We promote Scotland with Scotland, working with local industry to grow the visitor economy.

Delivering for Perthshire
As the new Regional Leadership Director for Perthshire and the east of Scotland, it’s been an exciting time to join VisitScotland, with the launch of our new global campaign Scotland is Now in April 2018 and the 2018 Year of Young People.

Perthshire played host to one of our signature events in 2018 as part of the Year of Young People – the Diverse-CiTay Festival and our 2018 Perthshire Tourism Conference saw ten pupils from Crieff High School attend, which was co-hosted by our very own Modern Apprentice – Scarlett Reid.

Perthshire also announced the launch of Scotland’s Tay Country, which will see a new approach to joint marketing with the four local authorities to include Perthshire, Fife, Angus and Dundee.

It’s an exciting time with investments such as the newly refurbished Perth Theatre and plans for City Hall - tourism is leading economic transformation across the region. It really is more than a holiday experience, it is integral to sustaining communities across the country by generating income, creating jobs and stimulating social change.

Myself and the team here at VisitScotland look forward to continuing to work closely with the Perthshire Tourism Partnership, Perth & Kinross Council, stakeholders and the many businesses across the region to build on our successes and maximise opportunities.

Caroline Warburton
Regional Leadership Director
VisitScotland
Key stats for Perthshire

1,189

Perthshire web listings on VisitScotland.com with almost 60% of accommodation businesses integrated with web booking engines in 2018.

£117,000

Our Growth Fund supported five applications in 2017/18 which received over £117,000.

173 Businesses

Within the VisitScotland Information Partner (VIP) programme and almost 100 businesses part of Taste Our Best.

Perthshire activity on our social media channels in 2017/18:
- 250,000 reached on Facebook
- Instagram engagement of 902,000
- Over 1.2 million impressions on Twitter

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More than £79,000

In events across Perthshire in 2017/18.

More than 41 million

Potential consumers reached worldwide by our consumer PR activity between April and March 2018.

Perthshire ‘Go Large’ short films viewed over 757,000 times
STRATEGIC ACTIVITY
Partnership and collaboration are at the heart of how we work with the local industry in Perthshire to develop and deliver innovative initiatives and encourage investment to grow the visitor economy.

In Perthshire, we work closely with industry, public sector partners and the Perthshire Tourism Partnership (PTP) to support the regional strategic activities that align with the national tourism strategy, Tourism Scotland 2020.

We promote Perthshire across the globe as a place to visit and invest in through direct business support, internationalisation and global marketing across all our platforms reaching millions of consumers.

The way our visitors’ access information has changed significantly and as a result we have adapted our approach to information provision working with local partners.

We want every person across the community to be an advocate for Scotland and Perthshire – informing and inspiring visitors with local highlights, hidden gems and must-see attractions in the area.

Our information provision strategy aims to do just that, with an increase in the number of channels providing information about Perthshire. This includes our industry partners through the VisitScotland Information Partner (VIP) Programme, the Regional iCentre hub in Perth City, outreach and our digital channels.

Our involvement as partners in Digital Tourism Scotland provides business advice and support to help maximise the opportunities presented via our visitors digital journey, whilst our partnership with TripAdvisor, a European first, targets millions of visitors searching for and booking Scotland.

Exhibitors at the Scotland Tay Country stand at Expo 2018, which included Perthshire.
DELIVERING FOR PERTHSHIRE

INDUSTRY SUPPORT
We sell Scotland with Scotland, which ultimately means working together and supporting businesses to maximise opportunities and collectively market Scotland to the world.

We work with businesses across Perthshire to deliver a quality experience that meets and exceeds visitor expectations and is crucial in making Scotland a must-visit, must-return destination.

Developed in partnership with the tourism industry and informed by visitor research, our Quality Assurance (QA) Scheme is world-leading. By participating in QA, businesses receive tailored advice from a highly experienced Quality & Tourism Advisor.

QA businesses, of which there is almost 400 across Perthshire can also engage with the VIP programme, our Welcome Schemes and Taste Our Best.

Our industry events engage with businesses and stakeholders across the region. Each year we deliver an annual tourism conference ‘Perthshire Talks’ in partnership with Perth & Kinross Council and on behalf of the Perthshire Tourism Partnership. In 2018 almost 100 businesses were inspired about the latest opportunities from the V&A Dundee, the Year of Young People and TripAdvisor to name a few.

One of our most powerful assets is our people, and our Industry Relationship Manager Liz Shorthouse is the main business contact for Perthshire providing tailored support and advice.

We provide regional information for businesses through a quarterly communication, via social media and at industry events.

You can contact Liz at liz.shorthouse@visitscotland.com.

Crieff High School pupils and our Modern Apprentice Scarlett Reid at Perthshire Talks 2018, Dunkeld House Hotel.
SCOTLAND IS NOW
VisitScotland, Scottish Government, Scottish Enterprise and Universities Scotland collectively launched a major new campaign in April 2018 - Scotland is Now.

This campaign is designed to put the country firmly at the top of everyone’s list of places to live, work, study, invest and visit.

We have created brand and people films to promote that Now is the time to visit Scotland.

Get involved by accessing our business toolkit at scotlandisnow.com which includes images, videos, and much more. #ScotlandIsNow

‘GO LARGE IN PERTHSHIRE’
A series of short animated videos promoting big adventures and inspiring things to see and do across Perthshire.

These videos were developed with Perth & Kinross Council for businesses to use and share across their channels to help showcase the region.

The videos have been shared across our social media channels and a complementary blog has been uploaded on visitscotland.com.

There are now eight Perthshire dedicated videos available, which are accessible on our YouTube channel for sharing. To date the videos have been viewed over 757,000 times.
AN APPETITE FOR ADVENTURE
A marketing campaign to make Crieff the “destination of choice” received a £22,000 boost from our Growth Fund earlier this year.

The Crieff Succeeds BID (Business Improvement District) developed the campaign, aimed at those seeking adrenaline-pumping adventure and good food whilst promoting the town to the short-stay tourism market in Edinburgh, Glasgow and the North-East of England.

In addition to this award, our Growth Fund has provided £117,000 of funding to support four applications across Perthshire in 2017/18. These included Scotland’s Tay Country – East of Scotland Tourism Partnership, Family Golf - Golf Perthshire, Scotland Wild at Heart – John Muir Trust and Staycation Snowsports – Ski Scotland.

PERTH SOCIAL MEDIA TAKEOVER
In October 2017, our consumer social media channels turned its attention to Perthshire as part of a regional takeover to promote Perthshire to visitors across the globe.

Over three days, our Twitter, Instagram and Facebook activity together generated around 3.7 million reach for the region.

As part of this social media activity to promote Perthshire – the social team visited The Hermitage and posted a live Facebook video, which generated over 51,000 unique viewers from locations such as Ontario, Canada, Queensland, Australia and even Florida, US.
Sign up to our national monthly industry enewsletter the Tourism Insider
VisitScotland.org/news

Follow our corporate Twitter feed
@VisitScotNews

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