**Tourism Action Plan 2020 – *(Name)***

**Background Information**

**Target Markets:**

|  |  |
| --- | --- |
| **Key Strengths** | **Weaknesses** |
| ----- | ----- |
| **Opportunities** | **Threats** |
| ----- | ----- |

**Key Objectives:**

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**Links to Perthshire Tourism Plan Priorities**

**Priority Activities**

|  |  |  |
| --- | --- | --- |
| **What** | **Who** | **When** |
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**Resources Required:**

**Implementation Team:**

**Review Dates**

**Notes:**

**Background information***………………..provide any information that you believe is relevant to the plan development, implementation or review*

**Target Markets***………………….provide a short overview of target markets and any links to national or regional profiles*

**SWOT***………………………….provide a list of the top SWOT’s and ensure they link to key objectives and priority activities*

**Key Objectives***……………….list 3-4 key objectives for the next 12 months*

**Links to Perthshire Tourism Plan***……………….highlight how your priorities link to areas identified within the Perthshire Tourism Plan*

**Priority Activities***………………………only list the headline activity planned e.g. Food and Drink Festival/Event in Autumn 2020, to include who is involved and completion date*

**Resources Required***………identify the range of resources required and refer to any match funded financial assistance that may be applicable from PKC!!!*

**Implementation Team***………list the name and business of those involved in the development and implementation of the plan*

**Review Dates***……………..list the dates (if known) or target deadlines for review of the plan*