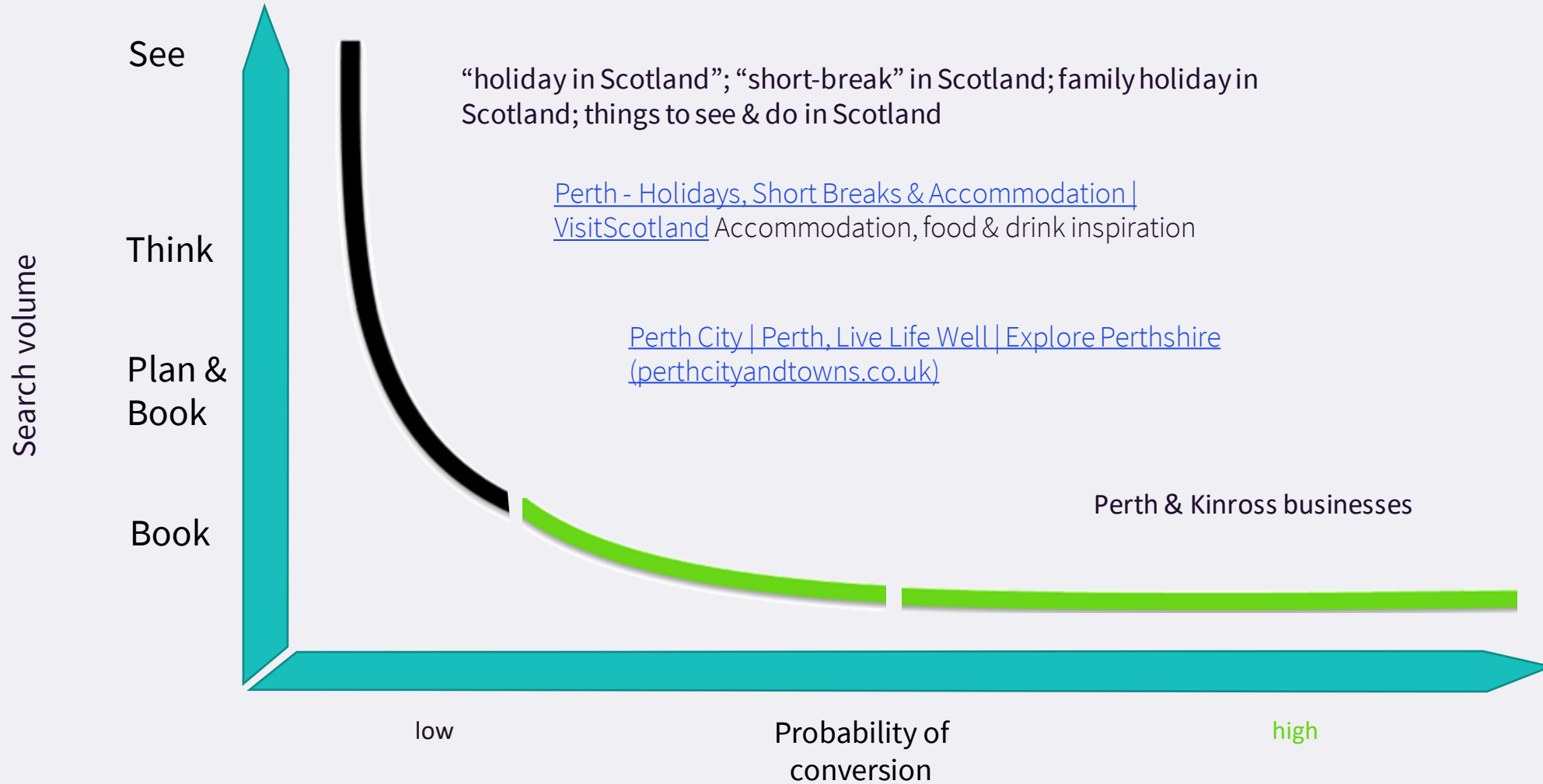


Key Messages

- Showcasing 35 local artists
- Sharing their cultural heritage and stories.
- Engaging with visitors and local people / communities to shop local



Search Landscape – Being Discoverable



LOOKING AHEAD

2024/2025

Perthshire product, messages and experiences will continue to be woven throughout our paid, earned, intermediary and owned marketing activity. Our 2024 marketing calendar outlines thematic messages and experiences to be featured across the year via our owned channels and pre pitched to media via our global PR programme. Strong regional spread and representation is key in this mix, with Perthshire offering authentic and compelling experiences aligned to the themes

- [Promotional Opportunities with VisitScotland | VisitScotland.org](https://www.visitScotland.org)

Spring

(March-May)

Spring brings a new lease of life with farms all over Scotland welcoming baby animals to their fields. With the Easter holidays quickly approaching, now is the perfect time to explore Scotland's attractions, picturesque landscapes, charming villages, and rich heritage. Indulge in savoury and sweet delights across Scotland's restaurants or explore further afield on an island adventure with hidden gems waiting to be explored.



The authentic experiences we'll be talking about

Outdoor Adventures

Fill your spring days by making the most of Scotland's outdoors. Spring's arrival can offer a wide array of outdoor activities, from hiking in mountains & glens, to cycling along the scenic coastal routes. Whether you're an adrenaline junkie or seeking a leisurely escape, Scotland's springtime landscape caters to all.

Foodie Delights

Explore Scotland's larder as local ingredients come into season. Taste freshly caught seafood, indulge in farm-to-table experiences, and savour seasonal delicacies that showcase the best of Scottish cuisine.

Island Hopping

Scotland has lots of secret attractions that are well worth a visit. From fairytale castles, sea caves, and exotic gardens to discovering some of the most stunning coastal scenery.

Cultural Festivals

Experience the heart of Scottish culture through a series of spring festivals and events throughout March, April and May. Come together for spectacular fire festivals to mark the end of winter and raise a glass to Scotland's National Drink during Whisky Month in May.

Great Days Out

Explore Scotland's rich history through visits to majestic castles and historic houses. With the milder weather, spring is ideal for exploring the grounds and gardens of grand estates that burst into colourful blooms. There are plenty of outdoor pursuits to try from golfing, walking and cycling to canoeing and kayaking. During Easter, you'll find lots of exciting events and activities to keep the whole family entertained from easter egg hunts to arts and crafts trails.

Farm Retreats

Relish the tranquility of the countryside. Connect with nature with the arrival of adorable lambs on Scottish farms, stroll through picturesque farmlands, engage in workshops led by local artisans, and wake up to the gentle sounds of nature.



Get in touch about spring

Guided adventure tours & activities – outdoor tour operators and attractions who offer a range of activities and tours from exhilarating bike rides, canoeing and kayaking.

Seasonal food experiences – restaurants and cafés that offer the very best of Scotland's natural larder with locally sourced produce.

Events & festivals – what's on for March-May.

Attraction re-openings & Easter events – attractions reopening for the spring/summer season from March to October. Easter events and special exhibitions.

Island or coastal boat trips and watersports – boat trips which take in the many islands and natural wildlife of Scotland. Watersports experiences for spring including canoeing, kayaking, sailing, stand-up paddleboarding and coasteering.

Island hidden gems – insider tips on lesser-known island attractions & experiences.

Agritourism experiences & farm stays – luxury lodges and glamping pods, farm stay experiences including tours, events and food & drink.



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Thank you