



Pitlochry Partnership

Working in Partnership with the Whole Community

Introduction

- We are a membership organisation open to all the community and businesses of Pitlochry and Highland Perthshire. Current membership incorporates:
 - Hospitality
 - Retail
 - Tourism
 - Community groups
 - Individuals
 - Service industry
- Began work in January 2007 and launched 30 March 2007
- Lobby, communicate and co-ordinate with:
 - PKC
 - SET
 - Visit Scotland
 - Chair of the Perthshire Forum

} Giving Pitlochry a respected voice

Aims

- To work with Pitlochry's community and businesses to:
 - Promote, support and assist local communities and groups;
 - Improve the infrastructure and marketing for tourism and other business interests
 - Stimulate economic and community activities
 - Promote and encourage quality and high service standards in the service and tourism sector
 - Represent Pitlochry's tourism and other business interests locally, regionally and nationally

Achievements

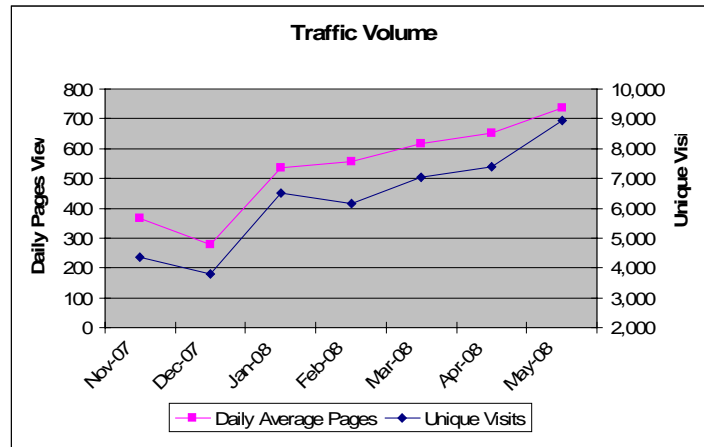
- Created a strong and broad membership
- Supported retention of Enchanted Forest in Pitlochry and help secure PKC grant of £3000 for the Autumn Festival
- Contributed finance with Pitlochry in Bloom for the new town maps
- Supported the extension of the boundaries of Cairngorms National Park
- Worked in support of Etape Caledonia,
 - Positive support campaign
 - Delivered finish line activities and entertainment
 - Enhanced the participants' & supports' experience
- Commissioned report from Glamis Consultancy on economic development potential of Pitlochry
- Delivered a comprehensive business plan to Scottish Enterprise Tayside and Perth & Kinross Council outlining a future tourism and community plan
- Won Pride and Passion national competition for the community
- Developed the leading Pitlochry website

Website – www.pitlochry.org

- Went Live in Oct 2007 following complete redesign
- Site is continually monitored
- Web site day to day updates:-
 - PP members info updates direct to the PP members
 - Updates as instructed by the PP committee
- E-mails:-
 - E-mails are checked each working day
 - Answered by responding directly to sender where possible
 - Sending to Pitlochry TIC where appropriate
 - Sending to Pitlochry Partnership office bearers as appropriate
 - 3 monthly reports to Pitlochry Partnership (over 100 e-mails responded to in last 6 months)
- Types of e-mail received:-
 - A tour guide wanted to take her party of European guests for fish and chips in Pitlochry (travelling from Loch Ness to Edinburgh).
 - Someone wanted a pharmacy in Pitlochry in advance of their visit.
 - Lady in USA wanting help to find some one she knew and lost contact with.
 - 50 people from France wanting information for holiday in Pitlochry
 - Request for photos for a tour brochure

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- No' of Unique visitors has increased month on month since launch
- No of pages viewed has increased month on month

Membership Benefits

- Free entry and link to Google's No. 1 website for Pitlochry
- Access to advertising campaigns
- Free entry for Charities, organisations, clubs, Major events
- Opportunity for enhanced entry

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Squirrel Cottage, *"Probably the best cottage (of many) that we have stayed at. Comfort, facilities, cleanliness, location, walks, red squirrels, birds - it has them all"*

