Perthshire

Tourism Action Plan

2021-2025

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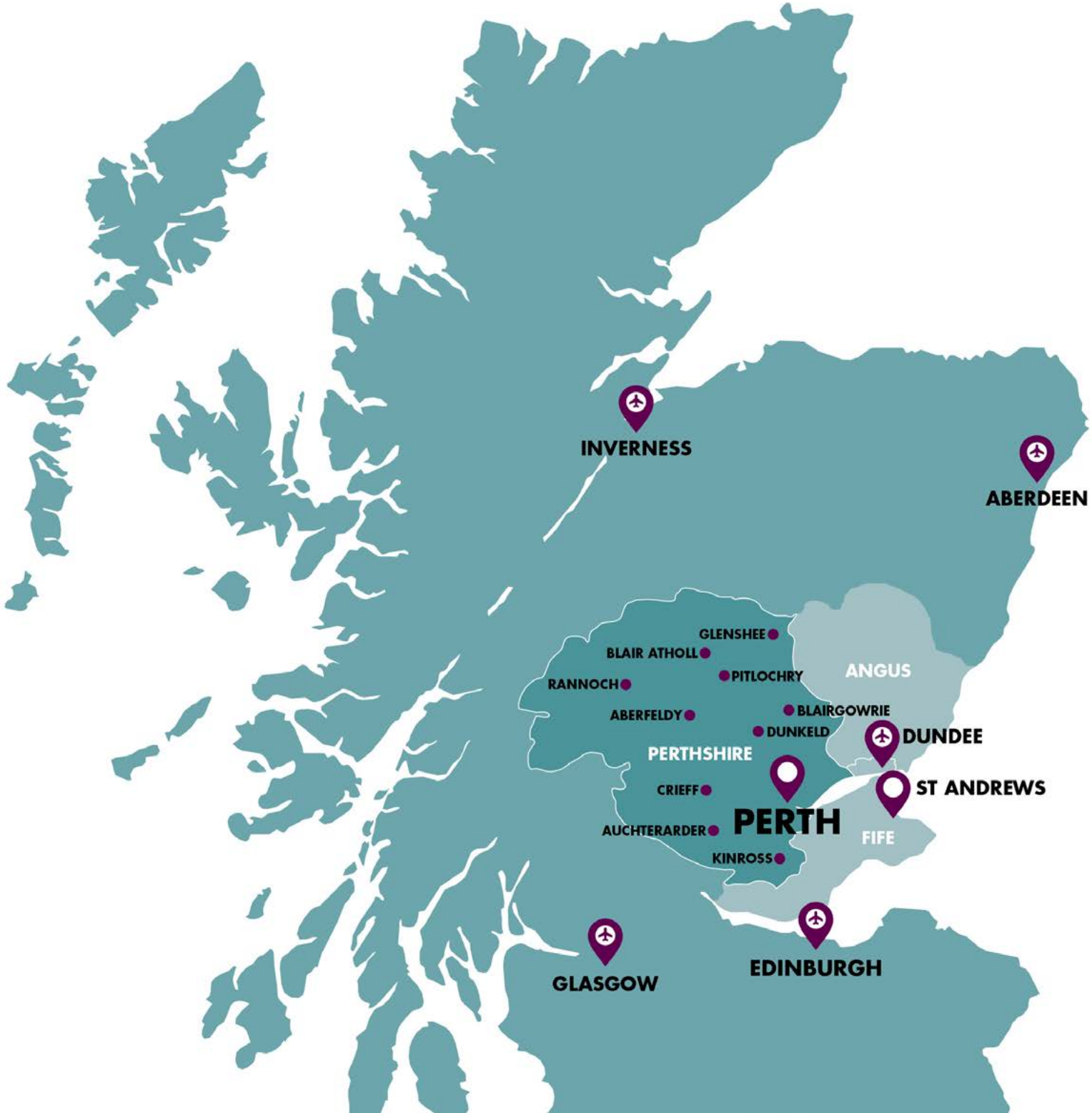
Background & Strategic Context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Background & Strategic Context

In 2019/2020, the Perthshire Tourism Action Plan was developed which identified the priorities for action by the tourism industry, agencies and stakeholders to support sustainable growth in the value of tourism and to ensure that it continued to make a significant contribution to the economy, to the quality of life and vibrancy of the Perth and Kinross area.

At that time the Perthshire Tourism Action Plan was developed in response, and as a contribution to, wider national and regional tourism objectives and aligned to the new National Tourism Strategy *"Scotland Outlook 2030"*, the Tay Cities Regional Tourism Strategy 2019-2024 and in contribution to the Perth and Kinross Community Plan and Perth City Plan 2020-2040.

The plan contained priority actions to support and reflect these higher-level objectives, while comprising local priorities, providing a road map for the tourism industry in the Perth and Kinross area. While the wider strategic priorities framework for the plan still holds some degree of pertinence in terms of thematic alignment, it is clear that the circumstances of the COVID-19 pandemic required a complete reappraisal of the Perthshire Tourism Action Plan. In particular the need to support response and recovery for the sector, which has been so badly impacted by the events since March 2020.

Accordingly, there is a further suite of national and local strategies which provide a supplementary framework for the plan, and which help to shape and guide the local response and contribution to wider economic development priorities:

- **Scotland Outlook 2030: National Tourism Strategy**
- **Scottish Tourism Emergency Response Group Action Plan**
- **Scottish Tourism Task Force Report and recommendations for action**
- **Perth & Kinross Economic Wellbeing Plan 2020-28**

Background & Strategic Context

Scotland Outlook 2030: National Tourism Strategy

The National Tourism Strategy launched in March 2020 sets out the ambition for tourism in Scotland:

