



VISIT
WINCHESTER

WINCHESTER DISTRICT TOURISM STRATEGY STAKEHOLDER WORKSHOP



visit-winchester



VisitWinchester



visitwinchesteruk

[visitwinchester.co.uk](https://www.visitwinchester.co.uk)

Local Visitor
Economy
Partnership

Recognised by



VisitEngland



WINCHESTER TOURISM
STRATEGY WORKSHOP

9 & 10 July 2025

BLUE SAIL ▶

VISITORS PLACES DESTINATIONS

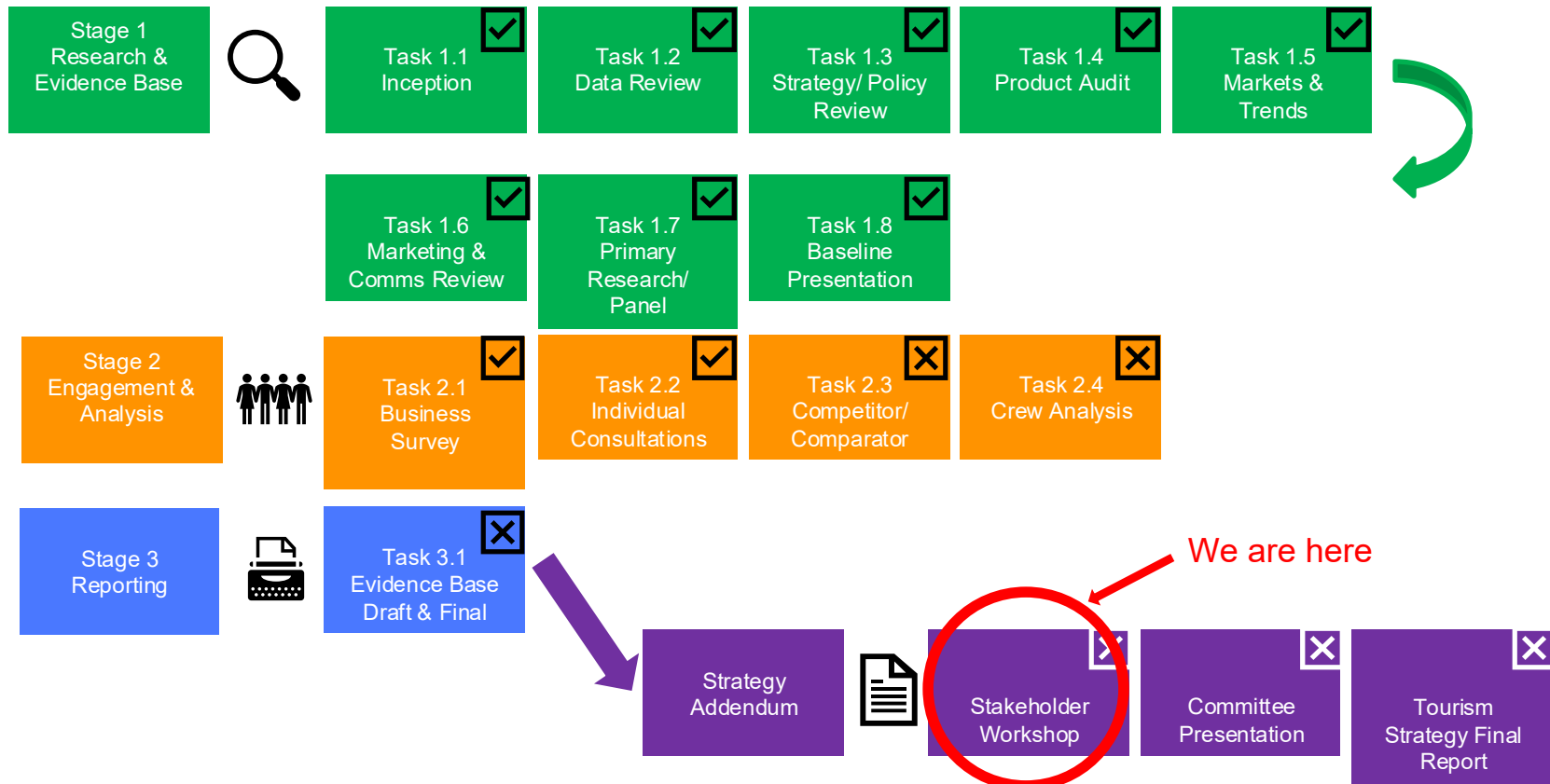
Adam Bates & Elizabeth Parbutt

Today we want to think about tourism in Winchester ...

- ▶ What makes it special & different
- ▶ Consider potential markets
- ▶ Explore what success looks like
- ▶ And what will be needed to achieve it



Where we are in the process...

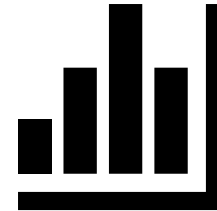


WINCHESTER NOW



What the data tells us...

- ▶ Tourism matters:
 - ▶ 8m visits
 - ▶ 5760 jobs (7% all employment)
 - ▶ £292m spend
- ▶ Staying really matters: Staying = 2.7% visits and 19% spend
- ▶ Staying visitors stay longer:
 - ▶ 3.5 nights compared to Stratford (2.9) Warwick (3.2)
 - ▶ but all other metrics are lower
- ▶ Within Hampshire, Winchester is mid-table.
 - ▶ Day visits 3rd, spend 6th
 - ▶ Staying 4th in visits and spend
- ▶ ...so staying and spend have headroom for growth



There are four key themes for **leisure experiences...**

History & Heritage

- ▶ England's ancient capital
- ▶ Cathedral, Great Hall with Westgate Museum, City Museum, 878AD, City Mill, Wolvesey Castle, Bishops Waltham Palace, Hospital of St Cross etc
- ▶ Literary heritage: Austen & Keats

Attractive
historic
city
& towns

Foodie Offer

- ▶ Vineyard tours, tastings & food
- ▶ Bombay Sapphire Distillery
- ▶ Farmers' Markets & Events
e.g. Watercress Festival, FizzFest
- ▶ Independent eateries, some
fine dining
- ▶ High quality local producers

And
atmospheric
traditional
pubs

Nature & Outdoors

- ▶ Water meadows & rivers
- ▶ South Downs NP
- ▶ Nature reserves e.g. St Catherine's
- ▶ Walking & cycling trails
- ▶ X 2 dark skies discovery sites

Unique
chalk
grassland &
streams

Visitor attractions

- ▶ Marwell Zoo
- ▶ Science Centre & Planetarium
- ▶ Watercress Line
- ▶ NT Hinton Ampney
- ▶ Independent shopping

Expanding
outdoor offer



Supported by an events programme

- ▶ **Outdoor Arts, Literature & Music:** The Hat Fair, The Grange, Bishop's Waltham Festival, Poetry Festival, Boomtown, Mucky Weekender
- ▶ **Food & drink:** Alresford Watercress Festival, Beer & Cider, Foodies Festival, Taste of Wickham
- ▶ **Vintage:** Retro Wheels & Rails Festival, Southwick Revival, The Overlord Show
- ▶ **Festive:** Christmas Market

