**NOTE OF MEETING PERTHSHIRE TOURISM PARTNERSHIP**

**26 OCTOBER 2023 10.00-11.30**

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|  | **NOTE OF MEETING** |
| 1 | **Welcome and Introductions**David Smythe, Chairperson, Perthshire Tourism Partnership * Challenging time for those in tourism, in some ways harder than covid with economic situation, cost of doing business, cautionary visitor spends, price sensitivity.
* Extreme weather events such as Storm babet impacting ability to trade; access to businesses & events; flooded premises and cancelled events/festivals.
* Perthshire Tourism Action Plan workshop held. Outcome, an agreed set of ‘quick wins’ for the area. Revised plan up to end of 2025 to be drafted and published start 2024.

[Launched | Perthshire Tourism Action Plan - News | VisitScotland.org](https://www.visitscotland.org/news/2021/perthshire-action-plan-launch)* Visitor Levy (Tourism Tax) being proposed which would allow councils to tax accommodation providers. Scottish Tourism Alliance have produced a TVL manifesto. There is a Holyrood Committee debating TVL and meeting with Local Authorities next week.

[Launched | Perthshire Tourism Action Plan - News | VisitScotland.org](https://www.visitscotland.org/news/2021/perthshire-action-plan-launch)[STA Policy Update: STA publishes Local Visitor Levy Manifesto with Recommendations | Scottish Tourism Alliance](https://scottishtourismalliance.co.uk/sta-policy-update-sta-published-local-visitor-levy-manifesto-with-recommendations/)* Short Term Let legislation. Perth& Kinross Council have received 1772 applications. Have requested breakdown and per local ward area, however, have not received this yet.

[Short Term Lets - Perth & Kinross Council (pkc.gov.uk)](https://www.pkc.gov.uk/article/22511/Short-term-lets-licensing-scheme)* Short Term Let control areas proposed for Highland Perthshire and East Perthshire.
* Scottish Tourism Alliance AGM and Autumn Conference held 31 October 2023 in Edinburgh International Conference Centre.

 [The STA AGM & Autumn Conference 2023 scottishtourismalliance.co.uk)](https://scottishtourismalliance.co.uk/the-sta-agm-autumn-conference-2023/)* Scottish Agritourism Conference at Perth Concert Hall. Perthshire has a high % of agritourism businesses compared to rest of Scotland 21-22 Sep 2023

[Scottish Agritourism Conference 2023 - Scottish Agritourism](https://scottishagritourism.co.uk/scottish-agritourism-conference-2023/)  |
| 2 | **Perth & Kinross Council Update**Suzanne Cumiskey, Project Officer, Perth & Kinross Council* Christmas Marketing Campaign
* Winter Programme/ Events & Festivals *(Winter 2023)*
* Skills & Training *(Traveltech & Elevator)*

See attached presentation. **Action**. Confirm if Christmas Gift Guide available online.  |
| 3 | **Visit Scotland Update**Lorna Reid, Marketing Manager, VisitScotland * National Marketing Campaign ‘Scotland is Calling’
* Marketing Calendar
* National Events & Festivals *(Winter 2023)*
* Trends/UK Insights/SoloTravel Trend
* Themed Year
* Skills & Training (*Digital Skills Webinars)*

See attached presentation. **Action.** LR to check with Film and Creative Manger re question of Monty Python  |
| 4 | **Member Updates (All)** **Regional Food Group (Great Perthshire), Daniel Muir*** GrowBiz have taken over management of the Regional Food Group (Great Perthshire) Daniel Muir is the Food & Drink Project Manager.
* Food Tourism a key strand of Regional Food Group
* Network which engages with members, offers peer support, learning sessions, upskilling, opportunities for promotion and networking.
* Attended Sourcing Scotland in Perth Concert Hall, will be attending Scottish Agritourism Conference
* Increased local produce, looking at supply chain opportunities, wholesale is key to this being successful.
* Debate about the name ‘Great Perthshire’ and if that was representative of the group and their aims/objectives.
* Engaging with Local Authority and Food Partnership on the Good Food Nation Strategy
* Great Perthshire  [www.GreatPerthshire.com/join](http://www.GreatPerthshire.com/join)
* Great Perthshire [mailing list](http://eepurl.com/irSEz2)
* Socials to follow:  [Facebook page](http://www.facebook.com/GreatPerthshire) and [Instagram](http://www.instagram.com/GreatPerthshire)
* **Action.** Signpost Food & Drink businesses who may benefit from this network to the Daniel Muir at the Regional Food Group danielmuir@growbiz.co.uk

**Auchterarder, Angela Laurie*** Represents and works with independent retailers in Auchterarder.
* **Action.** Link to Scotland’s Towns Partnership and James Sinclair, Industry Relationship Manager at VisitScotland re business listing support.

