

Executive Summary

The visitgloucestershire Partnership CIC is the county Destination Management Organisation with a coherent and comprehensive vision for the development of the visitor economy and leisure & tourism business sector in Gloucestershire.

The partnership comprises eight divisions, strategically positioned to develop Gloucestershire on the Domestic and International leisure & tourism scene:

1) discovergloucestershire 2) tradegloucestershire 3) businessgloucestershire 4) food&drinkgloucestershire
5) educategloucestershire 6) ruralgloucestershire 7) digitalgloucestershire 8) globalgloucestershire

Some of the divisions constitute a comprehensive approach of the individual market they focus on, whereas others are linked with and are dependent on a collaboration with others. These divisions were selected and developed to optimise the attainment of the aims and objectives of the organisational vision and strategy as regards to:

- a) bring together a fragmented destination marketing organisation county network and assemble an over-arching destination management organisation
- b) provide a connection to trade markets to take brand Gloucestershire global
- c) align sector leisure & tourism business needs in a collaborative framework with local and county authority and business network support
- d) improving the viability of the leisure & tourism sector in Gloucestershire with shared knowledge, data gathering, shared experience and a business support network amongst partners
- e) upgrading the overall experience for consumers in advance of their visit, and during
- f) by providing an enhanced tourism product with significant value added combining all that Gloucestershire offers across the Severn Vale, Forest of Dean and the Cotswolds.

These set of aims are to be achieved within the framework of sustainable development that respects the natural and human environment whilst at the same time, maximises the benefits to the county visitor economy, leisure & tourism businesses, county communities and protects the environment. As with regards to the local communities, economic growth and increased overall commercial and social activity are expected to have a positive impact on the quality of life of the population and on all aspects of their social and cultural activities.

discovergloucestershire presents the strategy as regards to the consumer development of the Gloucestershire tourism product and covers five main sectors of the leisure & tourism product, namely 'accommodation', 'catering establishments', 'the organisation of travel and sightseeing', 'attractions' and 'special interest tourism' and includes sport tourism, family holidays, outdoor adventure, religious and cultural tourism, health tourism (medical and wellness), rural tourism, training and educational tourism (learning) and gastronomic tourism.

tradegloucestershire develops the county's connection to and facilitates relationships with, routes to domestic and international markets, this division will intensify its actions and efforts in networking and the exchange of knowledge using its connection to Visit Britain and Visit England through co-working UK trade programmes. Partners unite with shared knowledge and experience of the group travel market.

businessgloucestershire promotes meetings, incentives, conference and event tourism (MICE). The ultimate objective of the proposed actions is to establish Gloucestershire as an all year round business tourism destination, aiming at the longest possible operating period for hotels, non-accommodation venues, catering and other leisure & tourism related businesses and by extension, improving the sector viability as well as curbing the problem of unemployment by extending the employment of leisure & tourism staffing requirements throughout the year.

food&drinkgloucestershire brings together the food & drink sector, aiming to provide partner collaboration. Protecting the supply chain of local producers and enhancing the overall offering Gloucestershire has within the food & drink sector, showcasing everything that is great about our own resources, elevating the awareness of local Gloucestershire food & drink producers and supporting partners in the agricultural sector with diversification, amplifying AgriTourism and creating sustainability.

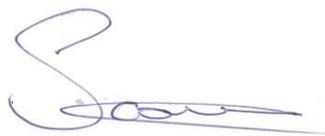
educategloucestershire supports those employed in the tourism sector, working with partners to elevate the training needed to enhance service delivery, product offering and retain skills and experience in Gloucestershire. Working with education partners, the partnership provides an outreach to future proof talent, combining industry and education to protect the county's future talent pool, avoiding leaked loss of talent to other destinations. Responsibility for the development and retainment of skills will require a partnership amongst the private and public sectors incorporating a focus on diversity and inclusivity.

ruralgloucestershire focuses on our rural sector communities, enhancing the awareness, the investment initiatives and requirements with the aim of upgrading the product, the transport connections, taking into consideration the demands of the tourism markets of rural Gloucestershire. The partner initiatives offer incentives to support the existing rural leisure & tourism industry and to promote work to maintain, improve, upgrade and renovate the existing infrastructure.

globalgloucestershire focuses on an international framework with regards to connecting Gloucestershire with international partners. Developing connection between domestic partners and international markets, both strategically as part of a business framework but also combining the skills and experience of local ambassadors to connect Gloucestershire to a wide international community.

digitalgloucestershire focuses on what Gloucestershire will look like in the future. How can partners use technology now and in the future to enhance consumer experience, how can we use technology to take brand Gloucestershire to wider and newer audiences and educate a industry on all things technology in Travel. The partnership network brings together digital skills and experience and enhances through shared knowledge and collaboration the overall connection Gloucestershire has to its future.

Gloucestershire has an opportunity to collaborate, The visitgloucestershire Partnership will go on to develop a county wide strategic framework in the form of a Destination Management Plan that is inclusive to all parts of Gloucestershire, incorporating leisure & tourism businesses, local and county authorities and supporting business networks, the partnership offers a solution to both the short and long term needs of the leisure & tourism sector in Gloucestershire.



Steve Gardner-Collins
The **visitgloucestershire** Partnership
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