Hat Fair
audience
c. 95k





Well aligned
with road
network

Accommodation


- ▶ **Hotels:** Outdated but expensive
- ▶ **B&Bs:** Dense city cluster, plus rural scattering
- ▶ **Self-catering:** Even spread across city/rural
- ▶ **Camping:** Serve rural district & towns
- ▶ **Glamping/Alternative:** Limited mostly yurts/huts
- ▶ **Private rentals:** Limited but high occupancy



- 
- ▶ Heritage offer
 - ▶ Food and drink provenance/ vineyards
 - ▶ Traditional/‘quintessential England’
 - ▶ Value from staying visitors
 - ▶ Easy to get to/from by road and rail
 - ▶ Independent retail and food/drink
 - ▶ Events with impact e.g. Xmas market
 - ▶ Gateway to the South Downs
 - ▶ VisitWinchester networking

- 
- ▶ Not enough staying visitors/ lower value
 - ▶ Not enough distinctive accommodation
 - ▶ Notable awards e.g. ‘Michelin’
 - ▶ Independent sector overshadowed by chains
 - ▶ Lack of clear events strategy
 - ▶ Rural transport connectivity
 - ▶ Heritage experiences not joined up
 - ▶ Destination seen as ‘nice’ but indistinct and not progressive

- 
- ▶ Headroom for growth – overnights for value
 - ▶ Join up experiences/ itineraries
 - ▶ Sustainable/ accessible tourism
 - ▶ Dynamic, contemporary and fun – as well as ‘traditional’
 - ▶ Rural public transport/ active travel
 - ▶ Accommodation supply and events strategy and focus
 - ▶ Food/drink experiences and positioning
 - ▶ Make more of landscape
 - ▶ Brand development
 - ▶ Film/ TV production & screen tourism

- 
- ▶ Positioning within the LVEP
 - ▶ Competitor destination e.g. Sussex Wine
 - ▶ Neighbours picking up overnights
 - ▶ Lack of clarity about what Winchester stands for among visitors

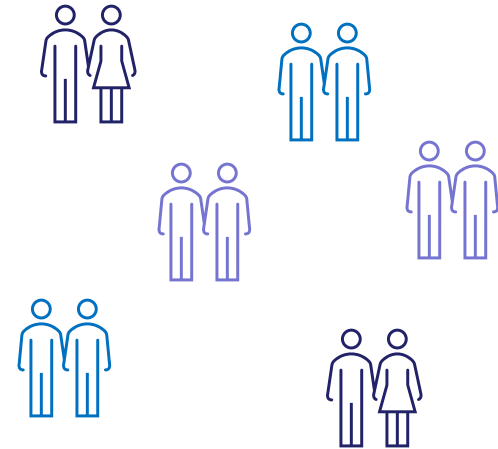
GETTING STARTED



The one thing I would like to see in this tourism strategy is...?



Your name & organisation



- ▶ Find a partner – someone you don't know
- ▶ Introduce yourself and share what's on your card - 1 minute each
- ▶ Then we'll ask you to find a new partner and repeat
- ▶ We will collect the cards

Wednesday 9 July...

Bold, clear & inspiring vision

Joined up approach

Innovative ways to encourage younger audiences

Unique stories told

Better collaboration

Spread benefits beyond city

Attract younger audiences

Reaching younger day trippers

Pass for attractions

Easy transport

Combined heritage pass

Transport outside city

Cohesive promotion incl. international

The one thing I would like to see in the tourism strategy...

Visitor data

Joined up thinking

Help visitors explore sustainably

Comprehensive focus on heritage attractions beyond town centre

For people to know we exist

Support for independent shops

Live performance to animate

More international pull

Clear & realistic goals

More accommodation

Unifying vision

Ensure Winchester's strategy aligns with LVEP

More collaborative approach from stakeholders

More independent visitors

Thursday 10 July...

Everyone working together

Position as English sparkling wine capital

Better packaging of the offer

Fresher communication 'tone'

Food & drink highlighted more

International profile drawing 'A-listers'

Clear identity & stories

Over arching event strategy

Guests to stay longer

Sustainable & accessible destination

The one thing I would like to see in the tourism strategy...

Robust & resourced campaigns

Public transport to rural experiences

Help promoting our offer

Winchester presented as 'fun'

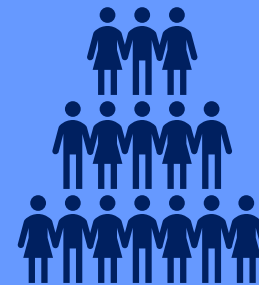
Research

That children are included

A clear statement of why a visitor should come here

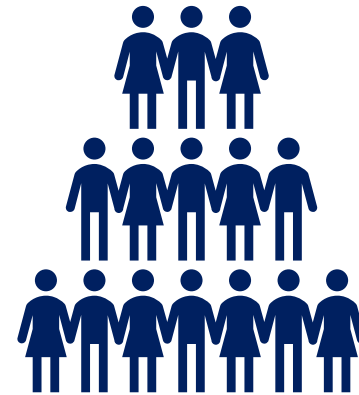
Share data so we can make informed decisions

TARGET MARKETS



3 potential segments which could deliver growth for Winchester

- ▶ Cultural Explorers
- ▶ Curious Families
- ▶ Global Experience Seekers





Cultural Explorers

- *Couples aged 50+ travelling without children*
- *Take lots of short breaks – enjoy planning*

What's important?

- *Small cities/towns & rural places*
- *Enjoy local culture, heritage, contemporary art, events*
- *Authentic local food & drink, inc experiences*
- *Quality, independent accommodation*
- *Landscapes and gentle outdoor activities*

Rationale...

- Will engage in a variety of activities if the offer is right
- Affluent professionals, will spend for quality
- Will visit outside of peak times



Curious Families

- *Families with children under 12*
- *Multi-generational groups*

What's important?

- *Trips & breaks – spending time together, creating memories*
- *Things to do for all the family – attractions, outdoor activities, culture, events*
- *Looking to have fun together*
- *Motivated by value for money, will pay for quality*
- *Family friendly accommodation*

Rationale...

- Will spend on activities to keep children happy
- Active on social media so easy to reach – and spread the word
- Want to make sustainable choices
- Locals as ambassadors – encouraging friends and relatives
- Opportunity to convert from day visit to overnight if enough to do



Global Experience Seekers

- *<40s travelling without children as pre-family couples or in friendship groups*
- *UK and international – e.g. USA, Canada, Australia, France*

What's important?

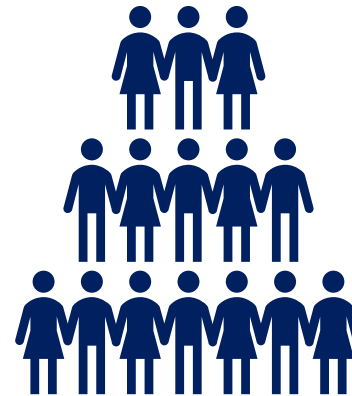
- *City plus countryside*
- *Trips packed with activities – daytime & evening*
- *Want 'only here' experiences - arts & culture, events & festivals, hands-on learning, active, wellbeing*
- *Enjoy heritage, landscapes, quality food & drink*
- *Boutique accommodation & socialising*
- *Public transport & good digital connectivity*

Rationale...

