



WELCOME

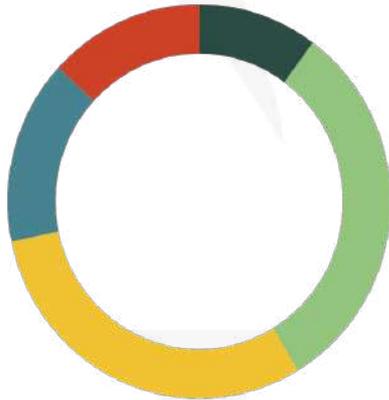
MARCHES 2020 FORUM



90% Excellent or Good reviews since acquisition

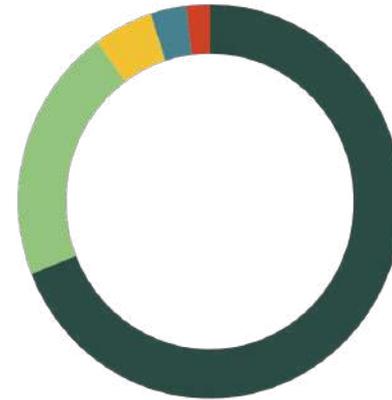


Review Status at 19/08/2018



● Excellent - 10% ● Good - 31% ● Average - 30% ● Poor - 15% ● Terrible - 13%

Review Status 20/08/2018 - 30/12/2019



● Excellent - 69% ● Good - 21% ● Average - 5% ● Poor - 3% ● Terrible - 2%



MARCHES 2020 TOURISM FORUM





Christian Dangerfield

christian@greendragonhotel.com

Visit Britain: “Britain Visitor Economy Facts 2019”

Tourism is predicted to grow...



+6%

international demand growth p.a.

+1.5%

outbound demand growth p.a.

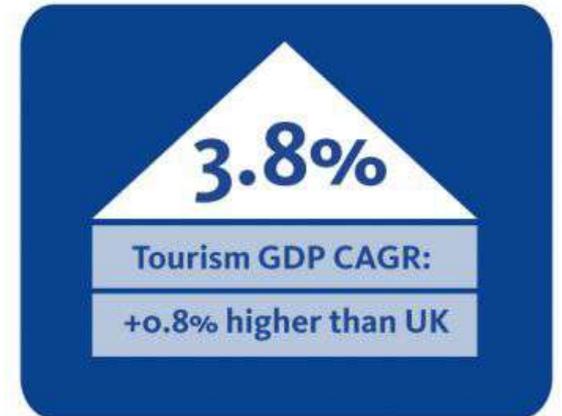
+3%

domestic demand growth p.a.

...and be worth

£257.4bn
by 2025

providing...



Visit Britain website: “Things to Do”

London	356
Cotswolds	41
Cornwall	34
Lake District	31
Cheshire	14
Powys	4
Shropshire	1
Monmouthshire	1
Herefordshire	0



The Marches Visitor Economy

“The Marches has a very low profile in the marketplace...

A **lack of strategic support** for the visitor economy, **changes to how destination activity** is organised, **under-resourcing** and a tendency to **fragment funds across a wide geography** have all taken their toll on the market positioning of the Marches and in delivering a consistent high-quality visitor offer.”

“Visitor Economy Strategy for the Marches” Blue Sail Consultancy June 2019

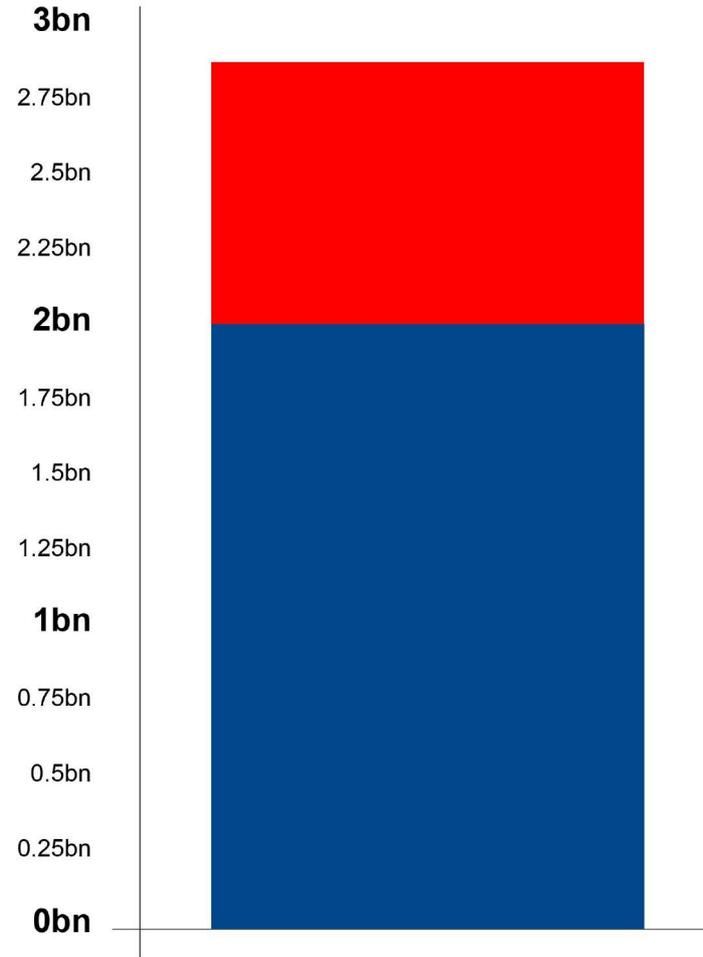
The cost of failure

	Day Visitor Spend	Day Visitor Value pa (m)	Stay Visitor Spend	Stay Visitor Value (m)	Total Visitor Value (m)
U.K. Average	£35		£337		
Marches Average	£27		£241		
Marches Total		£594		£1,564	£2,168
Upside to UK Average		£175		£623	£798