Vision: Scotland

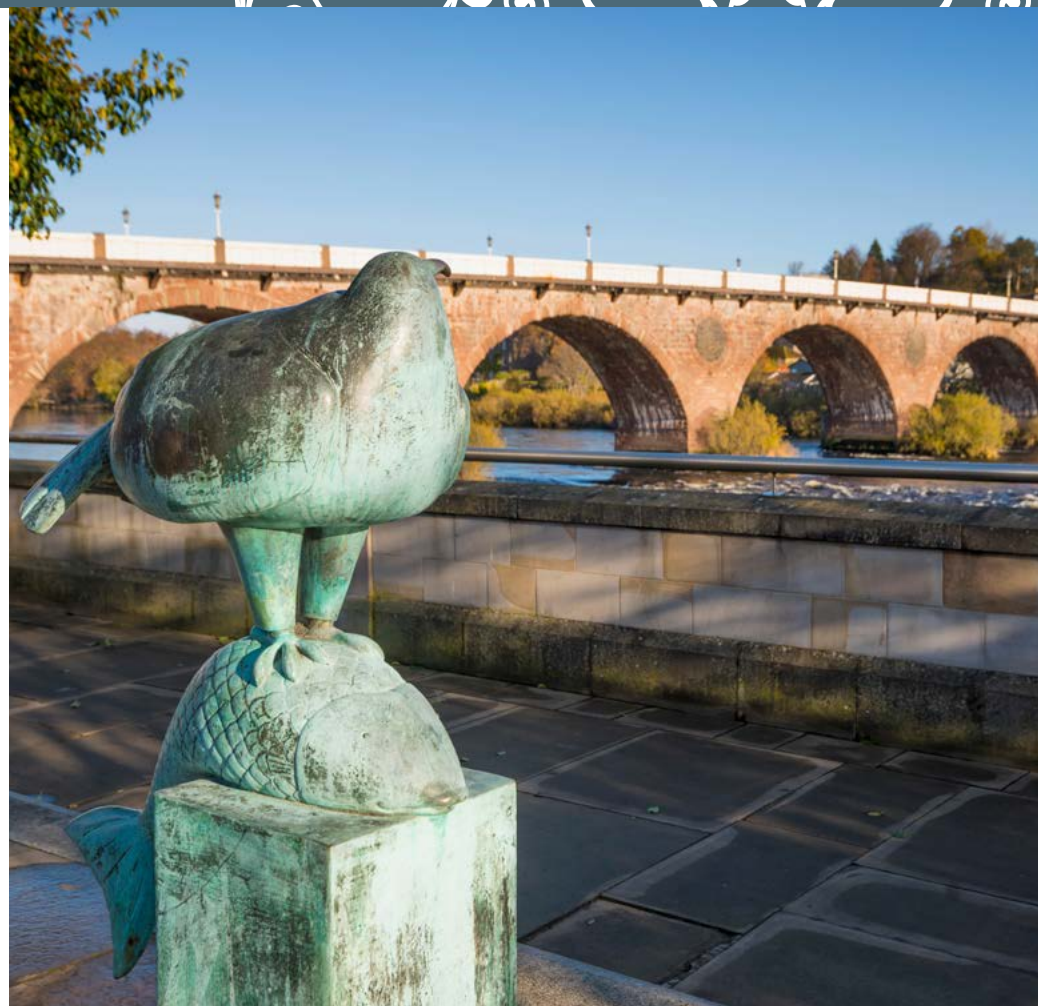
We will be the world leader in 21st century tourism.

Mission

Together we will grow the value and positively enhance the benefits of tourism across Scotland by delivering the very best for our visitors, our businesses, our people, our communities and our environment.

Four Strategic Priorities

Our passionate people, our thriving places, our diverse businesses, our memorable experiences.



Background & Strategic Context

STERG COVID-19 National Action Plan

The Scottish Tourism Emergency Response Group (STERG) published its National Action Plan focusing on a safe reopening for the tourism industry. The plan includes marketing activity, events recovery, responsible and community tourism and guidance on how to reassure visitors by running businesses safely. The Plan comprised *"Respond", "Reset", "Restart", "Recover"* stages with a view to mapping out anticipated actions from 2020 to 2022 to support resumption and recovery for the sector. The plan was augmented by the Scottish Tourism Task Force which produced recommendations for action, in view of the continuing impact of the pandemic and associated public health mitigation measures.

Scottish Tourism Task Force Report

The Scottish Tourism Task Force (STRT) was formed as a short life working group, to provide independent recommendations for Scottish Ministers and the UK Government on the essential actions to support tourism and hospitality recovery in Scotland. Its recommendations and priorities for action and investment by government, industry and partners are outlined in a series of outcomes that are aligned with the strategic priorities of Scotland Outlook 2030:

Outcome 1: *We will attract, develop and retain a skilled, committed, diverse and valued workforce.*

Outcome 2: *We will create and develop a sustainable destination together.*

Outcome 3: *We will provide the very best, authentic and memorable experiences.*

Outcome 4: *We will build resilience, sustainability, and profitability.*

The report also recommends a new sector investment partnership to support and direct investment needed in the sector in the short to medium-term to recover and to contribute to Scotland's economy at pre COVID-19 levels.

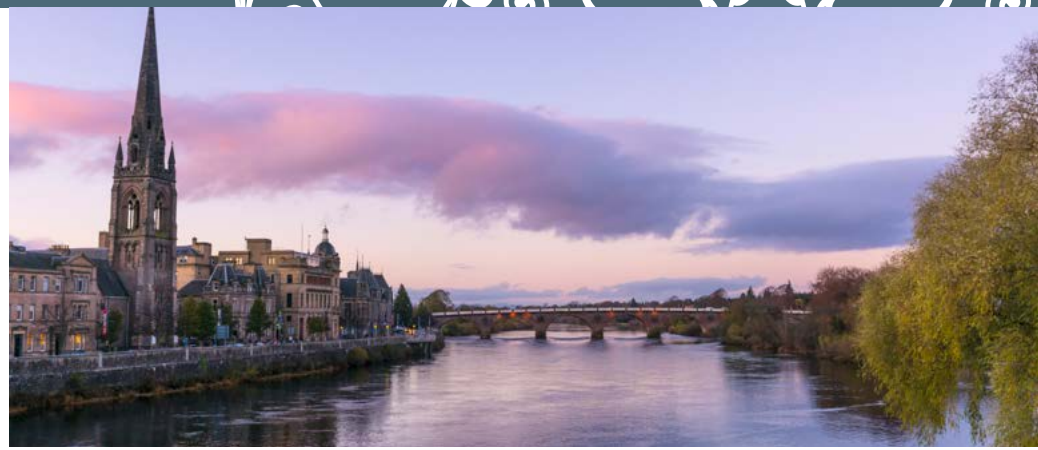
In March 2021, the Scottish Government's First Minister announced £25m for nine initiatives which were developed from the recommendations and aimed to support immediate recovery of the sector.

