**PERTHSHIRE TOURISM PARTNERSHIP (PTP)**

**NOTE OF MEETING**

**Date:** 14 May 2019

**Venue:** Burmieston Steading, Logiealmond

**In Attendance**

* David Smythe, Cloag Farm Cottages - Chair
* David McCann, Crieff Succeeds
* George Lawrie, Loch Leven Tourist Forum
* Ken Chew, Breadalbane Tourism Association
* Adrian Blundell, Dunkeld & Birnam Tourism Association
* Gayle Olivier, Visit Aberfeldy
* Constance Boddice, Perth & Kinross Countryside Trust
* David McLeod, Culture Perth & Kinross (DM)
* Suzanne Cumiskey, Perth & Kinross Council
* Alan Graham, Perth & Kinross Council
* Caroline Warburton, VisitScotland

**Speakers/Invited Guests**

* Scott Maclean, Green Tourism – speaker
* Keesje Crawford-Avis, Burmieston Steading – speaker

**Apologies**

* Sue Cole, Blairgowrie & East Perthshire Tourism Association
* Stuart McLaren, Crieff & Strathearn Tourism Association
* Allan Minto, Golf Perthshire
* Joyce Kitching, Historic Environment Scotland
* Vicki Unite, Perthshire Chamber of Commerce
* Cllr Tom Gray, Perth & Kinross Council
* Cllr Bob Brawn, Perth & Kinross Council
* Laura Brown, VisitScotland

**1. Welcome, Apologies and Introductions - David Smythe, Chair**

David opened the meeting by welcoming everyone and thanking Keesje at Burmieston Steading for hosting the meeting.

**2. Update - Alan Graham (Perth & Kinross Council) & Caroline Warburton (VisitScotland)**

**Regional Tourism Strategy:** focus of the strategy is on management of tourism in the region, rather than marketing (which will continue to be led by the areas), and also growing the value of tourism rather than volume. The three connector themes, that were announced at the regional tourism conference in Dundee in March, are culture & creative tourism, outdoor activities and food & drink. The final strategy will go to the Tay Cities Deal Joint Committee on 21st June.

**Perth & Kinross Tourism Action Plan:** this document will be developed over the summer to align/respond to the Tay regional tourism strategy and it was agreed that the next PTP meeting discussed the plan’s emerging themes.

**Tay Cities Deal:** [Heads of Terms](https://www.taycities.co.uk/sites/default/files/tay_cities_deal_2018_heads_of_terms.pdf) were signed with Scottish & UK Governments on 26th November 2018 with funds for two Perthshire tourism projects - Pitlochry Festival Theatre and Perth City Hall - specifically mentioned. The marketing strategy for the Perth City Hall project is being developed by Culture Perth & Kinross with a view for the Hall’s (re-)opening in Autumn 2021.

**Marketing (VS & PKC):** work is underway on a digital marketing campaign for Perth & Kinross, with an emphasis on rural. The campaign is timed for around the **Solheim Cup** and the media interest in the region. Additional marketing activity for the Solheim Cup continues. Marketing activity to **Travel Trade** continues with a focus on key markets for Perthshire of German and Dutch plus USA. Delivered at a (Tay) regional level, recent activity has included attendance at TravMedia, VS Expo & ExploreGB, with UKInbound Discover event coming to the region in autumn and continuing to run fam trips for media/buyers wishing to visit the region directly.

Other items of note included:

* **Rural Perth & Kinross Micro Enterprise Fund**: one-off fund now fully committed. Over 60 enterprises supported. A new **Market Development Fund is in development** aimed tohelp businesses sell outside Scotland. To be launched this financial year.
* [**Digital Tourism Scotland**](https://www.digitaltourismscotland.com/)**:** this 3 year project is undergoing evaluation so currently unclear whether further workshops will be available, however DigitalTourismScotland.com website continues to provide resources.
* [**Digital Boost**](https://www.bgateway.com/resources/digitalboost/) (through Business Gateway) will continue for another year. This includes 1 to 3 days of help with growth ambitions following completion of an online [Digital Boost Health Check](https://www.bgateway.com/driving-growth/digital) and advisor appraisal process. There are many other (non-digital) business support workshops available as well – [click here](https://www.bgateway.com/events?region=perth-and-kinross&keywords=).
* [**Food Tourism Group**](https://www.eventbrite.co.uk/e/perthshire-food-drink-tourism-group-tickets-61221968556) is looking to be set up led by a couple of local producers. Initial event taking place in Perth on 28th May at 5.30pm.
* [**Strathearn Orienteering Championships**](https://www.scottish6days.com/2019/) taking place 28Jul – 3 Aug.
* New VisitScotland[**Insights Report on Wellness Tourism**](https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/research-papers/wellness-may-2019.pdf)
* [**Scottish Thistle Awards:**](https://www.scottishthistleawards.co.uk/entry/) nominations close on 31st May with entries to be in by 24th June. It would be great to have more Perth & Kinross winners!
* [**Tourism Industry Barometer:**](https://www.visitscotland.org/research-insights/about-our-industry/industry-barometer) reminder to LTAs to encourage their members to complete the quarterly business survey (issued by VS on behalf of the industry). If sample size is over 30 then sub-regional data can be provided (such as Breadalbane area or Crieff, Comrie & Strathearn).

