

## PERTH AND KINROSS COUNCIL

## Enterprise and Infrastructure Committee

9 November 2016

## Destination Marketing

## Report by Director (Environment)

The purpose of this report is to provide information on the destination marketing undertaken for the City of Perth and Perthshire. It also outlines the proposed approach to future marketing, with particular reference to the additional resources recently approved by the Council's Strategic Policy and Resources Committee. In addition, the report details the work that is ongoing through the Perth Traders Association and other area partnerships to ensure that future marketing approaches target key audiences.

**1. BACKGROUND / MAIN ISSUES**

- 1.1 The Council currently undertakes destination marketing for the area, in addition to any marketing undertaken by Visit Scotland.
- 1.2 Perth and Kinross Council and VisitScotland have collaborated on destination marketing activity in respect of the UK and Ireland markets for a number of years. The basis for this marketing activity has been a Minute of Agreement (MOA) between the respective organisations, funded by the Council. This has been undertaken in the context of a wider strategic framework where both organisations recognise that tourism is a priority industry. In addition, the respective bodies, together with industry and stakeholders, collaborate to deliver the best tourism product and marketing in close alignment with the rest of Scotland. This is to grow the value of the visitor economy locally.
- 1.3 There are also wider regional opportunities for collaboration with the neighbouring local authorities.
- 1.4 Research by Visit Scotland and other marketing bodies shows that in a fast moving digital age, consumer behaviour as well as visitor preferences and expectations are changing. According to VisitScotland's research:
  - 68% of visitors start their journey online
  - Search engines account for 60% of all visitscotland.com traffic
  - Mobile penetration has exceeded 50% across core markets
  - There is a marked decline in traditional channels of communication e.g. press
- 1.5 Accordingly, the Council is developing its marketing strategy to be a pragmatic, consumer driven one to ensure engagement and reach across all potential sectors.

- 1.6 The Council is also developing a strategy to target international visitors to the region, in collaboration with Visit Scotland and neighbouring local authorities. The Council co-ordinates attendance by local tourism operators at a variety of travel trade events to promote Perth and Perthshire as a destination.
- 1.7 Key target audiences for marketing the City of Perth are day visits, local residents and visitors within a 45/60 minute drive time. The target messages for this group are shopping, leisure activities, dining and events.
- 1.8 Information about key target audiences for UK visitors is provided by Visit Scotland, based on the market segments which are interested in coming to Perthshire. These are:-
- Natural Advocates (People who are interested in scenery and culture and tend to holiday in the UK – primarily self-caterers),
  - Food Loving Culturalists (short breaks where quality food, drink and cultural attractions are important); and
  - Adventure Seekers (short breaks involving groups/families who want to try new activities and venture off the beaten track).
  - The key message to all visitors is that Perth and Perthshire have a wealth of reasons to visit but that a visit to Perth is a must during a stay in Perthshire.
- 1.9 The content of marketing campaigns is designed for these specific target groups.
- 1.10 A range of media are used to promote the marketing message. This includes printed materials, websites, social media channels, radio, television, website, adverts in targeted magazines and adverts in local and national newspapers.
- 1.11 Campaigns are also supported by press articles and features that are reported by local and national press, along with editorial features in magazines. Digital and social media channels are proving to be an increasingly important and effective means of communicating with both resident and visitor markets.
- 1.12 Digital marketing platforms are currently one of the most effective methods of delivering a targeted and measurable promotional campaign. The website [www.perthcity.co.uk](http://www.perthcity.co.uk) was visited by over 21,000 people during August 2016 alone. The key information that people are looking for when visiting the website is “What’s On” and things to “See and Do”. The website is free for businesses across Perthshire to have a listing on.
- 1.13 Five social media channels are currently used to promote Perth City and the surrounding area. In August 2016, over 1,649,000 people saw posts on Facebook from Perth City.
- 1.14 The Council works with Miconex, a Perth based company, to deliver a Website and Social Media for Perth City.