Background & Strategic Context

Perth & Kinross Economic Wellbeing Plan 2020-2028

The Economic Wellbeing Plan was developed by Perth & Kinross Council and its partners in the Business Support Task Force to identify the project priorities in a programme under the main headings of *"People", "Business"* and *"Place"*.

There are short-term response measures supporting business survival and keeping people in employment; medium-term measures extending support to key sectors and catalytic investment projects to generate employment and confidence; and long-term measures geared towards the decarbonisation and digitisation of the economy. All are designed to support the stimulation of economic activity; boost productivity and competitiveness; improve connectivity; and ensure that improvements are targeted at those most disadvantaged and suffering from the effects of the economic crisis. Ultimately, these measures will help to achieve the vision of a greener, stronger, more resilient and inclusive economy. Tourism is woven through the programme - from skills and employment initiatives to place-based actions in respect of visitor management and investment in the public realm and infrastructure.



Response and recovery are the major themes across all plans and strategies and to the extent that tourism has in effect to be *"rebuilt"* as it will be some years until tourism revenues return to pre COVID-19 (ie 2019) levels, such has been the impact of lockdowns, restrictions on domestic and international travel and consequently on consumer confidence and discretionary expenditure capacity. Given the prevailing conditions and the uncertainties which the tourism and hospitality sectors are continuing to face, any plan for tourism requires to retain a degree of flexibility and the ability to be adapted in relation to any required short-term response actions.

Background & Strategic Context

Strategic Issues

This Plan is designed to complement the strategies outlined above. In addition to the expediency of addressing sector recovery in the context of COVID-19, it is important not to lose sight of wider, longer-term trends and drivers and it has also been developed in the context of the ever-changing environment for tourism at both a global and local level. Factors which are of relevance here include:

1 **Environmental Impacts and Climate Change**
The move to a net zero carbon economy by 2045 has been extensively profiled. This will have wide-reaching impacts for the sector, from the use of energy and materials to products and transportation. There is greater awareness of the impacts of tourism in an environmental context and locally there are some community concerns regarding the impact of the growing motorhome/campervan market, freedom camping and other traffic and waste concerns. This was particularly pronounced in 2020 and 2021 with rural Perth and Kinross seeing significant issues in summer and autumn and the Council and its partners responding with a more co-ordinated and resourced approach to visitor management. The theme of developing a sustainable and responsible approach to tourism growth and to implementing visitor management measures is outlined in this action plan.

2 **Changing Regulatory Environment**
It is recognised that changes in regulation and government policy impacts on the tourism sector. The Scottish Government is giving powers to local authorities to develop a Transient Visitor Levy ("tourism tax") and preparing proposals for new legislation on Short-Term Lets. In line with visitor management measures there may be debate on land access rights and of course COVID-19 related compliance by hospitality business, including adherence to prevailing level status, will remain for some time. Over the lifetime of this action plan, it will be important to monitor developments and for agencies and industry to prepare responsive actions.

3 **Employment and Skills**
Labour supply and skills are a recurring theme for the sector and are already having profound implications for hospitality businesses. The problem has become more pronounced following UK leaving the EU and no visa provision for "unskilled" workers. The challenges of attracting and retaining talent and matching labour supply and

Background & Strategic Context

opportunities will remain and these are being addressed at a regional level through the Tay Cities Regional Skills Investment Plan and through the Perth & Kinross Economic Wellbeing Plan.

4 Industry Leadership and Collaboration

The tourism sector in Perth and Kinross, as with the rest of Scotland, is characterised by micro and small to medium sized enterprises. Industry face challenges in stepping away from the business to consider collective leadership actions. The Perthshire Tourism Partnership and Local Tourism Associations remain forums for bringing interested parties together from different localities. However, it is recognised that fragmentation remains and there is limited capacity for business owners to participate in joint industry initiatives. The action plan has been co-created by industry representatives and consideration is being given to leadership development and effective processes and structures to oversee the implementation of it.

5 Tourism Data and Intelligence

A challenge remains in analysing, interpreting and sharing tourism data and market intelligence to industry in a way that is of value to businesses. From web analytics to market trends, there is a broad range of information available and due consideration will be given to how pertinent data is disseminated and used by industry and public agencies alike.

Background & Strategic Context

Drivers of Growth and Recovery

While the plan recognises strategic issues facing the tourism sector, there are five key drivers for tourism growth which persist, and these can help to inform and guide local actions in relation to tourism recovery.

1 **Capital investment** - *ongoing investment in improving facilities is essential for the development of quality products. This may be harder for businesses due to the pandemic and access to finance although there are some encouraging signs of investment in new accommodation and infrastructure projects. Public sector will be particularly important in respect of the latter and given the pressures on rural communities.*

2 **Cross-selling** - *challenging tourism businesses to work closely with other businesses and to build relationships with customers to maximise expenditure opportunities. The Tay Cities regional focus in respect of economic development and tourism presents opportunities to look laterally and at the wider geography to develop partnerships and new products and experiences.*

3 **Market positioning** - *this is about developing quality products and visitor experiences which attract higher value markets, namely driving high value not necessarily high prices.*

4 **Capacity utilisation** - *achieving higher occupancy by addressing seasonality and periods of capacity through innovative efforts to grow volume and value.*

5 **Incremental marketing** - *sustaining marketing expenditure (public and private sector) in the face of massive domestic and international competition and in a challenging economic climate and adopting innovative and targeted marketing techniques aimed at increasingly sophisticated and digitally focused consumer market segments. In a post COVID-19 world tracking consumer sentiment to travel to and in Scotland will be especially important. Messaging will also require more careful consideration in terms of content and tone of voice.*

The points above demonstrate that the environment for tourism is extremely challenging and constantly evolving. The Perthshire Tourism Action Plan needs to be flexible and moveable. It will be subject to regular monitoring, review and revision going forward.

2

Looking Forwards: Vision, Audiences and Opportunities

Image courtesy of Mecanoo & James F Stephen Architects

Looking Forwards: Vision, Audiences and Opportunities

Our Vision

Perthshire will be a leading sustainable destination in Scotland.