- Frequent travellers who will spend on 'unique' experiences
- Advocates for destinations they love – social media
- Consciously support independent businesses
- Champions for sustainability & inclusivity

*Choose which segment you want to work on
– and go to that station*

- ▶ Cultural Explorers
- ▶ Curious Families
- ▶ Global Experience Seekers



In your group:

- ▶ *Draw a map of Winchester and mark on it all the things that would DELIGHT your segment*
- ▶ *Think cross-boundary too*

Now ...

- ▶ *Think about what would DISAPPOINT them*
- ▶ *Or what's MISSING*
- ▶ *Mark or list on your map*



Wednesday 9 July

Curious Families

CURIOUS FAMILIES

Families with children under 12
Multi-generational groups

What's important?
Time & money - spending time together, creating memories
Things to do for all the family - attractions, outdoor activities, culture, events
Leaving no stone unturned - fun together
Motivated by value for money, will pay for quality
Family friendly accommodation

What's not?
Will spend on activities to keep children happy
Drive to avoid making as many as possible - and spend the week
Want to make memories together
Look for entertainment
Enjoying time and money
Spending only to connect from day to day
Don't want to be stuck in the car

FINELY DOWN FORM

NEGATIVES:

- FAMILY ACCOM**
↳ **BIGGER FAMILIES**
- LOTS OF SEPARATE ACTIVITIES**
↳ **NO 'WINCHESTER TICKET'**
↳ **BETTER ACCESS ACROSS DISTRICT**
- PRICE OF PARKING**
↳ **SPACE!**
- BETTER SIGNAGE**

THE WATERCRESS LINE

TABLE TOP GAMES
LANTERN FEST
CATHEDRAL
THEATRE
RESTAURANTS
FESTIVALS
↳ **MOO FEST**
↳ **HAT FAIR**
↳ **FOOD FESTIVALS**
CINEMA, BOWLING, GO KARTING

WINCH
WINDHILL SCIENCE CENTRE
MUSEUMS
PARKS
WALKS
PARKS
FATHER CHRISTMAS
TOURS
MARWELL

PAULTONS PARK
SPORT
↳ **TOWN**
↳ **WINDHILL**
↳ **BOWL**
NEW FOREST

BIRD WORLD

CURIOUS FAMILIES

- Balanced costs
free, lower + higher end

Museums-focused family experience

Winnall Moss / chalk streams
science cafe
kite flying
dark skies
bird watching

Marwell Zoo
mona farm

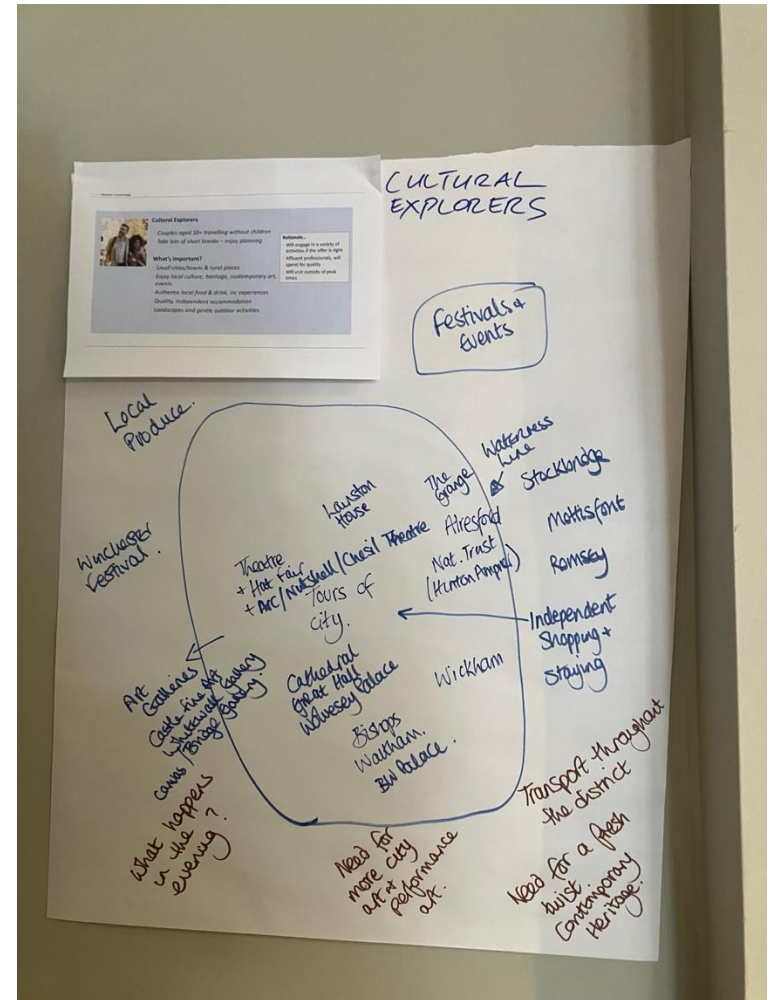
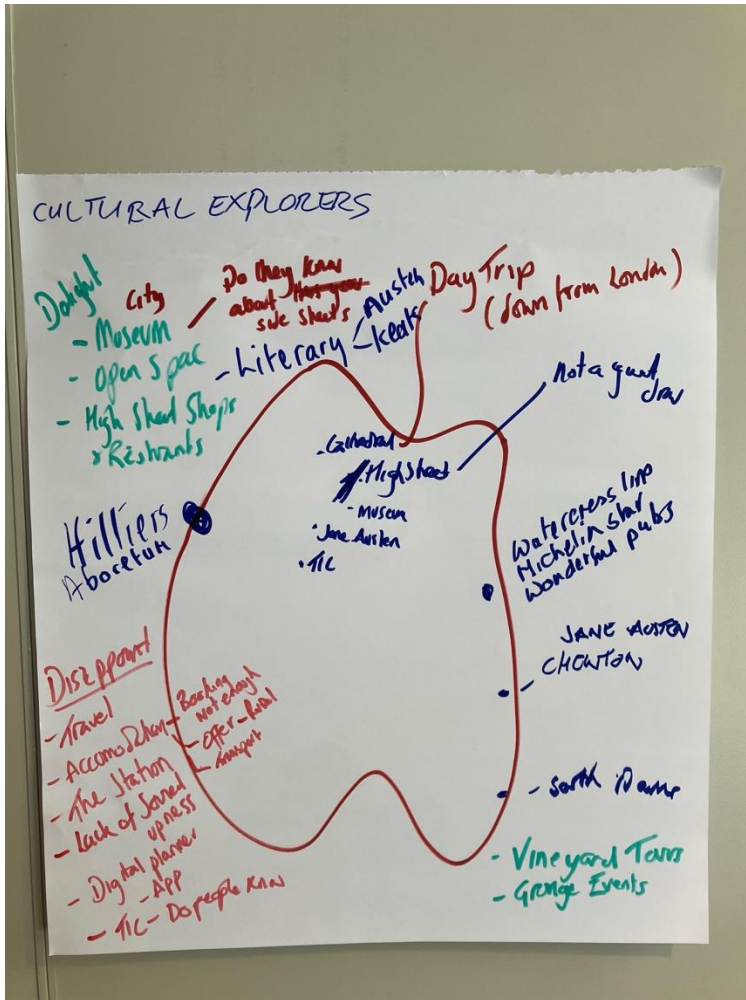
events / festivals
Wild swimming
Boating / water sports
fox things
Cathartan

