



Adventuring  
in  
Perthshire

Ross Dempster



## Celebrating 25 Years of Adventuring

- Our base opened in 2017– paddle boarding, kayaking and canoeing
- Bike Hut run alongside Progression Bikes provides bike hire and guided trips.
- Alongside day trips we run 5 day expeditions across Scotland
- Tourism business accounts for 40% of our trade
- Schools, corporate and training courses make up the rest





## Perthshire - Nature's Playground

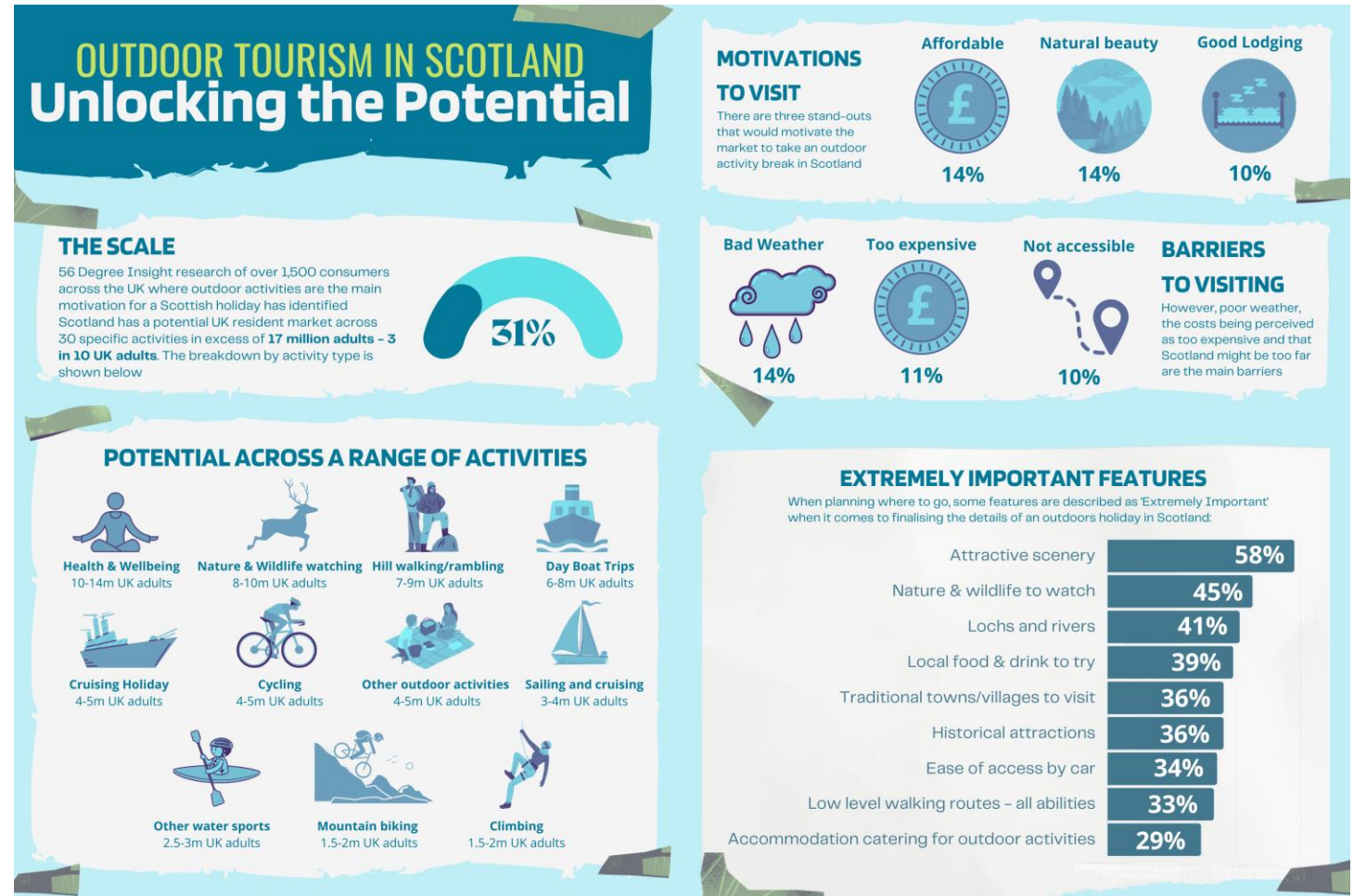
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- 6,550km<sup>2</sup>
- 48 lochs
- 28 Munros
- 17 rivers
- Countless forests
- Cateran Trail, Rob Roy Way and the River Tay Way



# Potential

- Source – September 2021 research for Wild Scotland and Sail Scotland
- Potential market of 17 million adults UK wide
- A range of activities
- Requiring a mix of natural resources and services

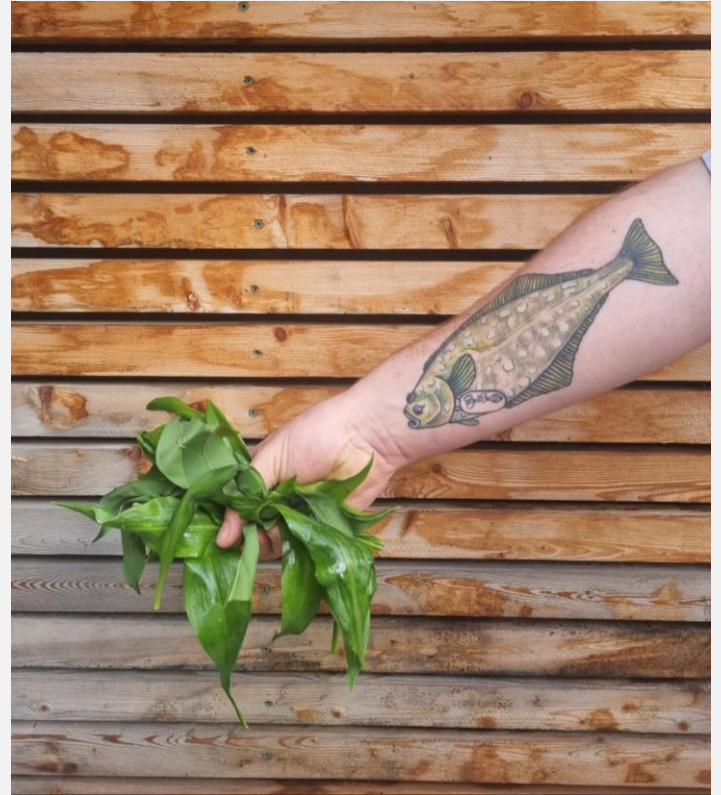




Croftness Cottages



Dewars Aberfeldy



Ballintaggart Farm

Working with Key Partners  
& Developing Tours together

A kayaker in a green kayak is navigating a rocky river with white water rapids. The surrounding forest is filled with trees displaying vibrant autumn foliage in shades of yellow, orange, and red. The scene is captured from a low angle, looking down the river towards the kayaker. In the top left corner, there is a solid orange horizontal bar.

What is  
adventure?

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Adventure does not always mean Adrenaline



# The importance of Adventure Tourism

- It is open to everyone!
- New source of visitors
- Hunger for Experiences
- Addition to the menu





## Adventuring the right way..

- Sustainable/ Responsible Tourism
- Modeling Best Practice
- Protecting Access
- Leave No Trace
- Dirty camping – Wild camping





## Capturing the audience

- Improving the infrastructure in Rural Scotland
- Rural Tourism Infrastructure Fund
- A place to service campervans
- A place to signpost to other sites of interest.



Questions?