Sources: STEAM, Blue Sail Consultancy

The cost of failure

£800 million



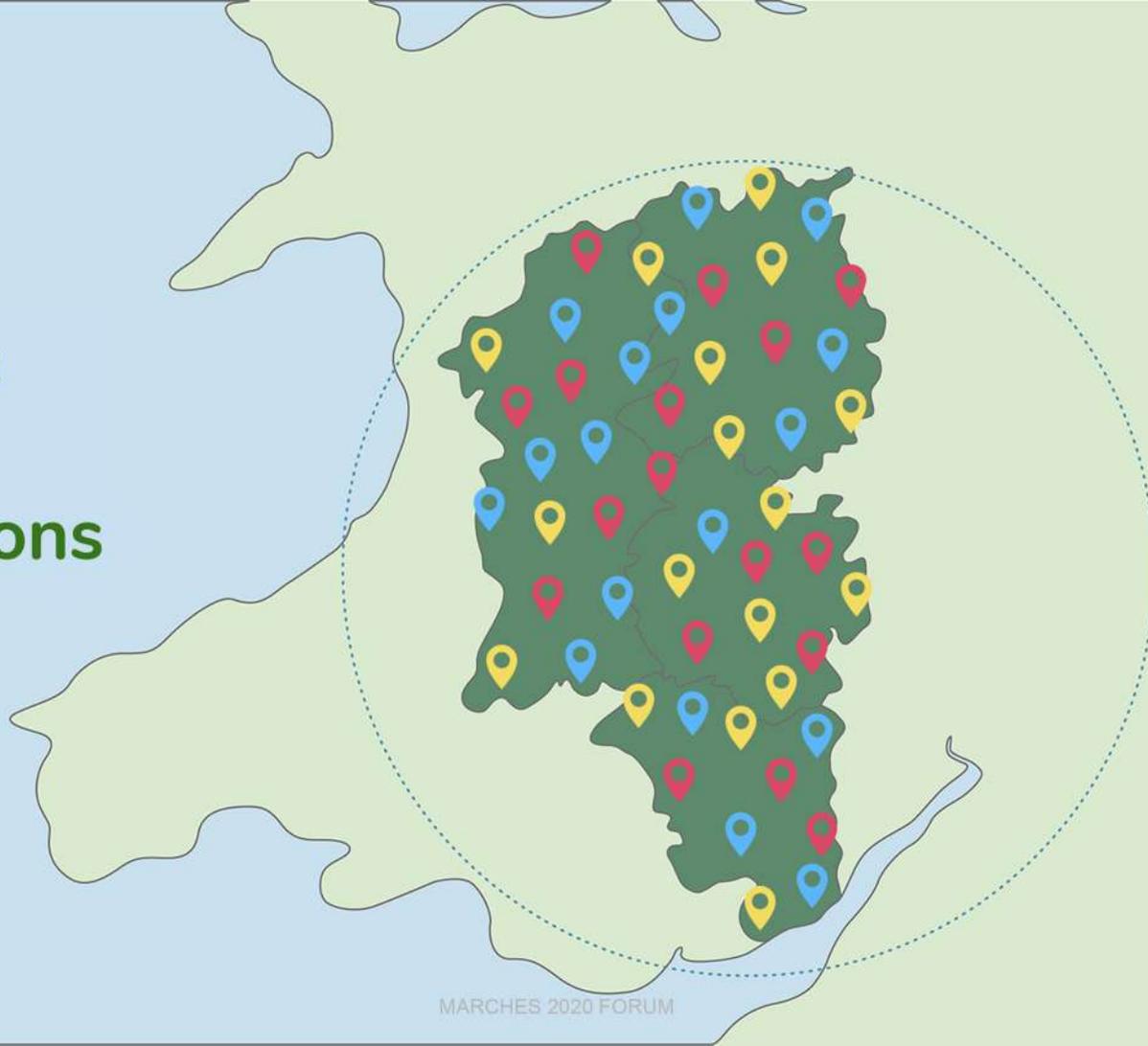
What is the Marches?



- 9,000 square miles
- 800,000 people
- Huge Staycation potential



Multiple Visitor Attractions



- 5 million people within 60 minutes drive
- 3 international airports
- 25 million visitors a year



A map of the United Kingdom is shown in light green. A specific region in the north and east of England is highlighted in a darker green and enclosed within a dotted circular line. Overlaid on this map is the text '£2BN' in a large, bold, red font with a white outline.

£2BN

Katrina Michel

CEO of Visit Cheshire 2013-2018

Cheshire's tourism economy grew by 75%

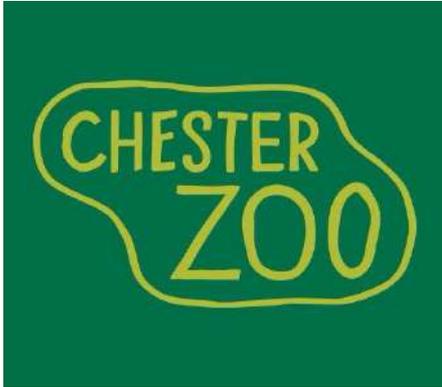
Now worth £3.5 billion p.a.

Employs more than 36,000 people

“Think Big. Think Different.”

Our Hero Products

Chester Zoo



Jodrell Bank



Cheshire Oaks



Chester Races



'Discover England Fund' projects



Arts Council England Cultural Destinations Fund



CHESHIRE
WHERE SCIENCE
meets nature

Great Local Attractions

Ice Cream Farm



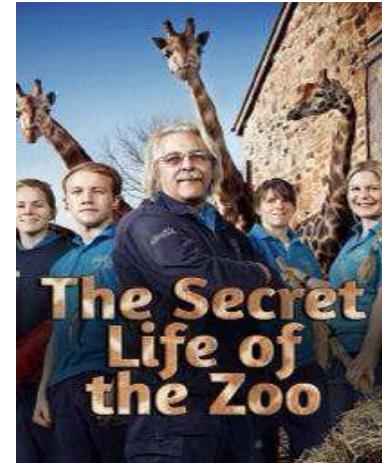
Quarry Bank Mill



Cheshire Residents Festival in English Tourism week



Filmed in Cheshire



Your new best friends Andrew, Sally and Stephen



Lay some trails

23:28 Wed 1 Jan

Not Secure — old.yorkshire.com

51%

Welcome to Yorkshire
yorkshire.com

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HOME WHAT TO DO WHAT'S ON WHERE TO STAY PLACES OFFERS GETTING AROUND JOIN IN

THE OFFICIAL VISITOR SITE FOR YORKSHIRE
HAVE A BRILLIANT YORKSHIRE!

My basket

Home > What to do > Delicious Trails > Delicious Tea Trail

DELICIOUS TEA TRAIL

Tweet

Like Sign Up to see what your friends like.

Follow @Welcome2Yorks 269K followers

ALE TEA FISH & CHIPS DAIRY TO DELI WENSLEYDALE DELICIOUS TRAILS HOME



INTRODUCTION

Welcome to Yorkshire's Delicious Tea Trail which will give you more than a taste of the fabulous tea offer right across Yorkshire.

There's nothing quite like a good cup of tea – whether it's enjoyed in the afternoon with cakes or sipped outdoors while admiring the county's stunning natural beauty.

Our trail features everything from information on our wonderful producers and tea companies to places in perfect surroundings where you can enjoy a good brew. While we couldn't fit in every place to enjoy a good cuppa, these examples highlight some of the ones definitely worth a visit.

So enjoy exploring and we truly hope our trail will be everyone's cup of tea.



Image: Rossden Moor

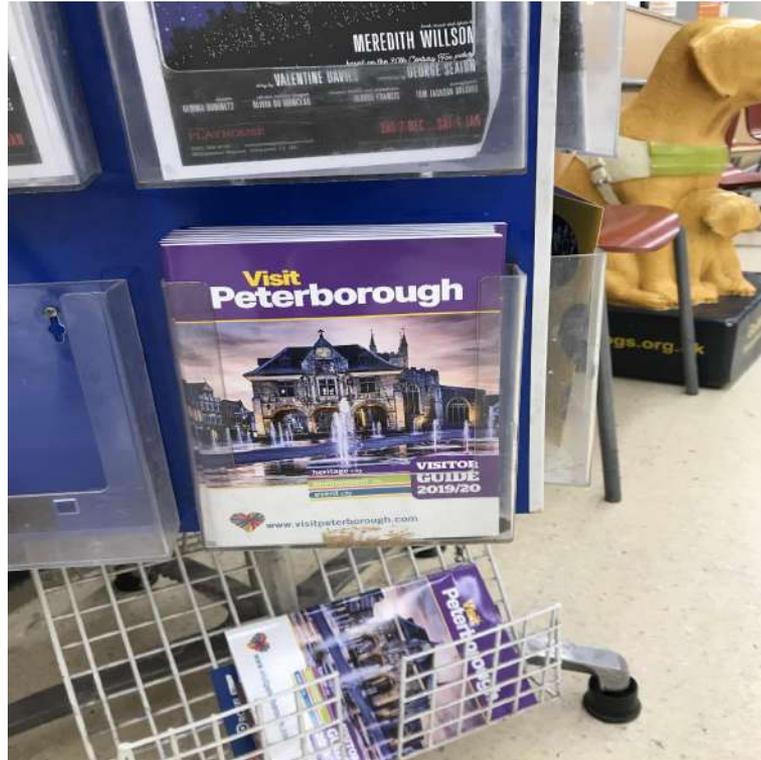
Embrace your inner woke



Make it Social



Don't...



