

# PERTSHIRE

Brand storytelling framework

Outputs



## Objectives

What are we hoping to achieve?

- Create a shared narrative framework to strengthen collective outputs.
- Raise awareness of Perthshire and its offering to targeted, prospective visitor audiences.
- Drive increased visitors to the Perthshire region in line with Perth & Kinross Tourism Strategy and Action Plan.



## Audiences

Who are we speaking to?

### Domestic UK segments:

- Adventure Seekers;
- Food Loving Culturalists;
- Natural Advocates

### International segments:

- Experience Seekers

### Insights:

These audiences seek out **relaxation, quality** and **personalised** experiences with **nature** and **culture** being a dominant theme.



## Visitor Proposition

If you're in Perthshire, you're part of Perthshire.  
From the heart-racing to the  
heart-warming, come and live Scotland's  
stories in Perthshire

## Perthshire Narrative Statement

*At the heart of Scotland and entwined in Scotland's history, Perthshire promises adventures and stories that will leave you feeling whole. Easy to reach, it's the place to experience a warm welcome and the vibrancy and variety of Scotland's heritage, culture, nature and larder.*

*Perthshire has a rich tapestry of ancient forests, glorious glens, sparkling lochs and majestic mountains that invite exploration and discovery at every turn. Threaded through this stunning landscape is the glistening River Tay, Scotland's longest river. Every season offers a unique experience, from summer adventures and light nights among Perthshire's big trees, autumnal colours and leaping salmon, winter safaris with snowy peaks and starry skies, and spring wild swimming with birdsong as your soundtrack.*

*Breathe more deeply or get your heart racing in beautiful Perthshire where you can have an adventure at your own pace. From scaling Munros to sitting by a log fire or bungee jumping to forest bathing, Perthshire offers opportunities for both peace and play.*

*Perthshire is a place of stories, from ancient history and myths to well-loved tales and contemporary culture. Feel the heartbeat of Scotland's history and culture played out for you from crannogs to castles, palaces to pubs, museums to makers, and memorable events and festivals for every season.*

*Food and drink in Perthshire is rooted in the land and it doesn't have to travel far from field to fork, hill to table or grain to glass. Whether you're seeking delicious baking, a family picnic or a world-class dining experience, you can expect a personal touch and a warm welcome served with a view. If you're in Perthshire, you're part of Perthshire.*

*From the heart-racing to the heart-warming, come and live Scotland's stories in Perthshire.*

## Product messaging Pillars



### Nature and wildlife

Perthshire is an area of outstanding natural beauty. It's known as *Big Tree Country* where wildlife thrives.



### Outdoor adventure

There is a choice of adventure in Perthshire from the active outdoors to gentle adventures in a natural playground. Rural countryside to mountains, watersports to wellness and escape.



### Heritage and culture

History and heritage to be enjoyed from majestic stories to local communities and traditions. Literature and legends, castles, crannogs and culture.



### Food and drink

Perthshire is rich in local/seasonal produce, food and drink experiences, agritourism, spirit producers and distilleries.

# Examples- bringing the framework to life