finishes for accessible guests - changing places

COST PARKING!!!
ACCESSIBLE FLEXIBLE TICKETS
LOOSY CHAN

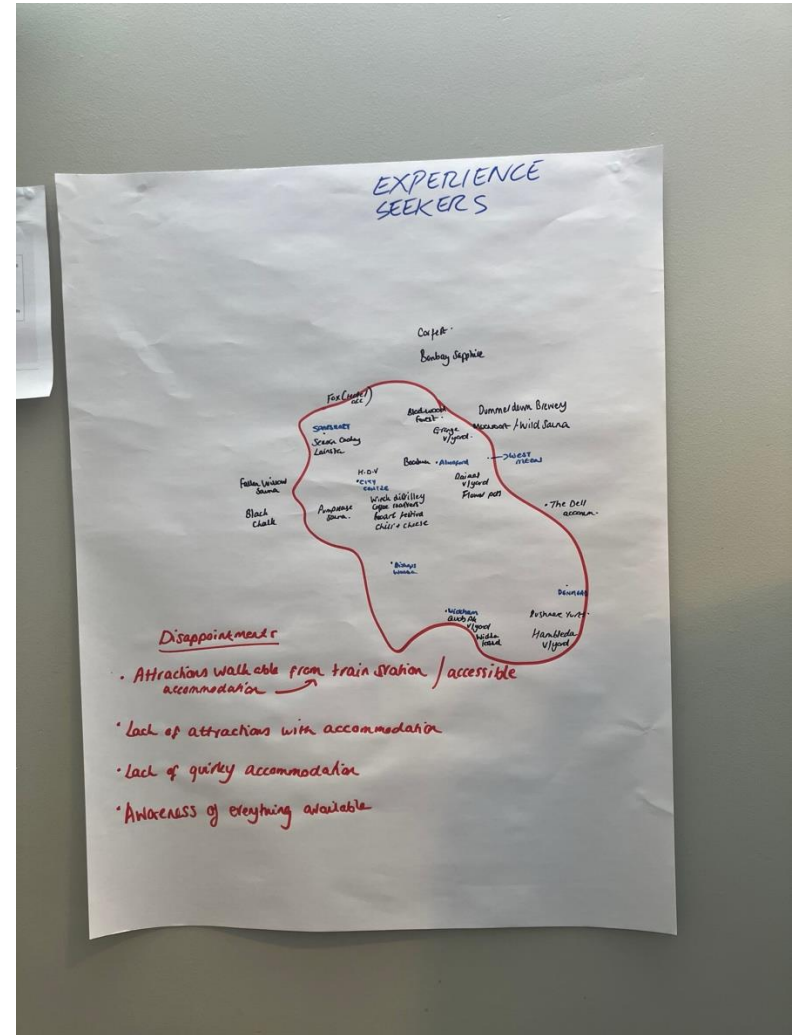
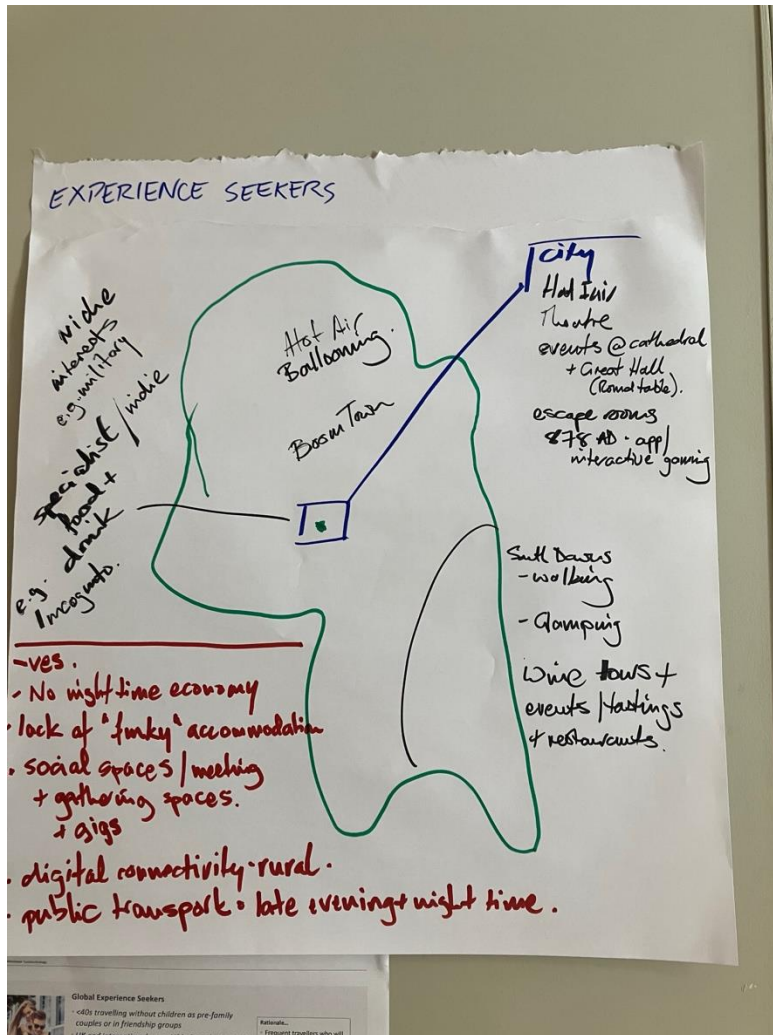
Wednesday 9 July

