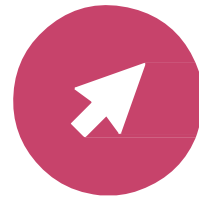


# PERTH CITY & TOWNS

SUPPORTING YOUR TOURISM BUSINESS

# Our Channels



**Perthcityandtowns.co.uk  
website**

An average of 24K page views per month rising to 65K over key periods



**Mailchimp**  
23K recipients



**Facebook**  
**@perthcityandtowns**  
33K Followers



**Instagram**  
6.8K Followers  
**@perthcityandtowns**



**Twitter / X**  
**@perthcitycentre**  
11.5K Followers



**YouTube**  
Over 40 hours of watch time in 2023

# Ongoing Business Opportunities

## Join the Business Directory

Create a login, a listing and take full control of your entry, updating any time you wish. Already Listed? Check and update for 2024 promotions coming soon!

## Keep Up To Date

Join the mailing list for the Business-To-Business newsletter from Emily Queen.

## List your Event

Simply create your Facebook event, add Perth City & Towns as a co-host and it will appear on our Facebook page and in our website event section. We may also list it in our newsletters to our 23K strong list.

[www.perthcityandtowns.co.uk/business-opportunities](http://www.perthcityandtowns.co.uk/business-opportunities)



# Marketing Month To Month

## Social Media Channels

Run by the PKC Comms Team, the social channels enjoy daily content updates and a strong following. Share your Facebook event with us and enjoy a share of the success.

## New Content

A content plan for each month is formed to ensure the ongoing success of the website in terms of SEO and reach.

## Monthly Newsletter

Sent to our 20K+ mailing list every month – with extras at peak times – our editorial style newsletter boasts a 35% open rate. Used to promote events, meet the indies, and Be Inspired content.

## Events & Festivals Blog

Updated weekly, this fantastic blog has had 23K page views in the past 6 months. A popular go to for locals and SEO champion in traffic driving!



*The Enchanted Forest (above) is now open for autumn 2023.*

## Autumn Events and Excitement in Perth, Perthshire and Kinross-shire

### The Enchanted Forest, Pumpkins, Fireworks and Dragons!

Welcome to the most colourful season of the year, when our beautiful landscape transforms into a breathtaking tapestry of reds, oranges and golden tones.

# Brand & Website Refresh 2023

## Update to Brand

The long-standing Perth City Centre brand was updated to reflect the wider area. All channels now run under Perth City & Towns.

## New Navigation & Content Reorder

A more modern look & feel, with a mobile-first approach to design. The new look website has put the Mega Menu function to great use – with fantastic feedback from businesses and users.

## Feature Blocks on Home Page

Interchangeable blocks for highlighting seasonal promotions or rotating interest in shoulder months.

## Towns Promotion

A more prominent focus on towns, with a dedicated page for each featuring things to do and businesses to visit.

## Explore Perthshire Interactive Map

Information such as caravan and camping sites; parking spots; public toilets; ev charge points; water refill stations; walking routes and much more.

## Business To Business ‘Quick Find’

A footer link just for businesses. Find the best ways for your business to get involved with PC&T.

[www.perthcityandtowns.co.uk](http://www.perthcityandtowns.co.uk)



### Eating & Drinking

Known as Scotland's larder, Perthshire boasts a fantastic array of producers, many of whom supply the cafes, restaurants, tea rooms of the area. This love of good food can be found across the entire region, from award-winning chefs to world-class restaurants and simple, street food.

[Read More](#)



### Made In Scotland

Perthshire is renowned for its amazing choice in high quality, independent retailers, and we've pulled together the galleries, gift shops and delis specialising in Perthshire and Scottish-made artisanal goods to offer all lovers of shopping an utterly unique souvenir shopping experience!

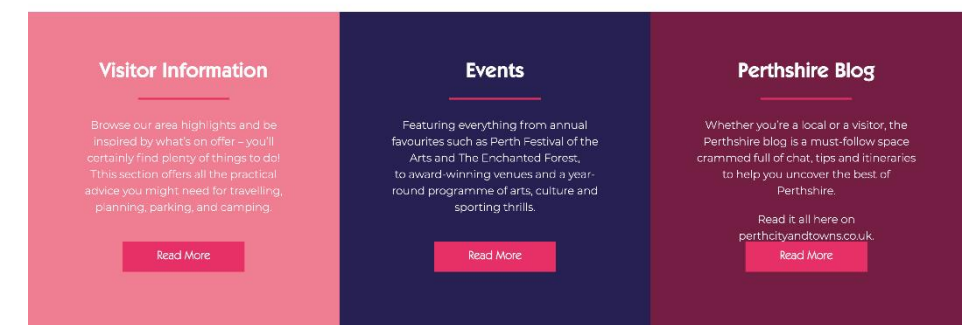
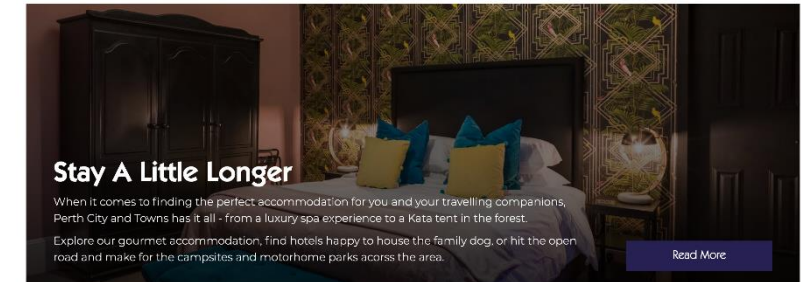
[Read More](#)