**Perthshire Artisans, Caron Ironside** * Perthshire Artisans is a curated group of creatives who live and work in Perthshire.
* Membership organisation managed by GrowBiz.
* Provide business/peer support, promotion opportunities and e-commerce.
* Recently worked with Perth City Centre iCentre to showcase products.
* Perthshire Artisans exhibition planned at St Matthews, as well as at Birnam Arts
* [Perthshire Artisans | About (perthshire-artisans. scot)](https://www.perthshire-artisans.scot/copy-of-a-b-o-u-t-1)

**Dunkeld and Birnam Tourism Association, Adrian Blundell*** Storm Babet has had huge impacts on the area with many businesses affected by both weather and access in and out of town.
* A9 Inver Bridge washed away and no access to Inver from Dunkeld other than across the A9.
* Gas works started post Storm Babet impacted on traffic, works were halted.
* Looking at a future resilience centre as extreme weather events become more likely.
* **Action.** Councillor Williamson will find out who is responsible for bridge repairs, suggested may be BEAR Scotland

**Councillor Frank Smith** * Has joined the group and we look forward to future collaborative working with him. Questions raised PKC/VS teams are happy to have debriefing sessions to update.

**Perth Concert Hall & Perth Theatre/Meetings Perthshire, Michalea Anderson** * Conference season, hosting various events.
	+ Sourcing Scotland, a meet the buyer event by Scotland Food and Drink 25 Oct.
	+ ASVA Conference taking place in Perth Concert Hall 14 November 2023
	+ Scottish Agritourism Conference, 21-22 November 2023
* Enquiries for meetings & events are up, however slower to convert to business.
* Perthshire Business Tourism Group (Meetings Perthshire) has thirteen members, host quarterly meetings and attend trade shows to promote Perthshire venues.

[Meetings Perthshire: The best meeting venues Scotland can offer](https://meetingsperthshire.co.uk/)* Perthshire Box Office, a trial during 2022, now selling tickets for a number of venues in Perthshire. Including free but ticketed events. [Perthshire Box Office (perththeatreandconcerthall.com)](https://www.perththeatreandconcerthall.com/perthshire-box-office)

**Cairngorm Business Partnership, Stuart Broster*** Mark Tate, CEO of the partnership leaving end of November. Succeeded by Craig Mills previously managed North Coast 500.
* CBP keen to integrate with other areas.
* Tay Forest National Park Bid – Keen to see this pursued as would bring benefits to the area with a DMO proposed as part of the bid. Bid being led by Xander McDade [Tay Forest National Park - Perth & Kinross Council (pkc.gov.uk)](https://www.pkc.gov.uk/tayforestnationalpark)
* SB asked how Perth Museum was being promoted; what the budget was for promotion of Perth Museum and what expected visitor numbers were.
* Meeting held in Aviemore between CBP, Cairngorm National PARK authority and Highland Council to discuss Visitor Levy. Keen to see a flat fee implemented.

**RSPB Loch Leven*** Scottish Regional Thistle Award Winners for inclusive tourism and heading to the Scottish final in December.
* Halloween had been busier than easter and summer (until the Storm Babet) weather issues hit.
* Outdoor visitor experience so can be badly affected by the weather.
* Visitor numbers still static compared to 2022.
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| **5** | **A.O.B**St Johns Kirk Appeal <https://www.st-johns-kirk.co.uk/appeal>Tay Forest National Park bid.[Tay Forest National Park - Perth & Kinross Council (pkc.gov.uk)](https://www.pkc.gov.uk/tayforestnationalpark)Opportunities around Perth Museum Webinar, 23 November 2023, 2-3pm[https://events.teams.microsoft.com/event/949a8c72-b5a6-4144-b95f-0af62393a80f@9407a78b-b5e6-4db0-8c2b-7e46c17ebd5a](https://events.teams.microsoft.com/event/949a8c72-b5a6-4144-b95f-0af62393a80f%409407a78b-b5e6-4db0-8c2b-7e46c17ebd5a) |
| **6.** | **Event Close**Date of future Perthshire Talks Tourism in person event will be confirmed.(Dec/Jan) Interested in views on future meetings and whether group find virtual beneficial and would like to continue these.  |