Cultural Explorers

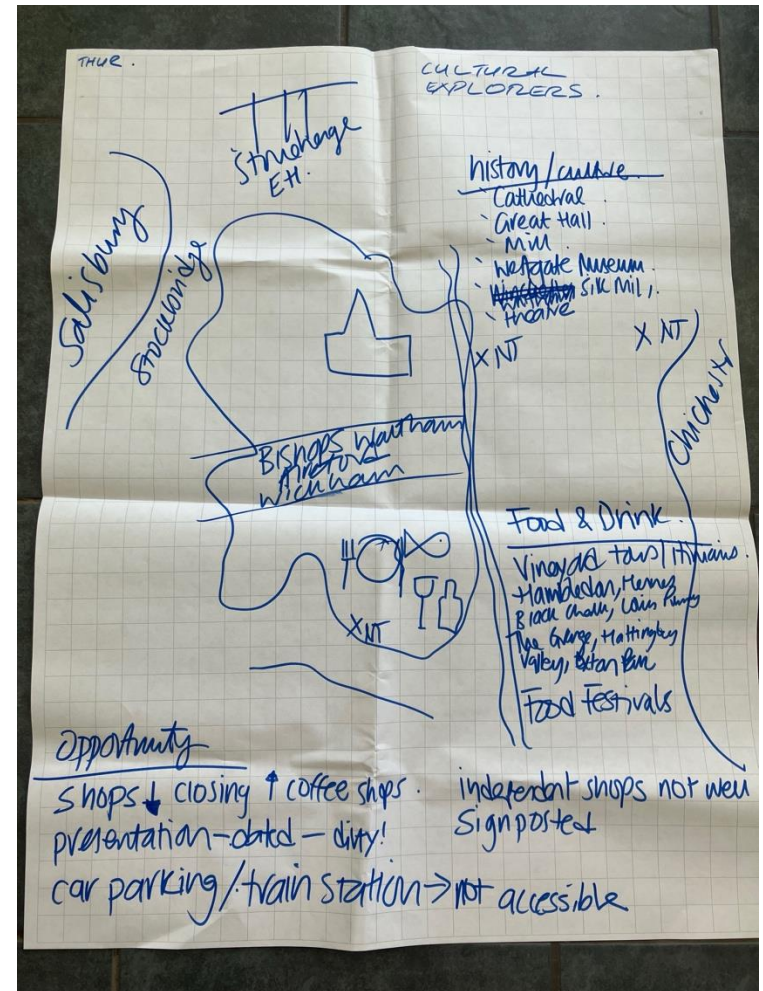
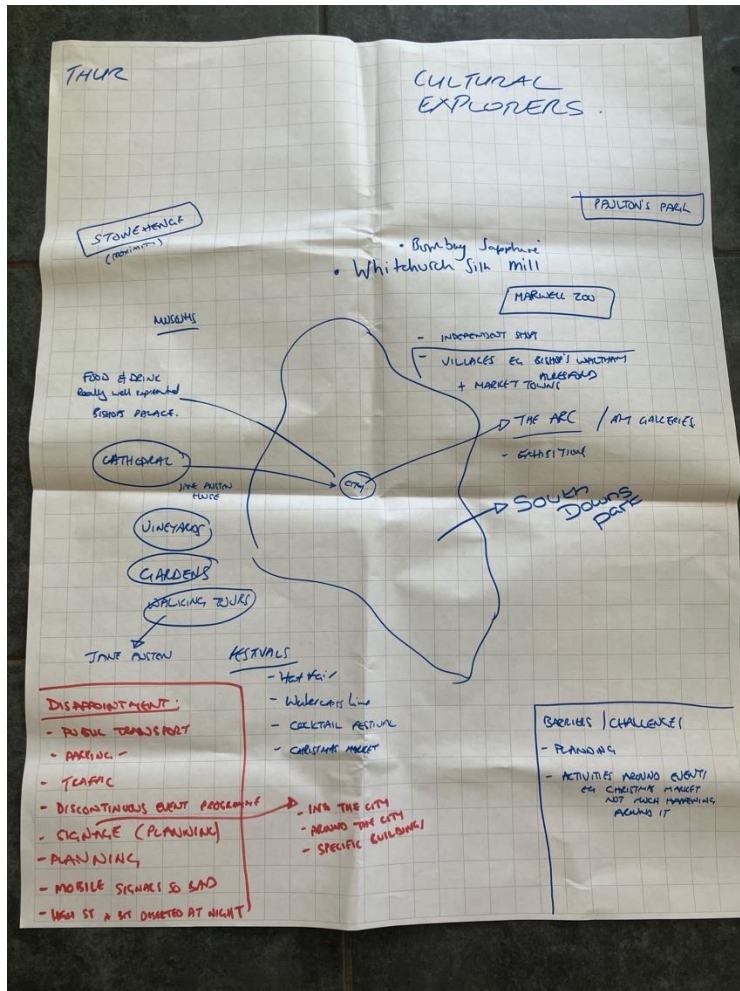


Wednesday 9 July

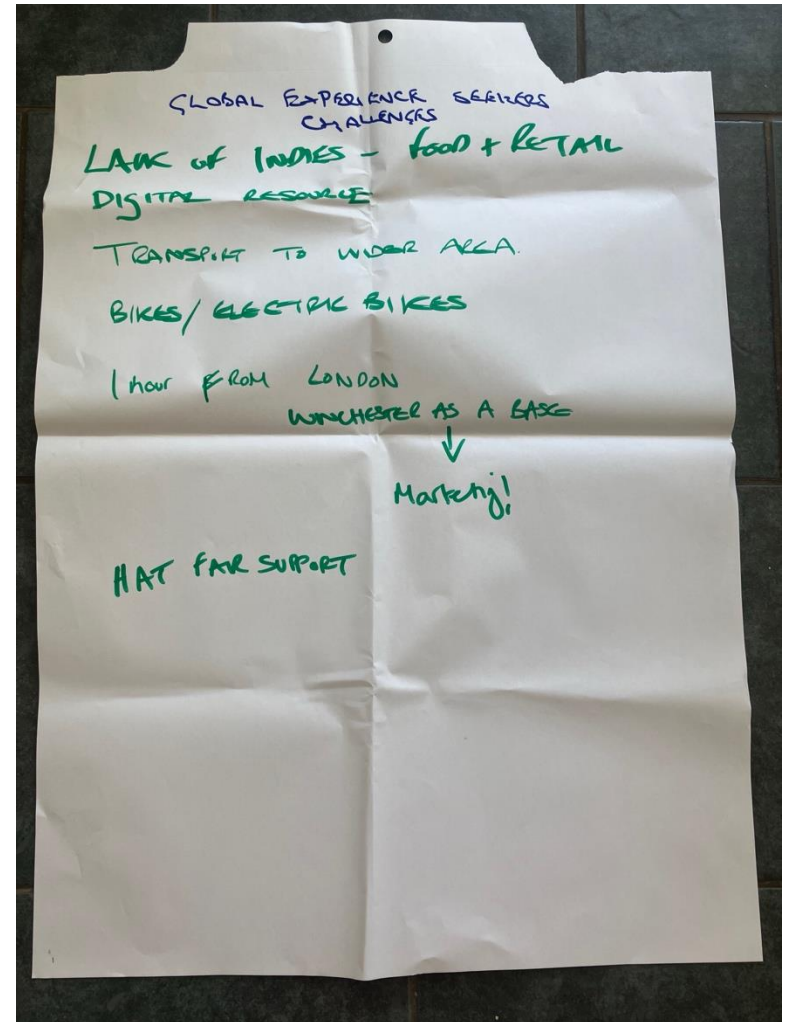
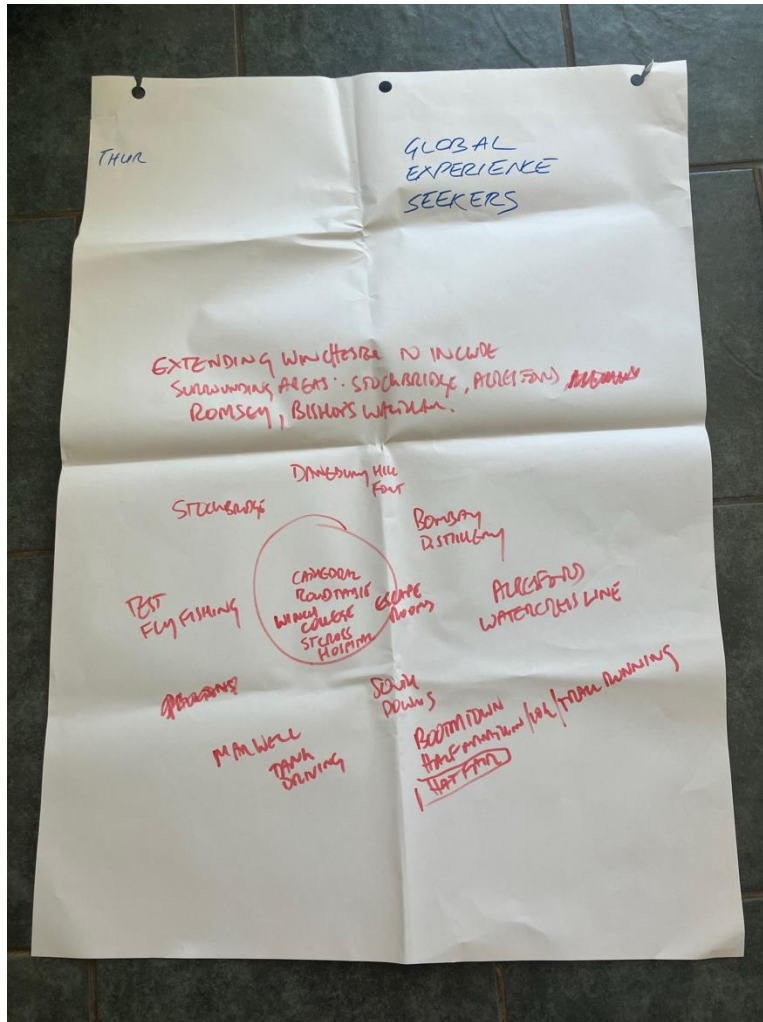
Experience Seekers

