

Strategic Principles: Tourism and the Visitor Economy

Purpose: Helping deliver a strong visitor and tourism economy.

Vision for Tourism

"Working in partnership with others to present a clear, compelling message about the area's unique tourism strengths, which has the active support of local businesses and communities, and which is founded on the highest standards of visitor welcome".

The vision & strategic principles are underpinned by 7 guiding principles:

Sustainable growth: which is better than the national average and mindful of its environmental impact;

Value not volume: marketing campaigns encourage visitors to stay overnight, stay longer, spend more, and to return;

A distinctive offer: investing in a "sense of place";

An inspiring message: backing a coherent identity which builds on acknowledged market strengths;

A strong partnership approach: which avoids duplication and clarifies roles;

Local ownership: initiatives have the widespread backing of business communities;

Quality experience: offering excellent, easily-accessible information and joining up services to make high-quality, memorable experiences.

To deliver the Vision we will focus on four main Strategic Areas

1. **Marketing the District as a destination to deliver sustainable economic and visitor growth.**

For example, this will be achieved by focussing on:

- understanding our customer base through the use of data (i.e. research and intelligence);
- the promotion of the town centres (i.e. Warwick, Leamington Spa and Kenilworth) and the wider District to grow the visitor economy;
- establish and develop key brands, especially focussing on the castles and historic environment;

- an 'attract and disperse' tactic;
- working with national, regional and sub-regional partners.

2. Place Shaping to create a distinctive destination experience.

For example, this will be achieved by focussing on:

- the development of local planning policy and economic development policies which develop a sustainable tourism and the visitor economy;
- targeted inward investment in the town centres and wider district which strengthens the district's unique sense of place;
- development of unique physical assets, such as the castles and the opportunity to develop the mere in Kenilworth;
- celebrating local distinctiveness.

3. Business Engagement to strengthen industry-led co-ordination and advocacy.

For example, this will be achieved by focussing on:

- the appointment of a local champion to lead the development of a three year destination management plan;
- representing the view of the district's tourism sector and advocating its importance to influence policy;
- measuring performance and understanding success;
- supporting business in the tourism sector;
- developing networks to build tourism businesses;
- helping to develop key skills needed by tourism businesses.

4. Visitor Services to enhance the quality of visitor information and welcome.

For example, this will be achieved by focussing on:

- the importance of Warwick as the district's visitor information hub;
- the co-ordination of local visitor management projects;
- the extension of visitor information services by working with local tourism operators;
- visitor services and ensuring that they are accessible to all.