Good Luck

Katrina Michel

<http://linkedin.com/in/katrinamichel>

Culture and Heritage



Nic Millington



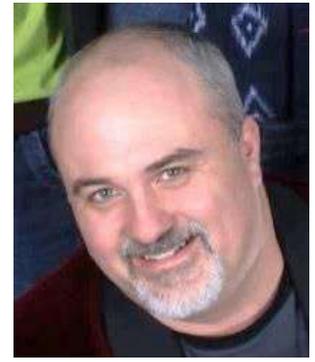
Clare Purcell



Tim Evans



Lauren Rogers



Ed O'Driscoll



**RURAL
MEDIA**

What is Cultural Tourism?



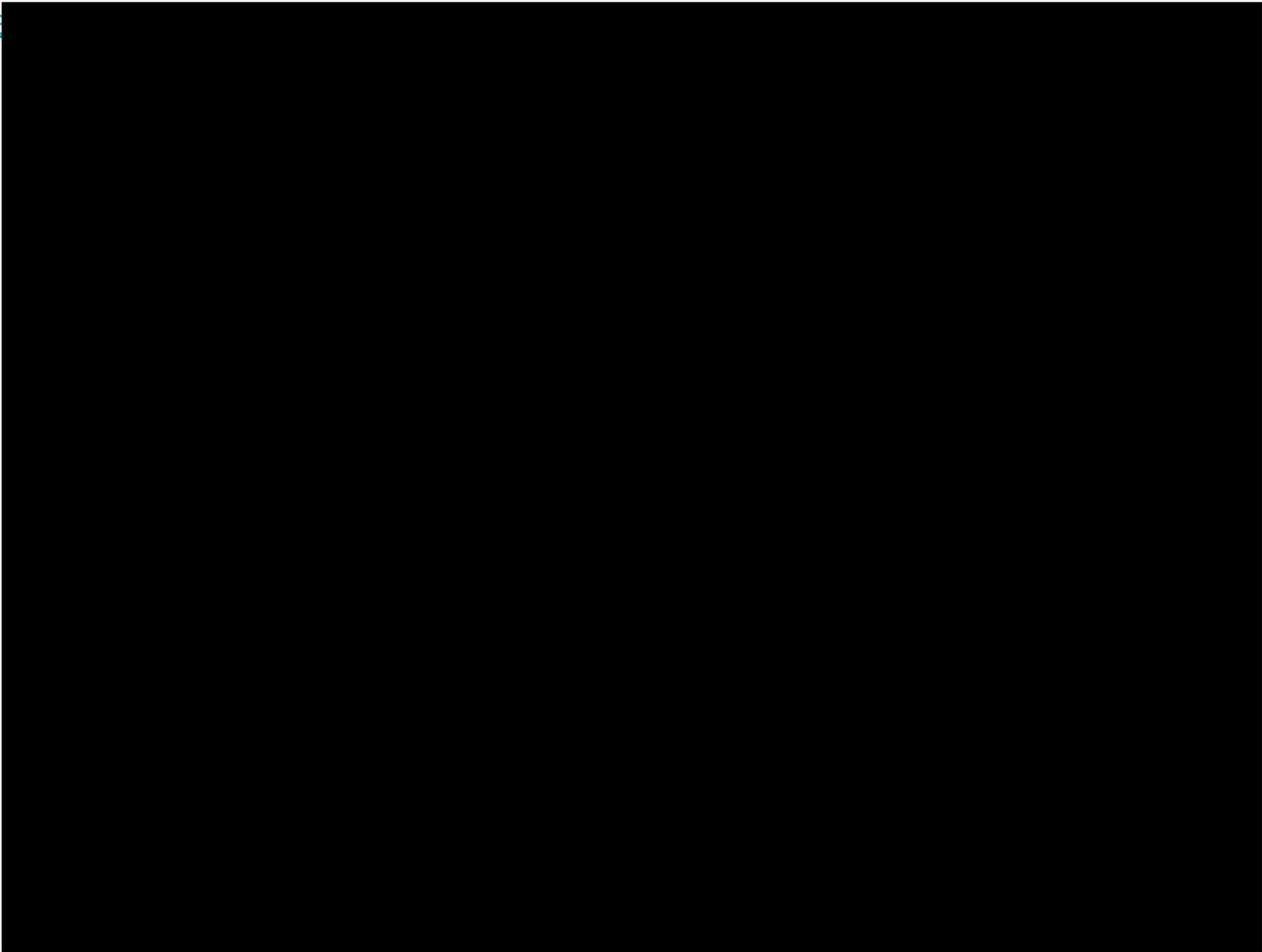
What do tourists want?

70% of tourists want immersion in local culture.

36% are most attracted by Heritage and History.

30% are most attracted by Culture.

Emotional impact	Different experiences	Immersion
To be moved and inspired	Spiritually enriched	Share with the 'natives'
Astonished and amazed	Intellectually nourished	Not just a spectator
Awed and intrigued	Surprised, stretched	Genuine, authentic experiences
To feel welcome	Sense of discovering new places and things	



The Box of Delights, Hereford



2Faced Dance, Tim Evans, the Green Dragon Hotel

Museum without Walls, Ross on Wye



CreateRoss

Mother and Child,
Berrington Hall

Oliver Jones,
Meadow Arts



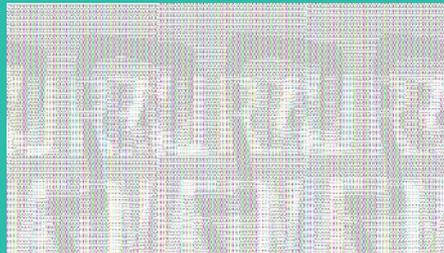
MARCHES 2020 FORUM

Nic Millington

Rural Media

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www.ruralmedia.co.uk



BREAK

Food and Drink



Martin Orbach



Dorian Kirk



Gabe Cook



James Swift



Bill Sewell

What is Food Tourism?

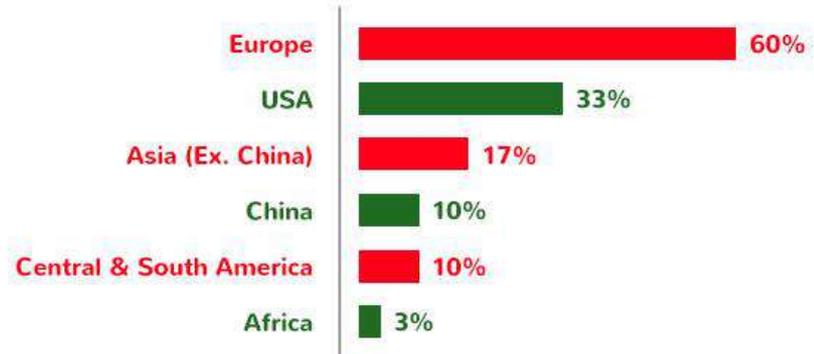
“Food is now a main motivation for travellers choosing their destinations. Travellers are spending more time and money on unique food and beverage experiences.” World Food Travel Association

27.6% say popularity of a destination for F&D helps decide where they go on holiday

Millennials are nearly twice as likely as Baby Boomers to cite F&D popularity as a reason for choice of destination

Global Data: Key trends in Culinary Tourism 2018

Global: Which of the below regions do you associate with high quality food/drink products?