Winter short breaks. Full weeks April to October
Sleeps 2, double or twins. Sorry no pets. Tel 01796 473335. The Coach House, Druimuan, Killiecrankie, PH16 5LG

kathleen@squirrelcottage.net

www.squirrelcottage.net



- Useful contacts:-
 - Tourist Information Centre, Doctors, Dentists, Chemists, Police, Wild Life crime, Churches, Vets, etc

How it Helps You

- High referral rate to your business
 - [Squirrel Cottage](#) - top referrer - 88 in May 2008
 - [Pitlochry Autumn Festival](#) - 2nd referrer after Enchanted Forest
 - [Enchanted Forest](#) - top referrer - with highest dwell time on the site
- High Google ranking site link to your site
 - Helps improve your own site's listing on Google

Current Projects

- Recreation ground
 - Development of skating park
 - Development of all weather facilities and changing rooms
- Highland Perthshire Tourism Alliance
- Links with Bled in Slovenia
 - Ambassador's visit scheduled for July 14/15



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- Development of commercial and tourism links
- Community Centre development
- Cairngorm National Park boundary extension consultation process
- Networking events
 - Series of talks to be given in autumn by industry leaders on topics that will benefit all businesses
- Dragons' Den – Tourism Innovation Session
 - Interactive ideas forum to encourage visitors
 - Projects adjudicated by Industry leaders from around Scotland
 - Winning project will be implemented
 - Prizes for the winning team

Tourism Survey

- The Glamis report included contributions from:
 - All sectors of Pitlochry's business community
 - Mystery shop survey
 - Visitor feedback and survey
- The key aim of the survey was to:
 - Understand what visitors think of Pitlochry
 - What we think of Pitlochry
 - When do we need to improve & what are our potential future growth opportunities
- The report confirmed
 - We have a unique product offering
 - There is a strong foundation for future growth
 - A need to improve customer service and quality of product offering
 - We need to market ourselves to target audiences
- The report concluded that success is dependant on:
 - Broadening our out of season product offering – businesses stay open
 - Promote Pitlochry as an all year round destination
 - Improving the overall quality of our products and services – exceed customer expectations
 - Develop a brand that will cost effectively enhance current marketing
 - Develop new products to complement our unique offering and future growth strategy

Competition

- No coordinated Pitlochry destination marketing by Visit Scotland, PKC or anyone
- No literature dedicated to Pitlochry
- We are surrounded by distinctive destinations all competing for the same customers
 - Cairngorms, Royal Deeside, Loch Lomond and Trossachs
- All have recently received significant financial backing to improve their infrastructure and destination marketing activity
 - Cairngorm National Park
 - Government support & investment
 - Industry backing
 - European investment

• WHAT HAPPENS IF WE DO NOTHING?

Business Plan

- The partnership working with the community has developed a business plan based on the key growth opportunities identified by the Glamis Report which include:
 - Hub Exploring
 - Food and Drink
 - Just Relax
- All year round
- High quality
- Targeted
- Co-ordinated



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- Walking
 - Health and Well Being
 - Cycling
 - Adventure Sports
 - Artistic Breaks
- In addition the Partnership aims to work with local businesses and the community to deliver projects in five key areas of activity
 - Improving the Experience
 - Service Quality Enhancement
 - Development of improved Customer Relationships and Management of those relationships
 - Brand Development
 - Coordination of Effort and Resources

How will we deliver:

- The Partnership will work closely with other organisations in Pitlochry
- The Partnership will work closely with public sector agencies and local tourism associations elsewhere in Highland Perthshire
- The Partnership's engagement with businesses will not be defined by physical boundaries – any business in the Highland Perthshire area can engage with its activities, as they see appropriate.

How Can You Help

- Membership
 - Includes link on the No. 1 website
 - Ability for you to have your say and contribute to Pitlochry's future
- Networking Events
 - Listen to industry leaders discuss topics that will benefit you
 - Meet new contacts
 - Promote your business
 - Give us your ideas and feedback
- Dragons Den
 - Get involved
- Tell us what we can do for you

Summary

- We have achieved a great deal in a short time
- Pitlochry has a great foundation for strong future growth
- We need to work together to:
 - Further improve our services and products
 - Develop a co-ordinated marketing strategy
 - Create fresh new ideas and products to attract new and old visitors all year round
 - Deliver the growth plan
- Help us to help you shape the future of Pitlochry