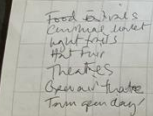


Thursday 9 July Cultural Explorers



Thursday 9 July
Experience Seekers





Gap S

- Transport Links
- Accommodation
- Laundry / Expense
- Accessibility
- Inclusivity for neurodiversity
- Good design
- Modernise
- International Approach
- More Fun Physical Activities
- More Fun engaging in future generations

CURIOUS FAMILIES

Golden
Horn

James
Horn

native birds
 Linnell
 Wincote
 St Giles
 St Catherine's Hill
 878 / 100000

staircase /
escape routes

Maxwell

Bushy's Waltham Palace

Paulton's Hilliers
Ramsay Roofs

Whiteley
Sue
Carter
Carter

- o Royal Victoria Country Park

THINKING DIFFERENTLY



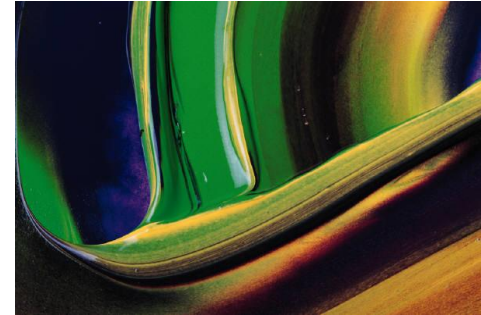
Thinking differently ...

- ▶ *Each group has been allocated a 'sense'*
- ▶ *Imagine how you would describe Winchester using only this sense.*
- ▶ *Capture your thinking on a flip chart*
- ▶ *Be prepared to feed back!*



Colour - Workshop 1

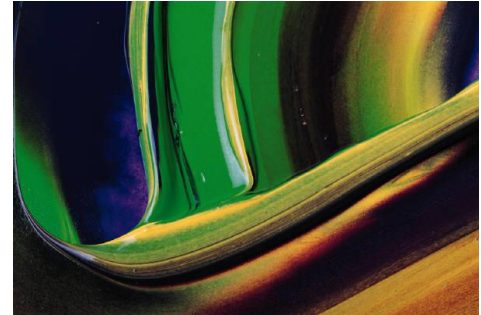
- ▶ *Green - watercress, grapes, landscape, fields, military museums, Christmas market*
- ▶ *Blue – sky, water in rivers & streams, tradition*
- ▶ *Grey – stone, heritage, flint*
- ▶ *Sparkle – trout, water*
- ▶ *White- chalk, cheese, bunting*
- ▶ *Pink – blossom, blooms, Hampshire pork*
- ▶ *Red – Christmas market*
- ▶ *Yellow – straw bales*
- ▶ *Orange - autumn*
- ▶ *Multi-coloured – hanging baskets, Hat Fair, bollards/art, butterflies, bunting (red, white & blue)*



Farrow &
Ball shades

Colour - Workshop 2

- ▶ *Green - trees in the city, open spaces of South Downs*
- ▶ *Blue – open skies of National Park*
- ▶ *White – chalk*
- ▶ *Autumn colours*
- ▶ *Lavender fields*
- ▶ *Grasslands – spring flowers*
- ▶ *Colourful – Bunting, Christmas decorations & festivities, Hat Fair, Buskers, characters*
- ▶ *Gardens - Abbey Gardens, ornamental planting elsewhere*
- ▶ *Hanging baskets*
- ▶ *Muted colours in branding*
- ▶ *Buildings – sandstone, brown of stone & brick, grey concrete*
- ▶ *Streetscapes – shop windows, flags, people & their outfits, signage/road signs, colour on Google Maps, buses, cars, posters*



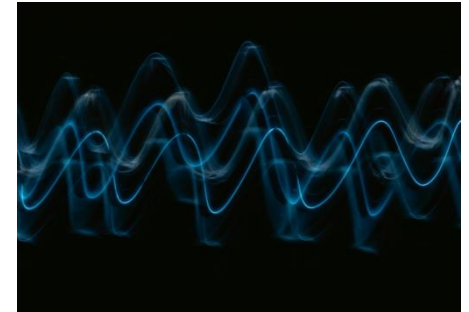
Colourful
buildings in
Alresford

Sound - Workshop 1

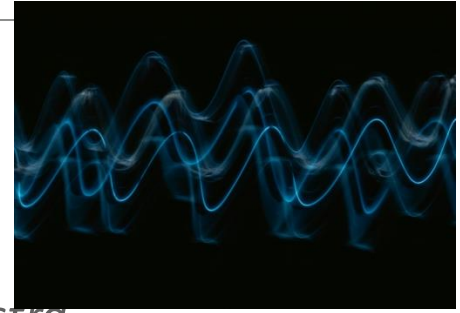
- ▶ *Community - bustling high street, people buskers, market, children, dogs, performances & festivals, dogs*
- ▶ *Nature - tranquil, peaceful, bird song, swifts*
- ▶ *Heritage - bells, steam trains, military bands*
- ▶ *Water - stream bubbling*