Source: GlobalData Consumer Survey Q4-2016

What is Food Tourism in The Marches?

Our Heritage



Great Producers



Great Places to Eat



Experiences



**How do we
join the dots?**

TASTE THE ATLANTIC

A SEAFOOD JOURNEY





Road tripping back to Aberystwyth by Esyllt Sears

Welsh comedy writer and performer, Esyllt Sears, shares her favourite places to visit around her hometown, Aberystwyth.

Wellness Activities | My Place | Food

| Winter | Outdoor

📍 MID WALES



Rob Morgan's guide to Gower

Fifth-generation farmer Rob Morgan of Gower Fresh Christmas Trees has lived on the Gower Peninsula his entire life. Rob shares his favourite hidden places and autumn / winter activities - discover what you can do on Gower during the colder months.

Family | Wales Coast Path | Coastline

| Food | Autumn | Winter | Outdoor



Food and drink wonders of the Wye Valley

Food and drink wonders of the Wye Valley by Silver Circle Distillery owner, Nina Howden

Countryside | Food | Drink | Outdoor

📍 WYE VALLEY AND VALE OF USK



Interesting eats along the Welsh-English borderlands

There are some great places to eat along the border between Wales and England. Kacie Morgan of The Rare Welsh Bit blog shares her favourites with us - discover an edible treasure hunt along the Welsh borders.

List | Food | Restaurant | Drink



The Welsh whisky revival

Discover the history of the Penderyn



Anglesey's accidental chef

Discover how Ellis Barrie has transformed







**A MOVEMENT FOR
RESTAURANTS WHO
BELIEVE LOCAL
FOOD MATTERS.**



How do we join the dots?

Over to you....

LUNCHTIME

The importance of being idle



Tom Hodgkinson

@idler.co.uk



IDLER

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BOOK OF THE WEEK: SQUARE HAUNTING

The story of a radical square in Bloomsbury

FROM THE
EDITOR'S DESK

MOST
POPULAR



Book of the Week:
Square Haunting



Zen and the art of
dishwasher maintenance



The Drunken Hairdresser



Book of the Week:
Coventry



IDLER



Eco and Values Tourism



**Richard
Hammond**



**Clare
Hearne**



Ed Busby



**Rob
Finley**



**Angela
Martin**

Eco and Values Tourism

Richard Hammond

richard@greentraveller.com

@greentraveller

greentraveller
productions

words | pictures | films

Eco and Values Tourism

What is Eco Tourism?

“Responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education”

The International Ecotourism Society

Eco and Values Tourism

The Opportunity for Rural Areas:

- Overtourism
- Urban Population Growth
- Climate Crisis

Inspiring Sustainable Tourism in Protected Landscapes



The Protected Landscapes of Wales



Inspiring Sustainable Tourism in Protected Landscapes



Eco and Values Tourism

Collaboration and Importance of Networks

Example: COAST Project

The network provides the opportunity for an association of organisations and individuals committed to the successful development of sustainable tourism in Cornwall to exchange ideas, knowledge and expertise.

Green Certification Networks

Green Key Wales

Green Tourism Business Scheme

Ultimate

ACTIVITY COMPANY



HIRE
A
CANOE

What is glamping and how does it fit into the eco-tourism sector?





It's estimated that there are around 3,300 individual glamping units in the UK spread across 2,500 operational sites

The Marches counties make up 9.5% of these operational sites

50% of glamping stays are based on special occasions

Over 60% of stays booked by couples

MARCHES 2020 FORUM

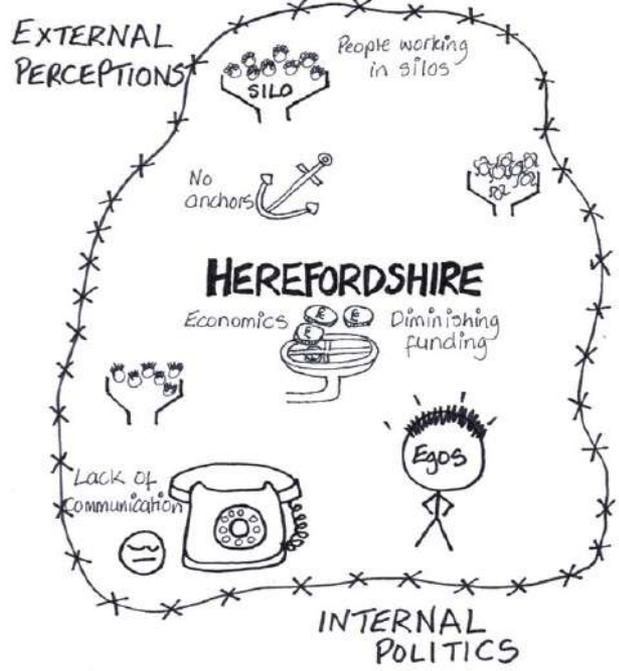


Who are the main operators and why have they entered the industry?



Community wellbeing: creating a centre of excellence

WE HAVE A DREAM



Improve Communication



Allinteractive

Inclusion Project Herefordshire
Marches Family Network



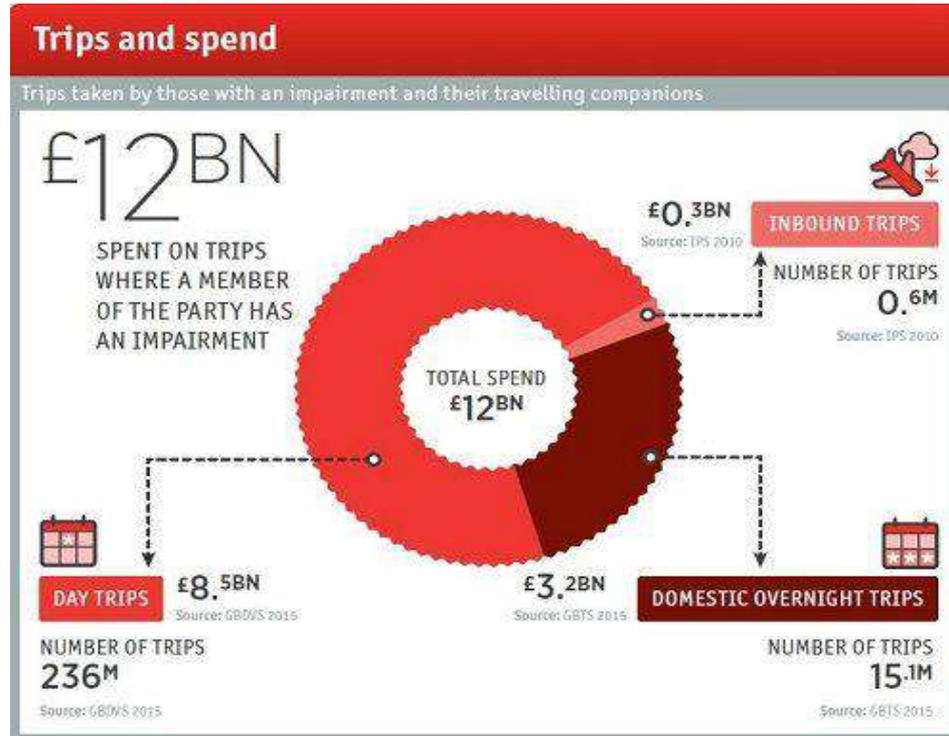
MFN provides short breaks for disabled children and young people and siblings, together with support and signposting for families.