Our Mission

Together we will grow the value and positively enhance the benefits of tourism across Perthshire by delivering the best for our environment, our visitors, our businesses, and our communities.

Our Strategic Objectives

To grow the visitor economy in the Perthshire area, our strategic objectives will be to:

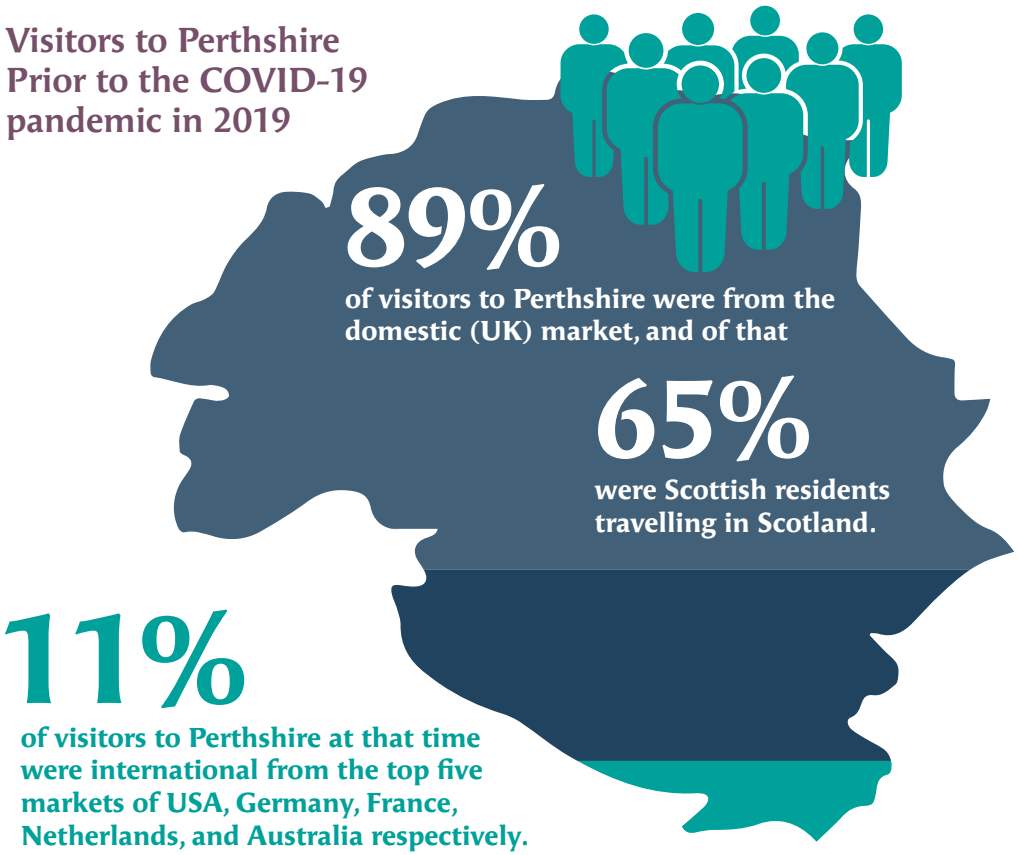
- *restore the value of tourism to pre COVID-19 levels of 2019, with a particular focus on extending the season for year-round visits;*
- *establish Perthshire as a leading responsible tourism destination in Scotland;*
- *increase the impact and benefit of tourism across Perthshire's communities;*
- *make Perthshire a digitally discoverable and enabled destination.*

Looking Forwards: Vision, Audiences and Opportunities

Audiences

Prior to the COVID-19 pandemic in 2019, 89% of visitors to Perthshire were from the domestic (UK) market and of that 65% were Scottish residents travelling in Scotland. The North West of England and London/South East were at that time the biggest source of English visitors to our area, with many of these repeat visitors. Drawing from the UK consumer segments used by Visit Scotland, in terms of motivation and behaviour, the UK consumer segments identified as the areas of opportunity and competitive advantage for the Perthshire area were **Adventure Seekers; Natural Advocates and Food Loving Culturalists.**

The remaining 11% of visitors to Perthshire at that time were international, from the top five markets of USA, Germany, France, Netherlands, and Australia respectively. The focus for the region pre-pandemic was to retain and grow the number of visitors from USA, Canada and Germany. To do this we worked with the Tay Cities Regional Tourism Partnership to raise awareness of the tourism product in Perthshire and the wider Tay Cities Region at travel trade events to host familiarisation and press trips.



Looking Forwards: Vision, Audiences and Opportunities

In 2021 as lockdown is eased, the domestic market has been the first to return and the focus will initially be on the markets that will deliver on recovery. To reflect consumers' changing attitudes to travel and risk, the UK market segmentation has been updated and identifies 5 types of COVID-19 **segments**; the following three have the greatest propensity to travel and provide a useful framework for short-term audience development focus: Less to Lose; Life Goes on; and Protective but Pragmatic.

These revised UK segments reflect a shift in behaviours owing to the COVID-19 situation. Whether these changes will be permanent or short-term is still to be realised. Changes include:

- *need for greater reassurance on safety;*
- *car becoming the preferred mode of travel;*
- *shift towards outdoor products and activities and demand for outdoor space;*
- *agile response to consumer preference, online and last-minute bookings;*
- *value for money and flexibility, in particular booking terms and conditions.*

We want to both maintain and grow our share of the domestic market by attracting in the immediate short term those UK segments which are the earliest to recover. By capitalising on the current interest from a broad UK market who are looking to holiday at home, there is the opportunity to convert first-time UK visitors to Perthshire into repeat visitors. This is whilst continuing to target audiences identified in our key opportunity segments Adventure Seekers; Food Loving Culturalists; Natural Advocates as life returns to normal. We will also look ahead to increase awareness and consideration of Perthshire internationally and look to bring back the value of international visitors to pre-pandemic levels.

This Perthshire Tourism Action Plan will look to target the domestic visitor, focus on encouraging day trippers, staycations, workcations and growing the length of stay. To do this we aim to maximise the extra capacity across our area, encourage day visitors and convert into future overnight stays, encouraging visitors to base themselves in Perthshire.