### Distilleries and Breweries

As Scotland's national drink, whisky is the lifeblood of our wee country and no matter what your reason for visiting Perthshire - food and drink history, experiences or adventure - a visit to one of our many distilleries and breweries should be high on your list of must-do activities.

[Read More](#)



# Be Inspired Perthshire Blogs

## Accommodation

- Quirky Accommodation
- Spa Breaks & Hot Tub Hideaways
- Campsites & Caravans
- Gourmet Accommodation
- Pet Friendly Accommodation

## Attractions

- Historical Attractions
- Castles
- Gardens & Grounds
- Distilleries & Breweries

## Shopping

- Farm Shops & Delis
- Made in Scotland
- Perthshire Jewellers
- Regular Markets
- Also: Meet The Perth Indies

## Activities

- Golf Clubs
- Learn To
- Meet The Animals
- Free Activities

## Eating & Drinking

- City Centre Restaurants
- Area Wide Restaurants
- Afternoon Tea
- Soup & Sandwich Stops
- Cocktails and Artisan Drinks
- Scottish Breakfasts

## Outdoor Adventure

- Perthshire Adventure
- River & Lochs Adventure
- Cycling Perthshire
- Experience Nature
- Munro Bagging
- Big Tree Country

# Four Media | Creative Content Planning

Our new marketing agency, Four media is a creative communications agency with a global mindset. Appointed in December 2023, they are tasked with assisting us in communicating our story in a meaningful way, elevating our brand and setting us apart from other Scottish destinations.

This year, they propose that we tap into topical themes in line with our vision and values - particularly those that we can involve local businesses and attractions in.

**Dry January**

**Veganuary**

**Valentines Day**

**Perth Museum Opening Weekend**

**Easter Sunday**

**Mental Health Awareness Week**

**Accessibility Awareness Day**

**World Tourism Day**

**World Mental Health Day**

**Small Business Saturday**

## Campaign Ideation – January to March

Immerse yourself in nature's playground with our curated array of outdoor escapades – from an invigorating hikes along scenic trails to heart-pounding adventure in the rugged terrains.

Unleash your spirit of exploration through thrilling activities like mountain biking, kayaking amidst stunning landscapes, and discovering hidden gems off the beaten path.

Prioritize your health & wellbeing with rejuvenating wellness retreats, serene yoga sessions amidst nature's serenity, and locally sourced, nutritious culinary experiences that nourish both body and soul.

# Four Media | Campaign Ideation April to June

**Dry January**

**Veganuary**

**Valentines Day**

**Perth Museum Opening Weekend**

**Easter Sunday**

**Mental Health Awareness Week**

**Accessibility Awareness Day**

**World Tourism Day**

**World Mental Health Day**

**Small Business Saturday**

Experience Easter Magic in Perth City and Towns - join us for a celebration filled with colourful Easter egg hunts, festive parades, and captivating events. Discover the traditions that make this holiday special as our vibrant community comes together to share in the family festivities during the Easter holidays.

Savor the Flavors of Perth, Perthshire and Kinross-shire this April! Indulge your palate in a gastronomic journey showcasing the region's finest culinary delights. Immerse yourself in a tapestry of tastes and aromas with our specially curated Foodie Content. From farm-to-table treat yourself to a feast of local flavours, where every bite tells a story.

Embark on an adventure-filled journey tailor-made for families. Engage in a range of exciting and enriching activities designed for all ages. Dive into the Perth treasure trail, delight in themed events, and join in the fun of family-centric attractions.



# Four Media | Campaign Ideation July to September

**Dry January**

**Veganuary**

**Valentines Day**

**Perth Museum Opening Weekend**

**Easter Sunday**

**Mental Health Awareness Week**

**Accessibility Awareness Day**

**World Tourism Day**

**World Mental Health Day**

**Small Business Saturday**

Embrace the Summer season as Perth welcomes you to a Summer Holiday haven. From the picturesque River Tay offering riverside walks to the lush parks providing a serene escape, indulge in a summer filled with outdoor adventures.

Engage in water sports, explore historic landmarks, or simply relax amidst stunning natural beauty. Let Perth be your idyllic destination for a (hopefully) sun-soaked summer holiday filled with exploration and relaxation.

Experience the Vibrancy of Perth's Summer Events! Immerse yourself in a kaleidoscope of cultural celebrations, music festivals, and art exhibitions that enliven the city during the Summer months. From traditional Highland games celebrating Scottish heritage to music and arts festivals that showcase local talent, Perth's event calendar is packed with excitement.