What counts most of all is the experience



The **experience** for disabled children,
young people, their families and friends.

Trips taken by those with an impairment and travelling companions



(Visit England www.visitbritain.org/business-advice/make-business-accessible)

Think about the experience that you offer.

- ❑ **Talk with disabled young people and their families.**
- ❑ **Consider possible barriers** to inclusion.
- ❑ **Create clear signage** and a good clear website with access information.
- ❑ **Make inclusion show. Good marketing considers** who is in the photo having a great time.
- ❑ **Share information** and use good feedback.
- ❑ **Contact Allinteractive** for more information



Allinteractive



- **Accessibility** is being able to get in the building
- **Diversity** is getting invited to the table.
- **Inclusion** is having a voice at the table.
- **Belonging** is having your voice heard at the table!

Allinteractive

Inclusion Project Herefordshire

01568 614908

Angela Martin, Allinteractive Manager

development@marchesfamilynetwork.org.uk

www.marchesfamilynetwork.co.uk

Thank you



Festivals and events



Lyndy Cooke



Tom Hodgkinson



Kim Waters



Chloe Garner

Hay Festival

- From small beginnings in 1987...
- ...now a multi-million £ global brand
- Cross-pollinating UK talent and achieving international recognition
- Bringing international talent to UK to showcase to new audiences
- Injects a minimum of £12m p.a. into the local economy



Case Study: Hay Festival Kells (Hinterland)

“One minute there was nothing much happening. Then it all happened. Hay Festival Kells came into the world, accompanied by the bang-bang-bang of a trio of literary firecrackers.”

Arminta Wallace, The Irish Times



Case Study: Hay Festival Kells (Hinterland)

- On arrival in Kells there were 26 boarded-up empty shops
- 2 years later there were only 2
- 10 pop-up bookshops, including a Sinn Fein bookshop
- 10,000 visitors in year 1



The high street is dead. Long live the high street.

Case Study: Hay Festival Kells (Hinterland)

The whole community got behind it - painting and doing up the facades of the buildings

Freshly painted and flower bedecked, ten 'pop-up' bookshops were created and manned

Bustle in the town was also increased by the numerous art exhibitions curated especially for the weekend





handheld *events*



The point of festivals

- Many organisations are understanding the need for investment in “Moments”
- Many regions host Festivals because people love “live” events and moments

It's all about **the experience**



Queen's Park Book Festival

Festivals - how do they work?

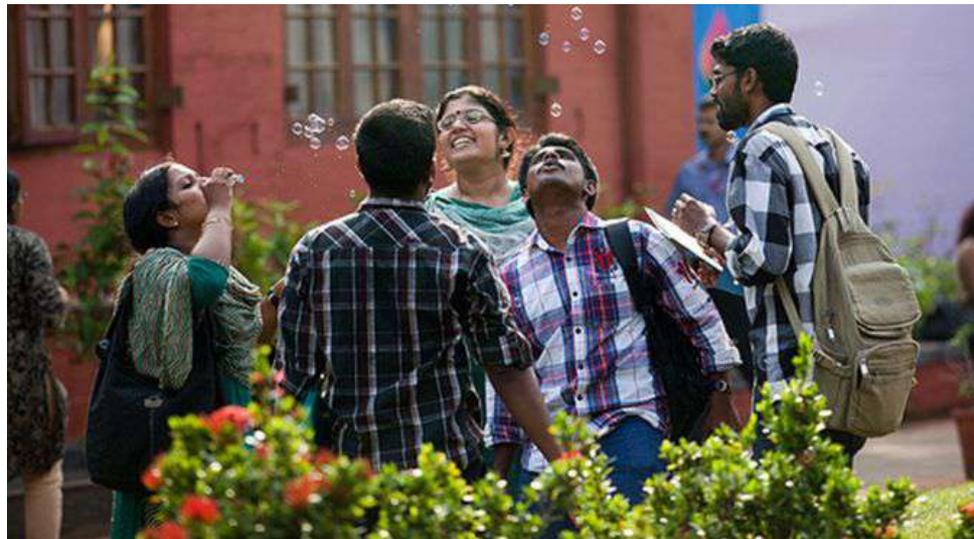
- 2020 is Welsh Year of the Outdoors
- Importance of inclusion and buy-in of the local community
- Investment is key whilst keeping a balance of affordability and organic growth



Wimpole History Festival

Festivals - how do they work?

- Marketing a 'product of excellence' with events for all the family
- Importance of Local, National and International



Kerala

Festivals are the future

Make Hereford and the Marches
a go-to festival destination...

HOW?



Belfast



handheld *events*



handheld *events*



handheld *events*



Ledbury Poetry Festival





Ledbury Poetry Festival





Ledbury Poetry Festival



BREAK

Packaging and Promotion



Malcolm Bell



Fiona Reece



Mo Aswat



**Heidi
Chamberlain
Jones**



**Katrina
Michel**



Visit
Cornwall



Tourism in Cornwall 2018

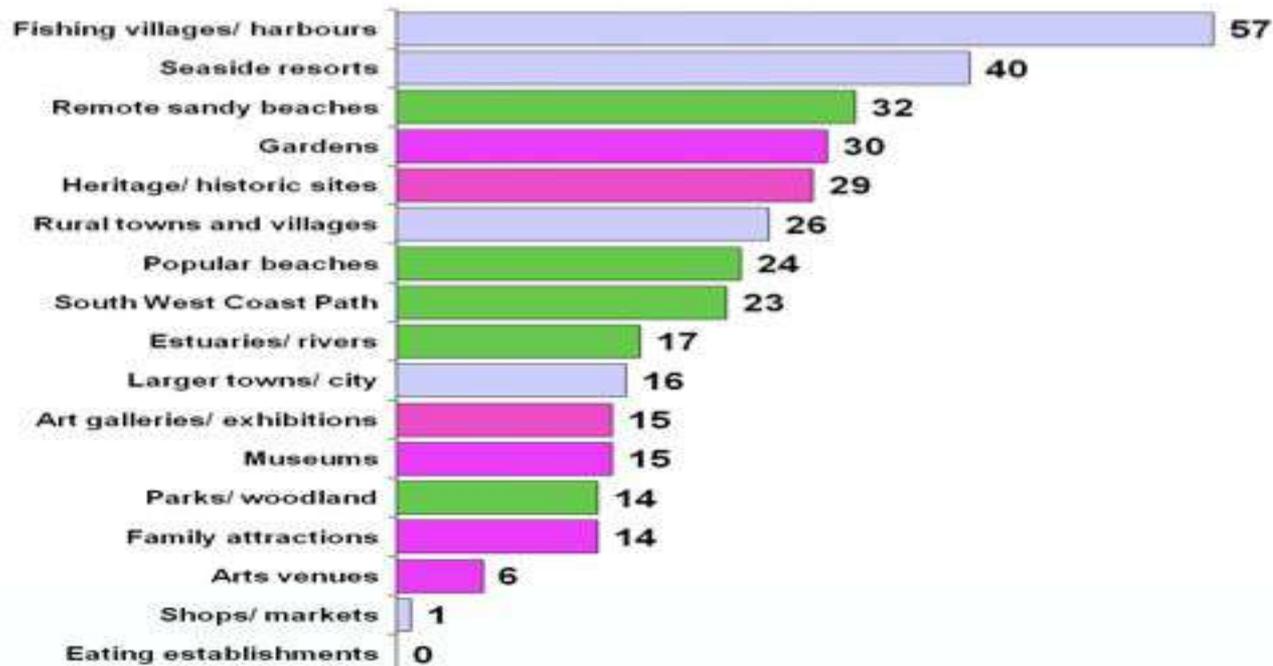
Key Points

- Cornwall attracts circa **4.5 million staying visitors**
- Staying visitors accounted for an approximate **25+ million visitor nights**
- Staying visitors spent **£1.5 billion pounds**
- The average length of stay in Cornwall was **6+ nights**
- **11% to 14% GVA** and circa **20% GDP**
- Staying tourism supports approximately 53,000 **40,000 jobs (FTE)**

