# Perth & Kinross Council Update Suzanne Cumiskey, Project Officer, Place Development



# PERTH CITY & TOWNS

Perth City & Towns refresh perthcityandtowns.co.uk New agency appointed. Contract starts 1<sup>st</sup> November 2023

### **Analytics**

- Page Views 330,000+
- Average page views per month 27,500+ •
- Time on page 2 min
- Average page views per user from June 19th to August 19th = 2 pages
- eNewsletter open rate 31%
- Database 22,000+









Ferret Band, Red Hot Chill Pipers plus many more with a st I parade from St John Street to Mill Street as our finale to S Find staces at King Edward Street and Horsecross





sturday 9th December syour torch or lantern and join the Nativity parade as it makes ihn's Kirk for the unveiling of the Nativity scene. Enjoy the best

nues, and hopefully you will be dazzled by cal bakers at Cakefest. Enjoy the Rock Stage in Horsecross Plaza while mmunity Stage continues in King Edward Street. It's the last day of make a visit. Children's riden, craft





ommunity Fun Weekend Saturday 16th December & Sunday 17th December

nent continues in Perth with children's of feative fun filling the streets of Perth as you shop.

nd, 3rd, 9th & 10th December: Santa's Grotto at Hora

Paul's Church Silent Disco: Grab your dancing shoes and a warm cost, it come feating mount || Traditional Feating Cables the



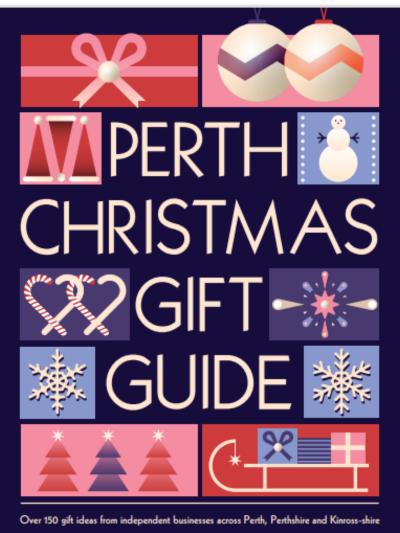


- Christmas Campaign will focus on promoting the Winter Festival
- Multi channel approach
- Christmas Gift Guide press launch 2 Nov 2023
- 60,000 copies distributed to Dundee, Fife and Perth and Kinross) postcodes w/c 6 Nov 2023
- Gift Guide Distribution to Perth City Centre retailers 3-6 Nov 2023
- 130 businesses featured



# CHRISTMAS MARKETING CAMPAIGN 2023





PERTHCITYANDTOWNS.CO.UK

## WINTER FESTIVAL PROGRAMME 2023

- Christmas Lights Party 2 December 2023
- Perth Farmers' Market (South Inch Car Park) 2 December 2023
- Winter Market & Open Studios (Creative Exchange) 2-3 December 2023
- Santa's Grotto (Horsecross Plaza) FREE for children aged 12 and under. 2-3 December
- The Handmade Show (Perth Concert Hall) 3 December 2023
- St Andrews Day Celebration (Perth City Centre) 3 December 2023
- Santa Run 9 December 2023
- Cakefest 10 December 2023
- Full event details including timings and stage line-ups Events | Perth City & Towns (perthcityandtowns.co.uk)









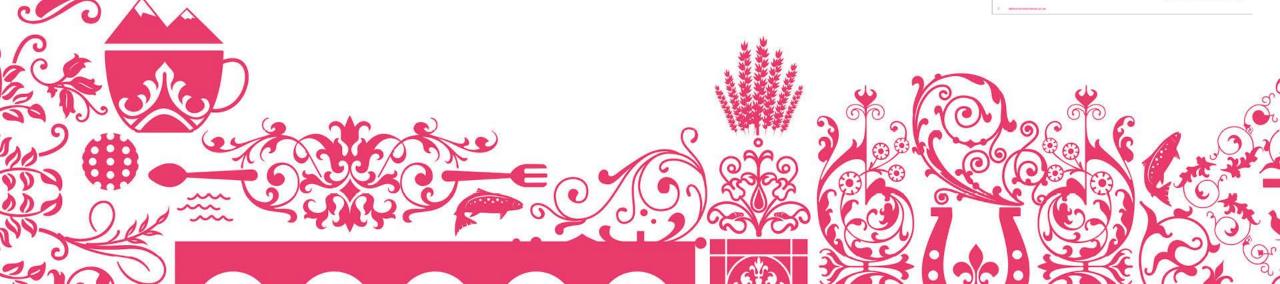
ta Run, Country Rock







unity Fun Weeken

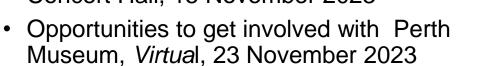


# WINTER FESTIVAL PROGRAMME 2023

- Community Fun Weekend 16-17 December 2023
- Perth Farmers' Market (South Inch Car Park) 16 December 2023
- Santa's Grotto at Horsecross Plaza: Free for children aged 12 and under. 9- 10 December
- Perth Farmers' Market (South Inch Car Park) 16 December 2023
- Every weekend in December St. Pauls will hosts a Silent Disco
- Aladdin (Perth Theatre) 1-31 December 2023
- For full event details including timings and stage line-ups Events | Perth City & Towns (perthcityandtowns.co.uk)



 How to work with Group Operators (Perth Concert Hall, 15 November 2023



- ELEVATOR Winter Warmer Mini Accelerator (Creative Exchange) Nov 2023
- Screen Ready Online, 6 December 2023
- For full event details including timings
- (2) VS Perthshire business group | Facebook







# Questions

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