Looking Forwards: Vision, Audiences and Opportunities

Opportunities

Perthshire is well positioned to take advantage of changing consumer behaviours such as the current growing demand for day trips, staycations, short breaks and workcations. The region's location at the heart of Scotland makes it easy to reach for a significant proportion of Scotland's population and provides visitors from further afield in the UK with access to spectacular scenery.

Touring and Slow Adventure: *To date, the majority of visitors (95%) to our area travel by car, therefore self-drive and touring are key experiences. In the short-term it is unlikely that this preferred mode of transport will change, however the long-term aspiration is to encourage more active modes of travel and the use of public transport. Encouraging visitors to explore alternative routes and 'slow tourism', such as Scenic Snow Roads, Heart 200, and Crieff Cloverleaf, will help distribute motorised traffic across the region, be that car, motorbike or motorhome. The Electric A9 project offers the opportunity to recharge in nature with EV charge points set to link out to walking trails. The area's current focus on supporting investment in motorhome and camping infrastructure should also support the region's appeal to tourers/fly drive.*

Responsible Tourism: *recognising the important responsibilities which visitors, businesses and communities have is important to getting the right balance in a destination. With a growing emphasis on minimising environmental impacts and maximising local benefits, as well as a broad range of ethical, authentic, and high-quality experiences, Perthshire is well-placed to position itself as a responsible destination. The plan can support Perth City Leadership Forum's ambition for Perth to be "Europe's most sustainable small city" and many of the towns and villages across the area are actively promoting "Love Local" principles. The area's current approach to visitor management in the rural areas will see further investment and community involvement in visitor infrastructure.*

Active, Nature and Wellness: *Perthshire can build on the recognised regional strengths such as its outdoor assets. With consumer demand for nature and experiencing the outdoors at an all-time high, the area can promote breaks based on wellness, sport, and wildlife, as well as multi-day activities such as long-distance walking and cycling, with products such as Big Tree Country; River Tay Way; Loch Leven Heritage Trail; Cateran Trail and Perthshire Gravel Trails.*

Looking Forwards: Vision, Audiences and Opportunities

Heritage, Arts and Culture: *Perth City Centre has undergone a cultural transformation in recent years. Perth Theatre reopened in 2017 following a £16million refurbishment, Lower City Mills is being renovated and the redevelopment of Perth Museum & Art Gallery, Perth City Hall (including the display of The Stone of Destiny) and new collection storage building will give an opportunity to increase access to the collection, address issues within the existing building, and significantly transform the visitor experience. In rural Perthshire, Pitlochry Festival Theatre is set for a £21.3m level of investment and other venues such as The Birks and Birnam Arts Centre continue to deliver high-quality, small-scale arts programmes. Perthshire also has a strong track record in film production and is playing to its strengths as a film crew friendly location with recent productions in the area including Outlander. Perthshire can also maximise opportunities presented by themed years such as Scotland's Year of Stories in 2022.*

Local Food and Drink: *High-quality and highly regarded food and drink is grown, manufactured, and enjoyed in Perthshire. There are opportunities to strengthen the region's reputation as a food tourism destination, in line with both the national food and drink and the national food tourism strategies. The regional food group, Great Perthshire have several initiatives underway such as Great Perthshire Food & Drink festival and there are a growing number of high-quality retailers and hospitality venues which are not only using local food and drink but telling the stories behind the produce as well.*