Uncover the Charms of Perth's Tourism Attractions! Embark on a journey through Perth's rich history and natural wonders. Explore iconic landmarks such as Scone Palace, delve into the city's past at The Black Watch Castle and Museum, or marvel at the beauty of the Perth Concert Hall.

Discover the enchanting beauty of Perthshire's countryside with its rolling hills, tranquil lochs, and scenic trails. Every attraction is a testament to Perth's unique heritage and natural splendour, inviting visitors to immerse themselves in its timeless allure.

# Four Media | Campaign Ideation October to December

**Dry January**

**Veganuary**

**Valentines Day**

**Perth Museum Opening Weekend**

**Easter Sunday**

**Mental Health Awareness Week**

**Accessibility Awareness Day**

**World Tourism Day**

**World Mental Health Day**

**Small Business Saturday**

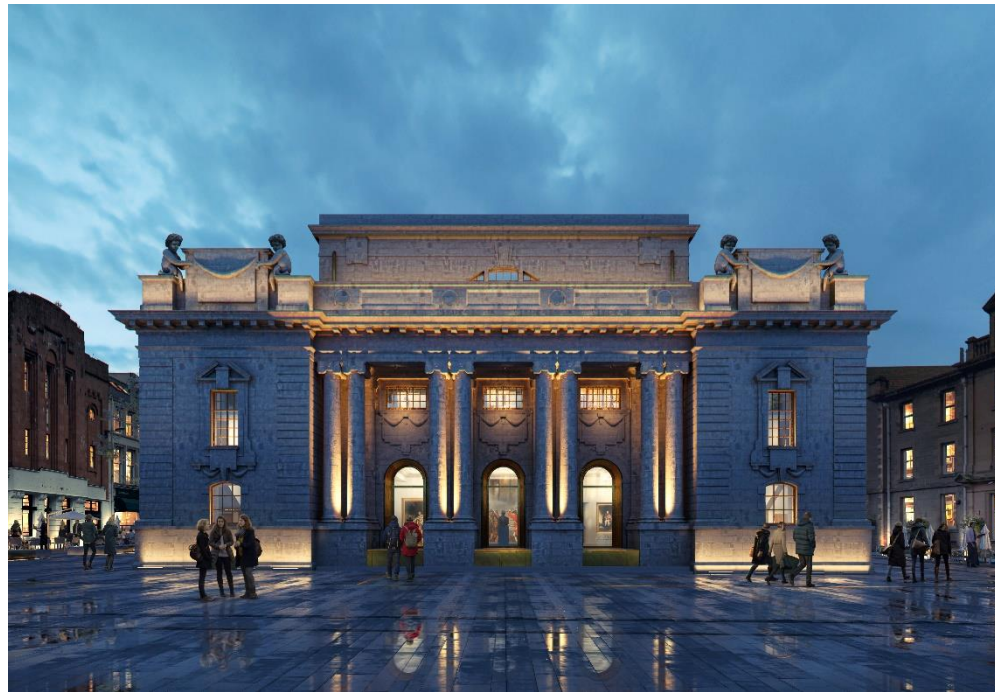
Celebrate Spooktacular Halloween and Magical Christmas Moments in Perth and Its surroundings!

Prepare for a thrilling Halloween season filled with spooky delights and unearthly adventures throughout October. Join us for haunted tours, eerie storytelling, and festive gatherings that promise chills and thrills for all ages. Embrace the spirit of Halloween with family-friendly events, costume contests, and spooky surprises around every corner.

As the air turns crisp and winter sets in, Perth transforms into a winter wonderland for the Christmas season. Experience the magic of Christmas with enchanting markets, dazzling light displays, and joyful festivities starting from late November.

Immerse yourself in the holiday spirit with carol singing, Santa's grottos, and artisanal crafts at bustling Christmas markets. Enjoy ice skating, festive performances, and heartwarming community events that capture the essence of the season.

# Perth Museum | Opening March 2024



The new Perth Museum will open its doors on **Saturday 30 March 2024** after a £27 million redevelopment project. This world-class cultural and heritage attraction will highlight the fascinating objects and stories that put Perth and Kinross at the centre of Scotland's story.

## The Stone of Destiny

At the heart of the Museum will sit the Stone of Destiny, also known as the Stone of Scone, one of Scotland and the UK's most significant historical objects. Returning to Perthshire for the first time in over 700 years, the Stone will be the centrepiece of the new Museum and will be free for all to view.

## Unicorn | The Debut Exhibition | 30 Mar – 22 Sept 2024

Be enchanted by *Unicorn*, the debut exhibition at the new Perth Museum exploring the story of Scotland's national animal. Explore the rich significance of this beloved mythical creature from antiquity to the present day, through art, science, social movements, and popular culture.

[www.perthmuseum.co.uk](http://www.perthmuseum.co.uk)

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[www.perthcityandtowns.co.uk/business-opportunities](http://www.perthcityandtowns.co.uk/business-opportunities)