Visit
Cornwall

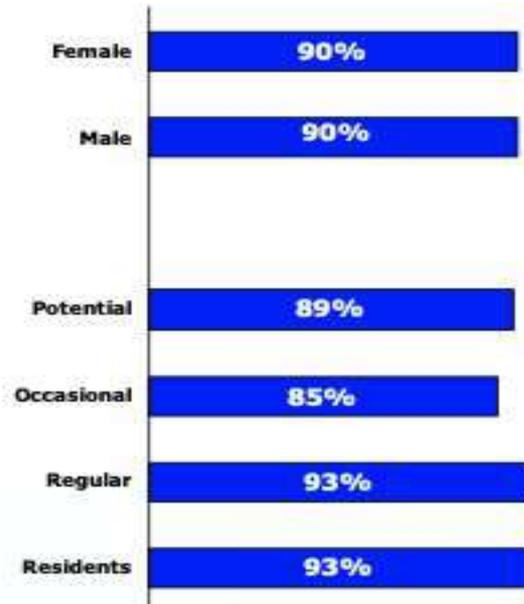
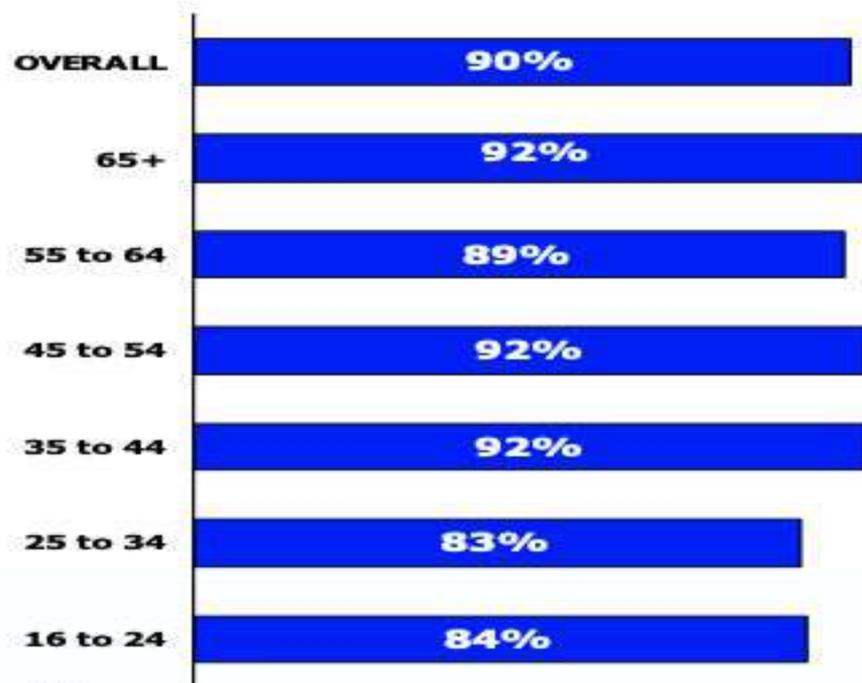


Attractions/ places of interest planning to visit %



Visit
Cornwall

Interest in Visiting Cornwall



Visit
Cornwall



Imagery

%					Cornwall								
Is easy to get to	27%	23%	27%	26%	21%	23%	18%	23%	23%	28%	29%	19%	23%
Has lots of things to see and do	32%	20%	25%	22%	44%	39%	18%	22%	28%	29%	33%	14%	15%
Is good for couples	33%	23%	27%	19%	36%	32%	16%	20%	27%	29%	31%	11%	16%
Is good for families with kids	10%	31%	25%	9%	44%	41%	40%	15%	28%	8%	19%	38%	10%
Offers unique experiences	32%	13%	18%	14%	39%	28%	12%	12%	33%	25%	36%	11%	12%
Allows you to relax	18%	22%	15%	10%	44%	38%	16%	16%	32%	13%	33%	13%	13%
It's a great way to spend time with your friends	18%	18%	25%	16%	32%	27%	17%	15%	20%	18%	23%	14%	13%
Creates lasting memories	22%	16%	18%	12%	39%	32%	15%	15%	23%	19%	28%	12%	13%
Offers a range of choice of different types of breaks	17%	19%	17%	12%	37%	35%	17%	19%	23%	15%	26%	13%	15%
Is good value	12%	19%	14%	18%	27%	25%	21%	14%	18%	10%	24%	24%	13%
Offers great food	24%	16%	20%	17%	35%	29%	13%	17%	17%	22%	19%	10%	12%
Is a real escape from everyday life	14%	13%	13%	9%	41%	34%	14%	12%	29%	12%	33%	12%	11%
Delights and surprises	18%	11%	14%	9%	33%	26%	11%	12%	21%	15%	23%	8%	10%
Makes me want to return again and again	15%	12%	13%	7%	38%	31%	10%	10%	19%	12%	24%	7%	7%
Makes me feel like I've had a proper holiday	11%	13%	13%	6%	41%	35%	12%	10%	19%	9%	21%	10%	8%

Visit
Cornwall



What We Do



DIGITAL MARKETING

Visitcornwall.com



P.R.

PR and media relations



P.R.

