



PKC Approach to Events

Perthshire Tourism Partnership

26 September 2018



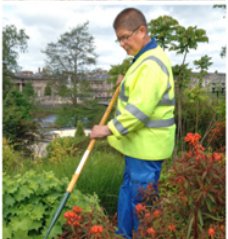
**PERTH &
KINROSS
COUNCIL**

Securing the future... • *Improving services* • *Enhancing quality of life* • *Making the best use of public resources*

Events



Events



Rationale for Supporting Events

- Events as Drivers of Tourism
 - Leisure
 - Business (MICE)

Positive Impacts

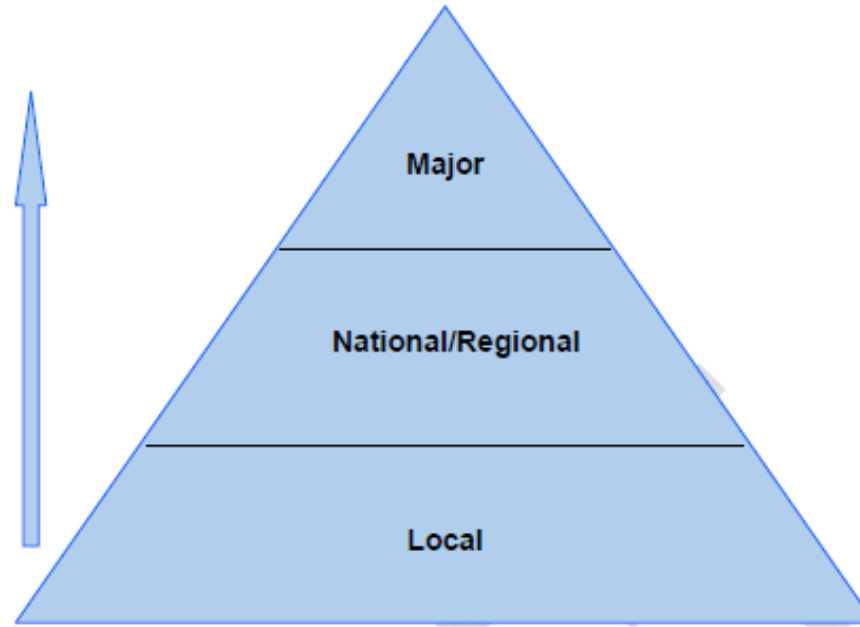
- Inward investment through tourism, generating economic impact through overnight stays and opportunities for local businesses
- Enhancement of the image and identity of the area as a location to live, work and invest including an enhanced media profile
- Participation and legacies
- Social and cultural benefits and the contribution to the quality of life

Events

Events Strategy

- Vision
 - *a prestigious events and festivals destination where a vibrant and inspiring year round programme attracts UK and international visitors and makes a major contribution to economic growth.*
- Perception of the area
- Build on Strengths
- Developing existing events, attracting new ones, growing our own

Events



Events categories – focus national/regional, major

Events pipeline

Alignment with Scotland's Themed Years

- Year of Scotland's Coast and Waters 2020
- Year of Scotland's Stories 2022



Events



PKC Role

- Regulatory – the “SAG” process
- Support
- Delivery

Resources

Event Impacts

www.eventimpacts.com

New strategy

- Regional collaboration
- Contribution to national priorities
- What should area priorities be?
- How does events tourism contribute to inclusive growth?