3

Governance, Delivery and Reporting

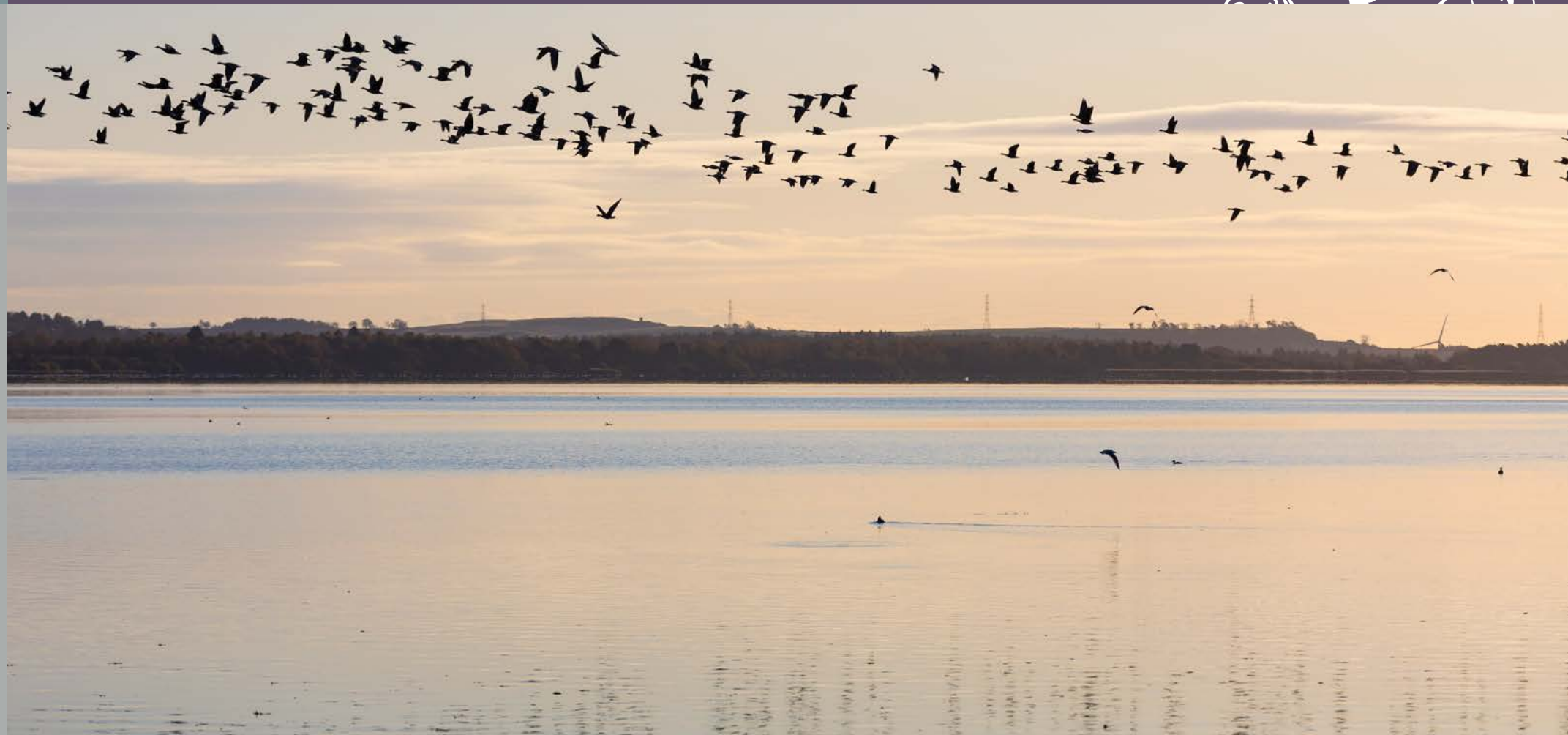
Governance, Delivery and Reporting

Ultimately reporting to the Perthshire Tourism Partnership, the delivery of the Perthshire Tourism Action Plan will be overseen by an industry leadership group, drawn from different parts of the sector. Quarterly meetings will be held to monitor progress once the action plan has been approved. A delivery report will be published on an annual basis and the group will review the action plan annually to ensure alignment to the Perth & Kinross Economic Wellbeing Plan and national tourism strategy, particularly during this key support and recovery period.

The delivery of the plan will be the responsibility of individual organisations as identified in the Action Plan in Section 4.

It is recognised that time and resources to deliver additional activities are already stretched. However, without co-ordination the combined benefits of a partnership approach may struggle to be realised. This is particularly true for those stakeholder groups which rely on volunteers. The group will continue to consider options to support a co-ordinator role to maintain momentum, support tourism leaders and help realise the full potential of the LTAs and their members.

Action Plan 2021-2023



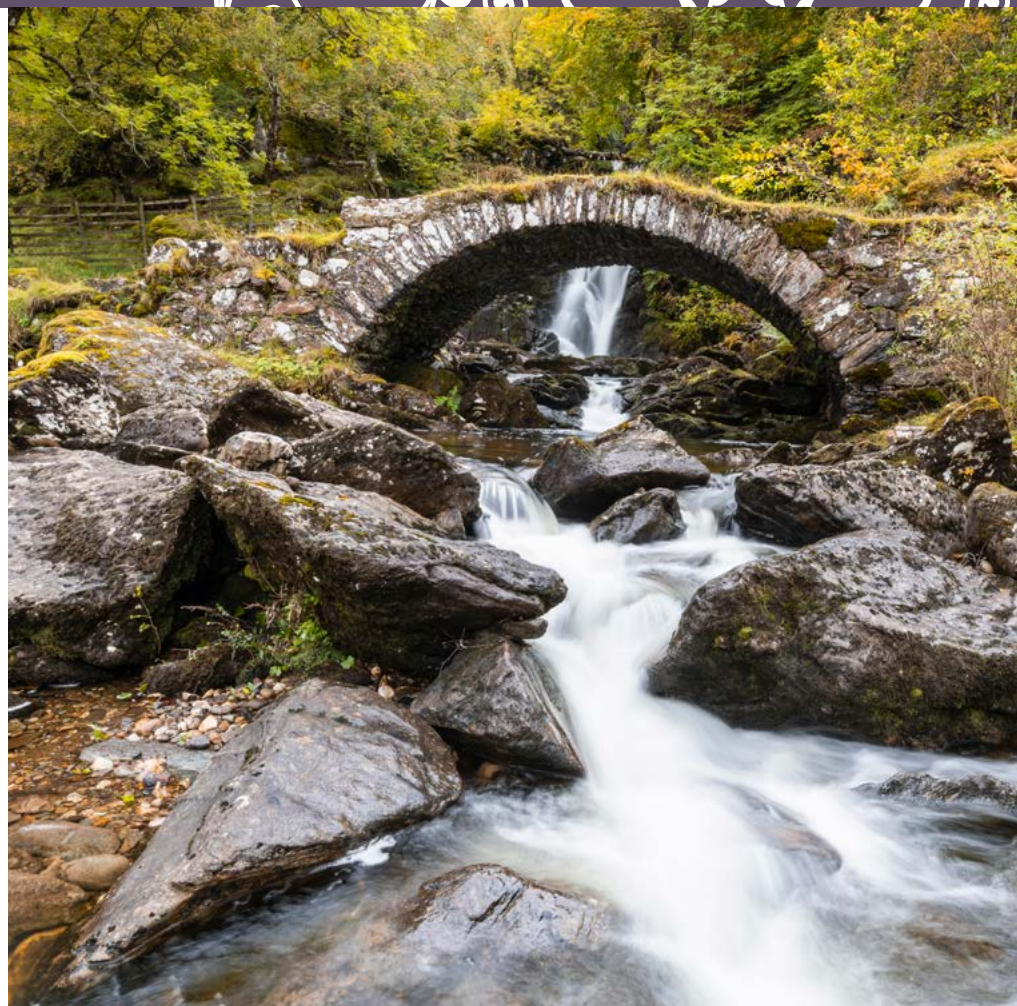
Action Plan 2021-2023

The short-term actions below are intended to be delivered by March 2023 and begin to lay the foundations for recovery. The actions will be reviewed on an annual basis.

1 To restore the value of tourism to 2019 pre Covid-19 levels by supporting sector recovery with a particular focus on extending the season.