Film and TV relations



DIGITAL MARKETING

Social media



TRADITIONAL MARKETING

Print



DIGITAL MARKETING

Content



Targeted email advertising



Industry PR and media relations



TRADITIONAL MARKETING

Visitor information service



Research, market intelligence and data



Business resources



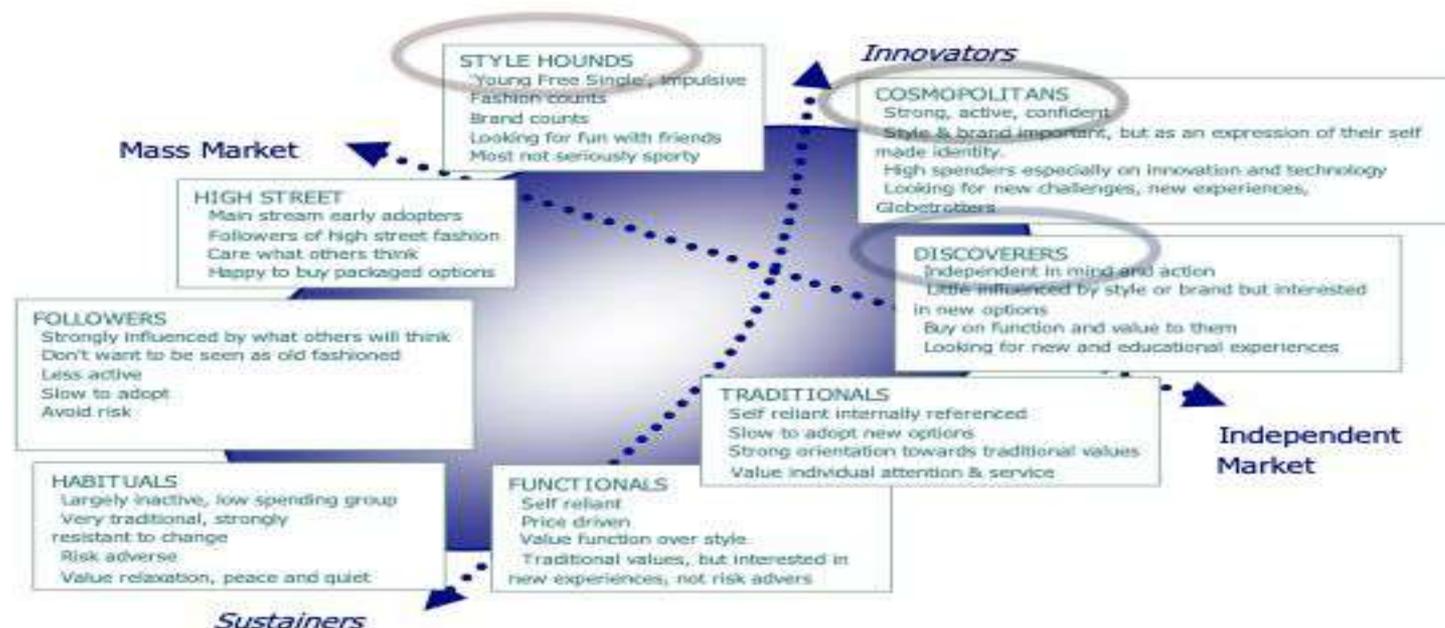
Projects to support the future of tourism

Visit
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Our Target Audience

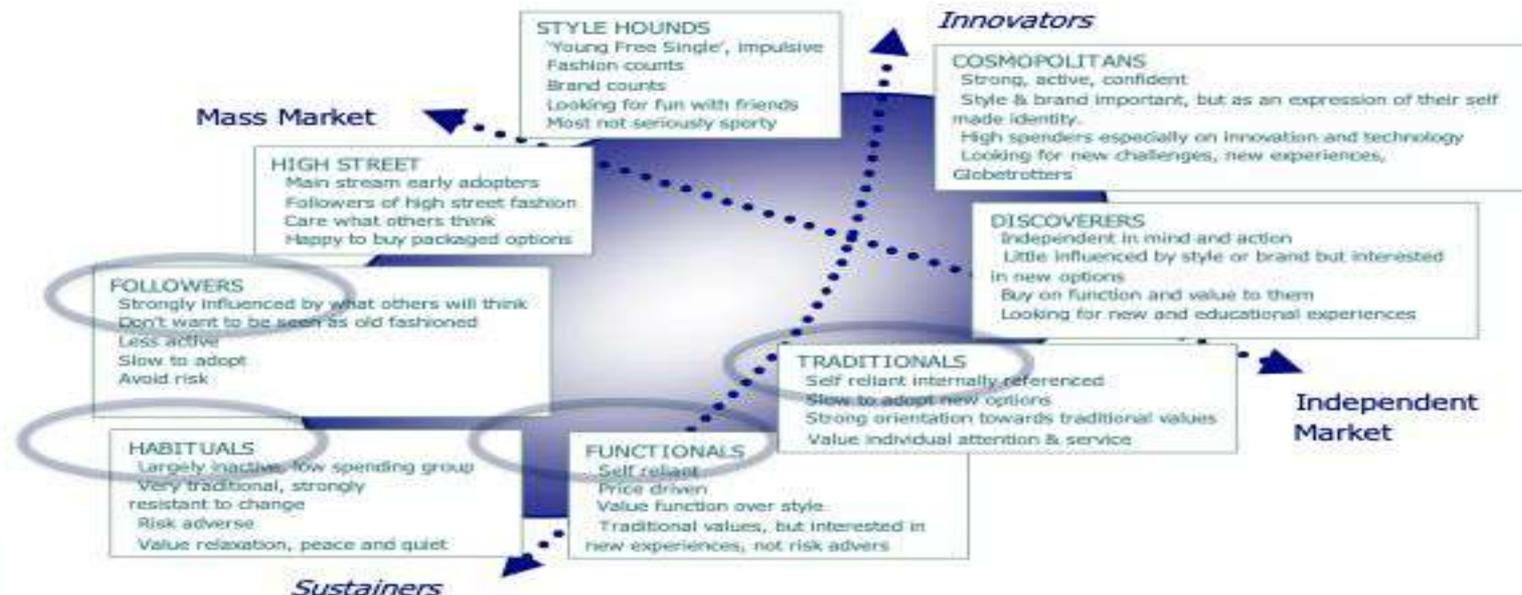
New – Lapsed - Repeat

Our Target Audience - New and Lapsed



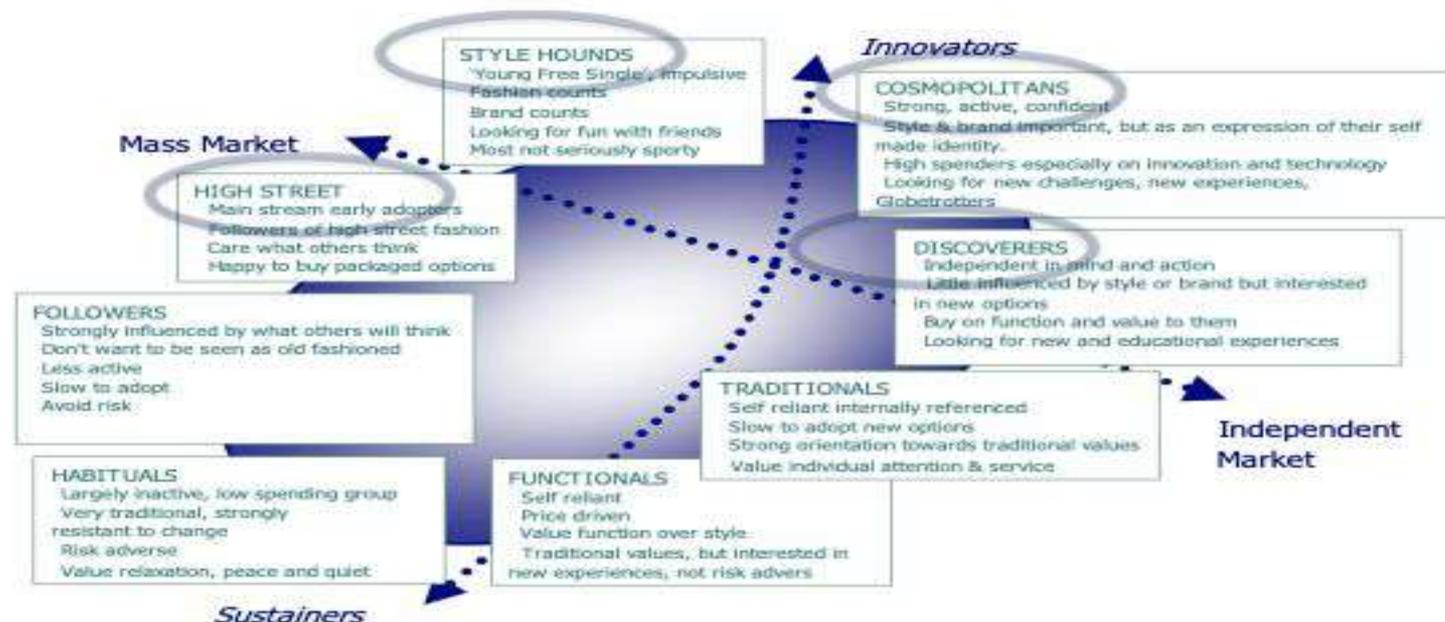
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Cornwall