- 1.15 The Council also works with local PR agencies to deliver specific marketing campaigns. This approach allows us to ensure that each campaign is measurable and effective.
- 1.16 An online marketing resource is available for all businesses in Perth and Perthshire. This gives free access to marketing materials, images and content to assist with their own marketing campaigns.
- 1.17 The current spend and future commitments this financial year by the Council on City Centre Marketing are £61,004 (as at September 2016). This includes marketing costs for all Council run events.
- 1.18 Since the launch of the Council's Easter and Summer Visitor Campaign to promote the key events, attractions and family activities in Perth and Perthshire footfall in the city centre has increased when measured on the previous year.

Month	Footfall	Variance Year to Date	Variance year of year	UK Trend Year to Date
April	280,491	+11.2%	+2.8%	-2.8%
May	312,866	+8.4%	-0.8%	-2.0%
June	402,877	+6.5%	-0.1%	-2.4%
July	345,295	+6.1%	+6.1%	-2.1%
August	372,355	+7.5%	+17.2%	-1.7%

- 1.19 Strong visitor numbers have been reported at key events in the summer calendar with over 120,000 visitors seeing the Poppies Weeping Window between June and September. There was also an additional footfall count of over 10,000 visitors for the Treaty of Perth event in August.
- 1.20 At its September meeting (Report Revenue Budget 2016/17 – Monitoring Report Number 1), the Strategic Policy and Resources Committee approved an additional budget of £500,000 to support enhanced marketing for Perth and Perthshire between 2016/17 and 2018/19.

## **2. PROPOSALS**

- 2.1 The proposals detailed below set out a range of short term measures that will be taken before the end of financial year 2016/17, focusing primarily on consumer marketing.
- 2.2 A road map for enhanced marketing campaigns, 2017/18 and 2018/19 will be developed prior to March 2017, establishing both business to business and business to consumer key messaging.

- 2.3 A report will be brought to the Enterprise and Infrastructure Committee in early 2017 on the impact of the short term enhanced marketing campaign for Winter 2016. This will also outline the road map proposals for future years.
- 2.4 Working with business organisations and representative bodies, the Council will establish a working group to inform campaign development. The first meeting of this group will take place in November 2016.
- 2.5 The Council will produce marketing for Winter 2016 using a similar template to the Summer Campaign for Perth and Perthshire, focussing on the region as a great winter destination for shopping, leisure and dining. The aim will be to encourage day visits primarily to the city or to encourage a visit as part of a visit to the region. This campaign will include print distribution and television advertising.
- 2.6 It is proposed that a partnership marketing campaign is developed with VisitScotland, specific to Perth and Perthshire and aligned with national marketing campaigns. The campaign would be designed to deliver against the wider strategic objectives for tourism and promote the city and the areas key strengths. Activity would address seasonality and drive business at periods of capacity. It will also capitalise on national theme/focus years and seasonal campaign themes and timings, in order to maximise visitor impact and return on investment.
- 2.7 Marketing objectives are:
- Promote City of Perth and Perthshire as a must visit, must return destination for leisure visitors and maximise the economic benefit from visits
  - Raise the profile of the city and region as a great destination for a short break/holiday, and help shift perceptions of the city, in particular, as a credible short break destination (and one that appeals to a younger demographic group)
  - Boost visits and occupancy
  - Reach quality prospects who are likely to travel to the area within the next 12 months
- 2.8 Marketing activity would be based on the themes of city breaks, events, food and drink, outdoors activities and encompass digital marketing (e-mails, social media, on line advertising), direct mail, press/radio and PR activity. In addition, there would be continued focus on targeting the travel trade (including coach operators) to ensure that the area features in itineraries, tours etc.

2.9 Performance will be measured according to the mix of activity that would be undertaken (and the call to action used) but include:

- Website – unique page views to tracked landing pages
- Social media impact – reach and engagement (likes, shares, comments, retweets etc)
- Video – views, reach
- Data capture

2.10 In addition, other metrics can be deployed including customer and business surveys to establish conversion and impact along with an estimated return on investment.