Less appealing

- ▶ *Infrastructure— motorway, cars, traffic, trains, planes*
- ▶ *Urban life – Big Issue seller, homeless people, charity collectors*



Different
languages
being spoken



Sound - Workshop 2

- ▶ *Buskers - 'unique to Winch', Morris dancers/ MayFest*
- ▶ *Cathedral bells, choral music, organ, Hampshire youth orchestra*
- ▶ *Crunch of gravel*
- ▶ *Christmas – community choirs & bands*
- ▶ *Play parks - children playing, laughter*
- ▶ *Nature sounds in parks & reserves*
- ▶ *River sounds – canoeing, paddleboarding, wild swimming, splashing, fun*
- ▶ *Zoo – gibbons & flamingos*
- ▶ *Market sounds, sizzle of outdoor food stalls*
- ▶ *Echoes of the past, history tours*
- ▶ *Music – Boomtown, chamber music*
- ▶ *Range of languages*
- ▶ *Silk Mill – working machinery, looms, industrial heritage*
- ▶ *Students*
- ▶ *Plus: Traffic, sirens, building construction*



Buzz of
activity, life,
leisure &
sport

Smell - Workshop 1

- ▶ *Fresh air*
- ▶ *Wild flowers*
- ▶ *Lavender*
- ▶ *Chalk streams*
- ▶ *Foodie – BBQ grill, churros, coffee*
- ▶ *Markets – fruit & veg etc*
- ▶ *Christmas market – mulled wine, all spice, chestnuts*
- ▶ *Watercress line – steam*
- ▶ *Vineyards, gin distilleries, brewers*

Plus:

- ▶ *Car & train fumes*
- ▶ *Drains*
- ▶ *Gas leaks (construction)*



Steam from
the
Watercress
Line

Smell - Workshop 2

- ▶ *Grass, especially with heat on it*
- ▶ *Water meadows*
- ▶ *Flowers*
- ▶ *Lavender*
- ▶ *Food & drink – eateries, different cuisines, street food, fish & meat stalls*
- ▶ *Cleaner air quality*
- ▶ *Inside Cathedral & Great Hall – old stone, incense, wood, books*
- ▶ *Botanicals – Bombay Sapphire Distillery*
- ▶ *Roses in Deanery Garden*
- ▶ *Smoke from Watercress Line & steam trains*

Plus:

- ▶ *Exhaust fumes*
- ▶ *Country smells – muck spreading in September, horse manure*
- ▶ *Bin smells*



The smell of
history

Taste - Workshop 1

- ▶ *Diverse/ global cuisine*
- ▶ *Festivals – drinks & food*
- ▶ *Fresh – from markets, meat, selling from farm*
- ▶ *Local produce - Jude's ice cream*
- ▶ *Watercress – spicy/distinct*
- ▶ *Wine – fizz, upmarket*
- ▶ *Gin, beer, cocktails*
- ▶ *Cheese*
- ▶ *Rural/agricultural*
- ▶ *Farm shops*
- ▶ *Coffee/roasters*
- ▶ *Authentic*
- ▶ *Lavender*
- ▶ *Trout/ chalk streams*



Spicy
watercress

Taste - Workshop 2

- ▶ *Local focus – Hampshire Fare*
- ▶ *Good range of options – cafes, pubs, farm shops, restaurants (e.g. Bar Lento), festivals (watercress), markets (Farmers', Christmas with mulled wine), coffee shops, distilleries*
- ▶ *Vineyards e.g. Black Chalk, Hattingley*
- ▶ *Many independents*
- ▶ *Wide range of cuisines*
- ▶ *Local produce – chalk stream trout, Isle of Wight tomatoes, cheese, fizz, chocolate, micro herbs, watercress, Jude's ice cream, Shoal gelato, venison, coffee, gin, olives*
- ▶ *Cocktail Week*
- ▶ *BBQ/outdoor cooking*
- ▶ *Pop-up catering vans*
- ▶ *N.B. Tend to close early, although trade responding to customers' changing patterns of behaviour*



English
sparkling
wine

Texture - Workshop 1

- ▶ *Stone*
- ▶ *Grass*
- ▶ *Water*
- ▶ *Nature*
- ▶ *Bark/forest*
- ▶ *Cobbles*
- ▶ *Hilly*
- ▶ *Chalk*
- ▶ *Crumbly*
- ▶ *Spongy*
- ▶ *Soft*
- ▶ *Clean*
- ▶ *Makes you feel - calm, safe, happy, relaxed rejuvenated, inspired*
- ▶ *Not – dusty, gritty, grimy, stark, sterile, industrial*



The feel is
lazy Sunday
afternoon
vibes

Texture - Workshop 2

- ▶ *Water- chalk streams*
- ▶ *Stone/cobbles/ flint*
- ▶ *Flagstones*
- ▶ *Embroidery & stained glass in Cathedral*
- ▶ *Bronze sculptures*
- ▶ *Buildings – brickwork, limestone mortar, timber*
- ▶ *Paper – bookshops, maps*
- ▶ *Grassland*
- ▶ *Chalk*
- ▶ *Silk mill*
- ▶ *Nature - moss, bark , foliage, hedging & grass*
- ▶ *Streets – signs, bunting, food & drink, asphalt*
- ▶ *Ornamental planting – formal & informal gardens*
- ▶ *Conversation*



Medieval tiles

HOW DO WE GET THERE?

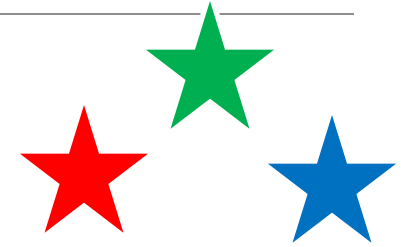


What does Winchester need to do?