Outcomes/Key Performance Indicators

- *3% year on year growth on 2018 baseline using existing GBTS/IPS data (Target to be determined).*
- *Increase visits occurring between October and March.*
- *Increase the length of domestic and international overnight stays.*



Action Plan 2021-2023

What	Lead Partners	Support Partners	When
Immediate promotion of Perth and Kinross to drive visits			
1 Capitalise on opportunities to raise profile of Perthshire through Visit Scotland partnership, paid promotions, application to Destination Marketing Fund.	Perth & Kinross Council/Visit Scotland	Industry	Sep - Mar 2022
2 Develop a content plan for visitscotland.com in line with seasonal, events and themed years opportunities, and aligned to regional connector themes (Culture & Creative Industries, Food and Drink and Outdoor Adventure).	Perth & Kinross Council/Visit Scotland	Industry	Ongoing
3 Amplify profile of region by encouraging industry participation in national marketing campaigns and encourage digital marketing capabilities.	Visit Scotland		Ongoing
Support and engage industry to maximise opportunities to rebuild sector			
4 Communicate Perthshire Tourism Action Plan and tourism monitoring framework to tourism industry.	Perth & Kinross Council/Visit Scotland		Oct 2021
5 Increase awareness of existing tourism products and experiences and support and encourage the creation of new products and experiences, aligned to the key connector themes that encourage length of stay and address the *"off season"*.	Industry	Perth & Kinross Council/Visit Scotland/Scottish Enterprise	Ongoing
6 Establish a tourism monitoring framework comprised of baseline data and targets for the period 2021-25.	Perth & Kinross Council	Visit Scotland	Sep 2021

Action Plan 2021-2023

What	Lead Partners	Support Partners	When
Supporting the recovery of sectors within the tourism industry			
7 Develop and implement a programme of travel trade activity (business briefings, trade exhibitions, familiarisation visits) (outlined in Internationalisation Action Plan).	Perth & Kinross Council/Regional Local Authority Partners	Visit Scotland/Industry	Oct 2021
8 Review PKC Events & Festivals Strategy in line with support and recovery of the events sector in the region.	Perth & Kinross Council	Event Scotland/ Industry	Mar 2022
9 Support recovery of business tourism and MICE markets: • *Relaunch of business events group website/marketing (short-term)* • *Consider opportunities regarding a regional approach to business events (medium-term).*	Perthshire Business Tourism Group Perth & Kinross Council		Dec 2021 Mar 2022

Quick Wins (within three months)	Who	When
Devise and implement a destination marketing campaign to position Perthshire as a destination where you can *"Live Life Well"*. Encourage responsible behaviour and support local *"Love it like you live here"* campaign.	Visit Scotland/Perth & Kinross Council	Sep 2021
Deliver *"Perthshire Be Inspired"* campaign (dependent on success with Destination Marketing Fund).	Perth & Kinross Council/Local Tourism Associations/Industry	Mar 2022

Action Plan 2021-2023

2 To establish Perthshire as a leading responsible tourism destination in Scotland.

Outcomes/Key Performance Indicators

- *Perthshire acknowledged as a 'leading tourism destination' through accreditation, award or media credit.*
- *Visitor Management Multi-Agency Working Group (VMWG) established, and 3-Year Strategic Tourism Infrastructure Plan developed by December 2021.*
- *Increase the number of tourism businesses participating in independently validated environmental accreditation schemes.*

Action Plan 2021-2023

What	Lead Partners	Support Partners	When
Rural: Visitor management			
1 Perth & Kinross Council Visitor Management Multi-Agency Working Group to develop a Strategic Tourism Infrastructure 3-Year Plan with the aim of securing long-term core funding for visitor infrastructure and business and consumer-facing communications.	Perth & Kinross Council	Perth & Kinross Council/VMWG	Dec 2021
2 Develop and submit expressions of interest for Round 4 of the Rural Tourism Infrastructure Fund.	Perth & Kinross Council	Visit Scotland/Perth & Kinross Council/ VMWG	Aug 2021
3 Assess feasibility of developing a Strategic Waste Disposal Network for campervans/motorhomes utilising Perth & Kinross Council public assets, as well as looking at commercial opportunities.	Perth & Kinross Council	Perth & Kinross Council/VMWG	Oct 2021
4 Develop an EV charge point network across Perth & Kinross Council.	Perth & Kinross Council	Private Sector	Ongoing
Urban (town and city): Locality focus			
5 Support and promote region's cultural assets, such as festivals and events rooted in the community and upcoming investments, such as Perth City Hall, Pitlochry Festival Theatre and Scottish Crannog Centre.	Culture Perth & Kinross	Perth & Kinross Council/Visit Scotland	Ongoing
6 Continue to include shop local/buy local messaging to visitors.			Ongoing

Action Plan 2021-2023

What	Lead Partners	Support Partners	When
Encourage the development of new tourism products and visitor experiences with responsible business practices at the core			
7 Establish a Monitoring Framework to be used in monitoring and measuring the value of tourism to the wider visitor economy.	Perth & Kinross Council/Visit Scotland	Visit Scotland Insights Team	Mar 2022
8 Establish baseline data to be used in monitoring and measuring Perthshire's journey towards responsible tourism.	Perth & Kinross Council/Visit Scotland	Visit Scotland Insights Team	Mar 2022

Quick Wins	Who	When
Production of a 3-Year Strategic Tourism Infrastructure Visitor Management which will outline measures to manage visitor pressures.	Perth & Kinross Council	Dec 2021
Submission of applications to Rural Tourism Infrastructure Fund (RTIF) and other funds as appropriate to strengthen rural visitor infrastructure across region.	Perth & Kinross Council	Aug 2021

Action Plan 2021-2023

3 To increase the impact and benefit of tourism across Perthshire's communities.

Outcomes/Key Performance Indicators

- *Increase participation and engagement in LTAs and collaborative groups across Perthshire.*
- *Engage with communities on the development of the Strategic Tourism Infrastructure Development Plan and any new visitor infrastructure implementation.*

Action Plan 2021-2023

What	Lead Partner	Support Partners	When
Effective tourism networks to support and represent the sector			
1 Research baseline data on levels of participation and membership of all Local Tourism Associations and collaborative groups in Perthshire (LTAs). Audit all LTA/collaborative group websites and social media channels and aim to improve information provision across the destination.	LTAs	Perthshire Tourism Partnership	Jan - Mar 2022
2 Increase the levels of participation and membership in LTAs and collaborative groups by improving networking and engagement with the wider tourism industry in localities (resident groups; community groups; community councils; businesses).	LTAs	Perthshire Tourism Partnership	Ongoing
3 Encourage regular participation in quarterly Perthshire Tourism Partnership meetings to improve engagement, collaborative working and share best practice between wider tourism industry and the public sector.	Perthshire Tourism Partnership	All Stakeholders	Ongoing
4 Develop and deliver a new virtual series Perthshire Talks Tourism to update the tourism industry of new tourism products and visitor experiences with the aim of increasing product knowledge within the wider tourism industry.	LTAs	Perthshire Tourism Partnership	Sep - Dec 2021