### 3. CONCLUSION AND RECOMMENDATIONS

3.1 The current Business to Business and Business to Consumer Tourism marketing campaigns will benefit from the additional resources allocated by the Strategic Policy and Resources Committee. It will allow for the development of a plan to enhance marketing of Perth and Perthshire.

3.2 Engagement with tourism and trade organisations across the area will ensure that local businesses are aware of all marketing activity taking place. This will help to extend the reach of campaigns as they push appropriate marketing to their customers.

3.3 Collaboration with VisitScotland will enhance the reach and breadth of the marketing offer.

3.4 It is recommended that the Committee:

- (i) Notes the proposals outlined within the report.
- (ii) Requests the Director (Environment) to bring back a further report to the Committee in early 2017 on the impact of the short term enhanced marketing campaign for Winter 2016, and to outline the road map proposals for future years.

#### Author

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#### Approved

Name	Designation	Date
Barbara Renton	Director (Environment)	21 October 2016

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## 1. IMPLICATIONS, ASSESSMENTS, CONSULTATION AND COMMUNICATION

<b>Strategic Implications</b>	<b>Yes / None</b>
Community Plan / Single Outcome Agreement	<b>Yes</b>
Corporate Plan	<b>Yes</b>
<b>Resource Implications</b>	
Financial	<b>None</b>
Workforce	<b>None</b>
Asset Management (land, property, IST)	<b>None</b>
<b>Assessments</b>	
Equality Impact Assessment	<b>None</b>
Strategic Environmental Assessment	<b>None</b>
Sustainability (community, economic, environmental)	<b>None</b>
Legal and Governance	<b>None</b>
Risk	<b>None</b>
<b>Consultation</b>	
Internal	<b>Yes</b>
External	<b>Yes</b>
<b>Communication</b>	
Communications Plan	<b>Yes</b>

### 1. Strategic Implications

1.1 The Perth and Kinross Corporate Plan has five outcomes which provide clear strategic direction, inform decisions at a corporate and service level and shape resources allocation. The following are relevant to this report:

- Developing a prosperous, inclusive and sustainable economy
- Creating a safe and sustainable place for future generations

### 2. Resource Implications

#### Financial

2.1 All cost implications can be met from within the existing 2016/17 Environment Service revenue budget. Further proposed expenditure in terms of enhanced budget allocations will be reported to future meeting in early 2017

#### Workforce

2.2 There are no direct workforce implications regarding this report.

### **3. Assessments**

#### Equality Impact Assessment

- 3.1 Under the Equality Act 2010, the Council is required to eliminate discrimination, advance equality of opportunity, and foster good relations between equality groups. Carrying out Equality Impact Assessments for plans and policies allows the Council to demonstrate that it is meeting these duties.
- 3.2 The proposals have been considered under the Corporate Equalities Impact Assessment process (EqIA) with the following outcome:
- (i) Assessed as **not relevant** for the purposes of EqIA.

#### Strategic Environmental Assessment

- 3.3 The Environmental Assessment (Scotland) Act 2005 places a duty on the Council to identify and assess the environmental consequences of its proposals. However, no action is required as the Act does not apply to the matter presented in this report. This is because the Committee are requested to note the contents of the report only and the Committee are not being requested to approve, adopt or agree to an action or to set the framework for future decisions.

#### Sustainability

- 3.4 These proposals meet the following sustainability criteria: -
- Re-use of existing resources.

#### Legal and Governance

- 3.5 The Head of Legal and Governance has not been consulted as there are no direct legal implications of this report. The Head of Finance and the Head of Democratic Services have been consulted.

### **4. Consultation**

#### Internal

- 4.1 The Investment, Enterprise and the Communications teams have been consulted in the preparation of this report.

#### External

- 4.2 The Perth Traders Association have been consulted in the preparation of this report.

**5. Communication**

5.1 Information on the initiatives described in this report is available on the [perthcity.co.uk](http://perthcity.co.uk) website.

**2. BACKGROUND INFORMATION**

2.1 None.

**3. APPENDICES**

None.