Firstly, stand up and find another 2 people to make a group of 3

- ▶ *On post-it notes, write your ideas of what needs to happen*
- ▶ *One idea per post-it*
- ▶ *As many as you like!*
- ▶ *2 minutes*





Top Priorities – Workshop 1

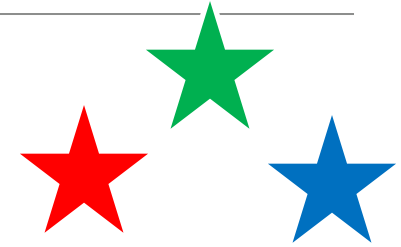
Group A

- ▶ *Joined up transport (city to rural) e.g. shuttle bus, open top tours, heritage bus*
- ▶ *Boutique accommodation in the city*
- ▶ *Café culture, more pedestrianisation, links to night-time economy*

Group B

- ▶ *More collaboration between city & rural, around events, attractions, food & drink, shops*
 - ▶ *Encouraging younger visitors 30+ by promoting contemporary offer, not always heritage focused*
 - ▶ *Broader advertising for non-Winchester residents*
-

Top Priorities – Workshop 1



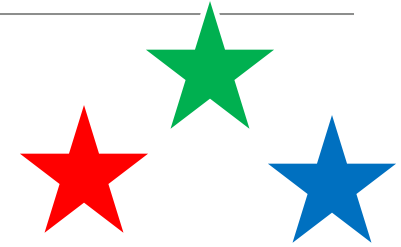
Group C

- ▶ *New twist on old, don't take visitors for granted i.e. Heritage PLUS..*
- ▶ *Sustainable transport e.g. linking rural attractions & vineyards*
- ▶ *Visitor advertising at key gateways*

Group D

- ▶ *Investment in the sector, or at least no decline e.g. Hat Fair funding*
 - ▶ *Clearer wayfinding – physical & digital*
 - ▶ *Growing the night time economy e.g. spaces for gigs, outdoor offer, restaurants opening later*
-

Top Priorities – Workshop 2

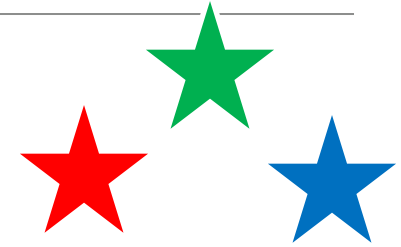


Group A

- ▶ *More collaboration between all groups involved in tourism*
- ▶ *Work with qualified social influencers to showcase wider offer i.e. so not focusing on just one venue*
- ▶ *Food network map and drive*

Group B

- ▶ *Better transport connections between city & rural plus Park & Ride for North*
 - ▶ *Younger nightlife/evening entertainment*
 - ▶ *Celebrating independent businesses more*
-



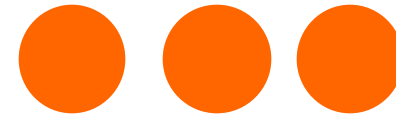
Top Priorities – Workshop 2

Group C

- ▶ *Branding – whole district strategy*
- ▶ *Investment in rural buses & clarity around timetables/ destinations*
- ▶ *Focus on fun for 15 – 30 year olds, inc locals and students – different/modern activities*

Group D

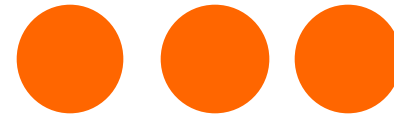
- ▶ *Rural transport links & better traffic management to create seamless experience*
 - ▶ *Modern approach to marketing with confident tone of voice*
 - ▶ *Inclusive options – Winchester welcomes all (including prayer, food, neurodiversity, LGBTQIA, accessibility/purple pound)*
-



Additional priorities

Brand & Marketing

- ▶ *Collaborative, joined up marketing for whole district*
 - ▶ *Clear brand, including strong theme e.g. Manchester & bees*
 - ▶ *Becoming a trade-ready destination (promoting to groups)*
 - ▶ *Promote better internationally, inc links to cruise passengers*
 - ▶ *Itineraries, including car & bus*
 - ▶ *Championing & supporting independents*
 - ▶ *Foster the local visitor market*
 - ▶ *More promotion of wellness - walking, cycling etc*
 - ▶ *Greater profile for military museums*
-



Additional priorities

Product

- ▶ *Support for Hat Fair*
- ▶ *Investment in a flagship attraction*
- ▶ *Better evening offer & supporting infrastructure (parking, lighting, seating)*
- ▶ *More hotel beds inc family, different price points, quirky*
- ▶ *More active & wellbeing experiences e.g. Lido*

Destination Collaboration

- ▶ *Sharing of visitor statistics to inform decisions*
 - ▶ *Collaboration with meaning & benefit e.g. PR partnership*
 - ▶ *Multi-attraction ticket/ city pass, or package deals*
 - ▶ *Visitor attractions network*
 - ▶ *Access to tourism training*
-



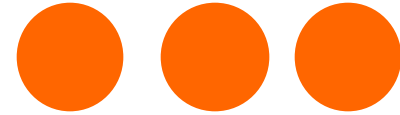
Additional priorities

Tourism strategy

- ▶ *A future-proof plan*
- ▶ *Aspirational visitor markets which aren't too niche*
- ▶ *Link to the cultural strategy*

Physical experience – transport/signage/access

- ▶ *Bus station improvements*
 - ▶ *Warmer welcome at train station*
 - ▶ *Strategy for good design across city & district*
 - ▶ *More access to the water in city centre*
 - ▶ *More meaningful start/end to South Downs Way*
 - ▶ *Defined cycle routes/paths*
 - ▶ *More visibility for park & ride*
-



Additional priorities

Other

- ▶ *Places for teenagers to go that aren't sporty*
- ▶ *Lower business rates*
- ▶ *Working closely with landscape designers and architects, planning etc*

What does Winchester need to do?

In your original 3 join with another group to make a 6 ...

- ▶ *Find a flip chart*
- ▶ *Sort and de-duplicate ideas*
- ▶ *Put the duplicates at the bottom of the flip chart*
- ▶ *If appropriate group similar ideas together*
- ▶ *2 minutes*



What are the priorities?

Now *in your group ...*

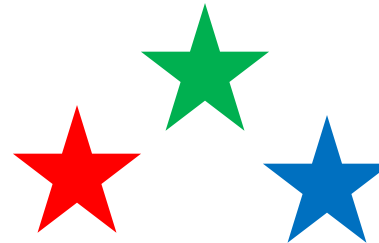
- ▶ *Sort the priorities with most dots to top*
- ▶ *Put the others to the bottom of the flip chart*
- ▶ *2 minutes*



What are the top priorities?

In your group ...

- ▶ *Agree your group's top 3 priorities*
- ▶ *Mark each with a star*
- ▶ *2 minutes*



SUPPORTING YOUR BUSINESS



What help or support does your business/organisation need?

- ▶ Recruitment
- ▶ Staff training
- ▶ Business Planning
- ▶ Marketing
- ▶ Digital skills
- ▶ Accessibility
- ▶ Going green
- ▶ Investment
- ▶ Something else?

My business/organisation
could do with help on ...



Your name & organisation

Wednesday 9 July...

Marketing
(profile)

Cultural
investment

Inclusion &
visibility

Better
connectivity

Marketing
to locals

Help reaching
customers

Business
planning

Engagement

Continued
collaboration &
tourism investment

Business support...

Developing
footfall

Helping make the
connections with
others

Supportive
leadership
(council)

Collaborative
marketing

Collaborative
marketing

A point of contact
in the council

Enabling
partnership

Accessibility

Thursday 10 July...

Investment
for
development

Identifying groups
to target based
on data

Everyone working
together

Sharing information &
research

Funding &
partnership

Data &
trends

Developing
bus routes

Business support...

Planning &
training

Opps for
networking &
collaboration

Open
communication

Marketing /
digital

Funding &
investment

Social media
marketing

Volunteer
network

Training – customer
facing skills

BLUE SAIL ▶

VISITORS PLACES DESTINATIONS

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