Two local tourism associations (LTAs) highlighted the growing number of comments from their members about **Heart 200** touring route and in particular concerns over more motorcyclists on the roads. One LTA, who has been working closely with the Heart 200 team, encouraged them to speak directly to the company who is developing the route and highlight the concerns. They have found them very willing to engage and receptive about taking onboard concerns and suggestions.

**3. Green Tourism** *- see attached slides*

Scott MacLean, Deputy Managing Director at [Green Tourism](https://www.green-tourism.com) presented on the opportunity for Perth & Kinross to be a Green Tourism Destination, reflecting on the work they have been involved with in Country Down, Northern Ireland. There are currently 63 Green Tourism members in Perth & Kinross, out of a total of 2300 across the UK. One local example of Jessie Macs in Dunkeld – [watch video case study here](https://www.youtube.com/watch?v=7Y61UgiqHjY).

Keesje Crawford-Avis from [Burmieston Steading](https://www.burmieston.co.uk/) highlighted their environmental and ethical approach to renovating the steading and how they have adapted the space and their marketing to attract visitors.

Discussion included general agreement that Perth & Kinross was well-placed to highlight green tourism options, however the issue of green-washing needed to be considered. Whilst the efforts of individual businesses were important (for example through Green Tourism), for a destination to be considered ‘green’ it must go beyond this by taking into consideration infrastructure (such as public transport), the types of experiences available and how the destination is marketed.

An event for Green Tourism members in Perthshire is being organised by Green Tourism and PKC for June where there will be further discussion of these issues. Details to be provided nearer the time.

**4. Local Updates and Any Other Business**

**Industry Updates**

* **David McCann, Crieff Succeeds:** the town was successful in lobbying SGN not to close A822 for six weeks in the summer. The road will remain open. [Crieff Cowches](https://www.visitcrieff.scot/local-info/crieff-cowches/) project under for the summer.
* **David McLeod, Culture Perth & Kinross:** [Perthshire Creates Design Market](https://www.culturepk.org.uk/whats-on/perthshire-creates-summer-design-market/) being held at Civic Hall and Perth Museum & Art Gallery on 22nd June, Summer [Jacobite Clans exhibition](https://www.culturepk.org.uk/whats-on/jacobite-clans-exhibition/) at Perth Museum and Art Gallery runs from 29th June to 19th October.
* **Constance Boddice, Perth & Kinross Countryside Trust:** new Trust Director appointed and will start in June. Auchterader Path Project nearing completion, as is work on NC77 cycle path near Dunkeld.

**Meeting of Local Tourism Associations:** David Smythe asked those LTAs present to consider whether tourism in Perth & Kinross might benefit from a P&K-wide destination organisation, such as the Tourism BID in Inverness/Loch Ness or cooperatives in Angus and Argyll. To be considered if possible as part of discussion at next PTP meeting on Perth & Kinross Tourism Action Plan.

**5. Date of Next Meeting**

* **Date:** Thursday 19th September**.**
* **Location:** to be agreed (likely to be Kinross area)
* **Theme:** Perth & Kinross Tourism Action Plan 2020

**Dates for Diary**

* **Weds 22 May, VisitScotland iCentre, Pitlochry**, 6pm – 8pm: [Tourism Talks Pitlochry](https://www.eventbrite.co.uk/e/tourism-talks-pitlochry-registration-60461423746). Informal networking evening at the start of the season and a chance to meet the VisitScotland regional team for Perthshire**.**