Action Plan 2021-2023

What	Lead Partner	Support Partners	When
Community engagement in tourism and tourism engagement in communities			
5 Engage with LTAs and local communities on the approach to Visitor Management and the development of the Strategic Tourism Infrastructure Development Plan. Engage with Visitor Management Co-ordinator and use the Commonplace Platform to feed back views.	Perth & Kinross Visitor Management Group		Ongoing
6 Ensure continued tourism representation in rural development discussions relating to business support, skills and connectivity. This will be achieved through involvement in evolving Rural Local Action Group (LAG).	Perthshire Tourism Partnership	Perth & Kinross Council	Ongoing

Quick Wins	Who	When
Delivery of the Perthshire Talks Tourism Series.	LTAs	Sep - Dec 2021

Action Plan 2021-2023

4 To make Perthshire a digitally discoverable and enabled destination.

Outcomes/Key Performance Indicators

- *Perthshire acknowledged as a 'leading tourism destination' through accreditation, award or media credit.*
- *65% of Perth and Kinross-based tourism businesses listed on VS.com (as a sample of businesses in Perthshire) are bookable online (currently 50%).*
- *Number of businesses participated in digital tourism training opportunities (either attendance and/or views of online resources).*

Action Plan 2021-2023

What	Lead Partners	Support Partners	When
Maximise digital reach of destination marketing activities through increased level of involvement by industry and other partners sharing assets/content			
1 Develop and delivery of seasonal content plan for Perthshire, in line with Visit Scotland's content plan, to capitalise on key themes such as responsible tourism (including responsible visitor behaviour), Year of Coasts and Water, Scotland's Year of Stories and Love Local).	Perth & Kinross Council/Visit Scotland		Ongoing
2 Headline review of key destination online channels (such as websites and social media channels).	Perth & Kinross Council/Visit Scotland/ Local Tourism Association		Nov 2021
3 Using seasonal content plan and review of channels, develop guidelines/ plan for destinations and businesses to promote destination online most effectively.	Visit Scotland	Perth & Kinross Council/Industry	Oct 2021
4 Deliver Promoting Perthshire industry virtual event as part of Perthshire Talks Series Autumn/Winter 2021 which shares how the destination is being promoted by partners across a series of channels.	Visit Scotland	Perthshire Tourism Partnership	Nov 2021 or Feb 2022

Action Plan 2021-2023

What	Lead Partners	Support Partners	When
Strengthen digital performance of Perthshire as a destination by increasing digital capabilities of Perthshire tourism businesses			
5 Drive uptake and promote engagement in digital tourism training resources, through workshops where possible and online resources (linked to objective 1). Identify opportunities for businesses requiring basic, intermediate and more advanced support.	Perth & Kinross Council/GrowBiz/ Business Gateway	Visit Scotland/Tay Regional partners	Ongoing
6 Develop a series of tracking measures which collectively show whether more businesses are becoming digitally enabled (such as web-booking enabled % on VS.com; number of OTAs listings; verified Google listings).	Leadership Group/ VS/Perth & Kinross Council		Nov 2021
7 Continue efforts to track visitor sentiment (via Scotland Visitor Survey 2020) and business sentiment. Should opportunities or resources arise, consider more comprehensive and effective options.	Perth & Kinross Council/Visit Scotland	All	Ongoing
8 Monitor implementation of digital infrastructure investment and ensure LTA and other tourism business networks are kept up to speed on developments.	Perth & Kinross Council	Perthshire Tourism Partnership	Ongoing

Quick Wins	Who	When
Deliver Promoting Perthshire industry virtual event as part of Perthshire Talks Series which shares how the destination is being promoted by partners across a series of channels.	Perth & Kinross Council/Visit Scotland	Winter 2021 or Spring 2022

If you or someone you know would like a copy of this document in another language or format, (on occasion only a summary of the document will be provided in translation), this can be arranged by contacting the Customer Service Centre on 01738 475000

إن احتجت أنت أو أي شخص تعرفه نسخة من هذه الوثيقة بلغة أخرى أو تصميم آخر فيمكن الحصول عليها (أو على نسخة معدلة لملخص هذه الوثيقة مترجمة بلغة أخرى) بالاتصال ب:
الاسم: Customer Service Centre
رقم هاتف للاتصال المباشر: 01738 475000

اگر آپ کو یا آپ کے کسی جاننے والے کو اس دستاویز کی نقل دوسری زبان یا فارمیٹ
(بعض دفعہ اس دستاویز کے خلاصہ کا ترجمہ فراہم کیا جائے گا) میں درکار ہے
تو اسکا بندوبست سروس ڈیولپمنٹ Customer Service Centre سے فون
نمبر 01738 475000 پر رابطہ کر کے کیا جا سکتا ہے۔

如果你或你的朋友希望得到這文件的其他語言版本或形式
（某些時候，這些文件只會是概要式的翻譯），請聯絡
Customer Service Centre 01738 475000
來替你安排。

Jeżeli chciałbyś lub ktoś chciałby uzyskać kopię owego dokumentu w innym języku niż język angielski lub w innym formacie (istnieje możliwość uzyskania streszczenia owego dokumentu w innym języku niż język angielski), Prosze kontaktować się z Customer Service Centre 01738 475000

P ejete-li si Vy, anebo n kdo, koho znáte, kopii této listiny v jiném jazyce anebo jiném formátu (v n kterých p ípadech bude p eložen pouze stru ný obsah listiny) Kontaktujte prosím Customer Service Centre 01738 475000 na vy ízení této požadavky.

Если вам или кому либо кого вы знаете необходима копия этого документа на другом языке или в другом формате, вы можете запросить сокращенную копию документа обратившись Customer Service Centre 01738 475000

Nam bu mhath leat fhèin no neach eile as aithne dhut lethbhreac den phàipear seo ann an cànan no ann an cruth eile (uaireannan cha bhi ach geàrr-iomradh den phàipear ri fhaotainn ann an eadar-theangachadh), gabhaidh seo a dhèanamh le fios a chur gu Ionad Sheirbheis Theachdaichean air 01738 475000.

You can also send us a text message on 07824 498145.

All Council Services can offer a telephone translation facility.

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