Our Target Audience - Repeat



Visit
Cornwall

Our Target Audience - Short Break



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Cornwall

Season	Key Themes	Messaging	Key Events
<p>Winter</p> <p>Jan - Mar</p>	<p>Wild , Winter, Romantic Cornwall</p>	<p>Detox in Cornwall</p> <p>Romantic Cornwall</p> <p>Dogs Love Cornwall</p> <p>Spring Gardens</p> <p>Wild Weather - Storms</p>	<p>Vakantiebuer –NL</p> <p>Britain Travel Show</p> <p>Half term</p> <p>Valentines day</p> <p>ITB Berlin</p> <p>Arts & Culture</p>
<p>Spring Early Summer</p> <p>April May, June Mid July</p>	<p>Cornwall @ It's Best (for less)</p> <p>Reconnecting - intimacy</p>	<p>Cornwall – be first</p> <p>Awaken in Cornwall</p> <p>Hygge (hue-gah) Destination</p> <p>Get going activities</p> <p>Gardens plus</p> <p>Skip-Gen</p> <p>Dogs Love Cornwall</p> <p>Foraging - Cooking</p>	<p>Explore GB</p> <p>Spring Festivals</p> <p>Meet the Media</p> <p>Media “Stunt”</p> <p>Festivals – Porthleven +</p> <p>Regional Events</p> <p>Alfresco Dining</p> <p>Arts & Culture</p>
<p>Summer –</p> <p>July - August</p>	<p>Kids Love Cornwall</p>	<p>Last Minute Cornwall</p> <p>Multi Generations memories</p> <p>First time families</p> <p>Beach life</p> <p>Beach as a venue</p> <p>Coast Life</p>	<p>Countryfile Live Shows</p> <p>Key Festivals</p> <p>Boardmasters +</p>
<p>September</p> <p>Oct - Dec</p>	<p>Foodie & Culture Relax and Recharge</p>	<p>October Half Term</p> <p>Cultural Cornwall</p> <p>Foodie Time</p> <p>Christmas Shopping</p> <p>Dogs in Cornwall</p>	<p>Food Festivals</p> <p>Arts & Culture</p> <p>Christmas</p>

Content



Visit
Cornwall

Social Media

- Building on momentum through Facebook and Twitter
- Extending reach across multiple platforms
- Harvesting UGC
- Building advocacy



You Tube



Visit
Cornwall

Pinterest



INDEX

COUNTY WALK

COUNTY NAME	%	LAST YEAR
1 VISIT CORNWALL	71.30	2
2 VISIT PEAK DISTRICT & DERBYSHIRE	70.91	4
3 VISIT WILTSHIRE	69.21	1
4 VISIT COUNTY DURHAM	68.82	17
5 CLUMBA TOURISM	66.48	19
6 WELCOME TO YORKSHIRE	64.09	5
7 MARKETING LANCAHIRE	62.21	13
8 VISIT NORTHUMBRIA	62.28	8
9 VISIT CHESHIRE	62.25	22
10 VISIT KENT	61.16	12
11 VISIT SOMERSET	60.95	15
12 DEVON TOURISM PARTNERSHIP	60.33	11
13 EXPERIENCE NOTTINGHAMSHIRE	59.75	9
14 VISIT NORFOLK	57.30	3
15 EXPERIENCE OXFORDSHIRE	56.99	6
16 VISIT ISLE OF WIGHT	55.68	7
17 VISIT ESSEX	52.42	23
18 DESTINATION STAFFORDSHIRE	51.93	10
19 VISIT HAMPSHIRE	51.29	27
20 VISIT BUCCINGHAMSHIRE	50.31	18
21 VISIT SUFFOLK	48.98	21
22 LEICESTER SHIRE PROMOTIONS	47.71	28
23 VISIT LINCOLNSHIRE	47.30	25

UMPf

www.visitcornwall.co.uk

www.visitcornwall.com

www.visitcornwall.com

Try searching "How to create an event"



Audience Overview

save export share insights

Oct 11, 2018 - Oct 11, 2019

All Users
100.00% Users

+ Add Segment

Overview

Users vs. Total sessions

Hourly Day Week Month

Users

30,000

20,000

10,000

November 2018 December 2018 January 2019 February 2019 March 2019 April 2019 May 2019 June 2019 July 2019 August 2019 September 2019 October 2019

Users
3,006,386

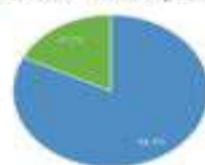
New Users
2,961,387

Sessions
4,136,013

Number of Sessions per User
1.38

Pageviews
9,609,784

New Visitor Returning Visitor



Users % Users

Visit Cornwall



Inclusion In Social Media and Blogs



lovecornwalluk [Follow](#)

2,639 posts 93.4k followers 497 following

Visit Cornwall
The Tourist Board for Cornwall
www.visitcornwall.com

93K



Visit Cornwall

I love Cornwall
@loveCornwall

Home
About

305K



Visit Cornwall

Views	Following	Followers	Likes	Comments
146	1,176	93.4K	7,400	9

69K

Romantic Sunset wine & dine



146 1,176 93.4K 7,400 9

20:25

[Back](#)

Post Insights

**The Cornish fishing port of Mevagissey will feature in...**7 January at 16:18
Posted by Mark Camp[VIEW POST >](#)**61k**

People reached

3.7k

Engagements

Engagement

Reactions	1,012 >
Comments	220 >
Shares	122
Link clicks	620
Other clicks	1,694

[Learn about updates to link clicks](#) >**Negative Feedback**

<input checked="" type="checkbox"/> Hide post	13
<input checked="" type="checkbox"/> Hide all posts	12

Reported stats may be delayed in terms of what appears on posts.

20:25

[Back](#)

Post Insights

**This is the winning photo in this year Visit Cornwall Ph...**11 December at 16:39
Posted by Mark Camp[VIEW POST >](#)**48.1k**

People reached

2.4k

Engagements

Engagement

Reactions	1,308 >
Comments	76 >
Shares	83
Photo views	163
Link clicks	2
Other clicks	811

[Learn about updates to link clicks](#) >**Negative Feedback**

<input checked="" type="checkbox"/> Hide post	17
<input checked="" type="checkbox"/> Hide all posts	5

20:26

[Back](#)

Post Insights

**Some brave souls starting the 500m dash to the very...**

26 December at 14:13

[VIEW POST >](#)**4.7M**

People reached

2.8M

3-second video views

249.4k

Engagements

Engagement

Reactions	6,070 >
Comments	1,053 >
Shares	691
Photo views	5
Link clicks	38
Clicks to play	30,077
Other clicks	211,438

[Learn about updates to link clicks](#) >**Negative Feedback**

<input checked="" type="checkbox"/> Hide post	142
<input checked="" type="checkbox"/> Hide all posts	127

A scenic view of a coastline. In the foreground, a person wearing a blue and black wetsuit is sitting on a large, grey rock on the left side of a sandy beach. To the right of the person, a yellow and white kayak is lying on the sand. The beach curves along the edge of a clear, turquoise sea. In the background, a prominent, light-colored rocky cliff rises from the water's edge under a blue sky with scattered white clouds.

Experiences Booking

Visit
Cornwall

Experiences Bookings

(Beyonk)

Visit Cornwall



STAY



SEE & DO



EAT



WHAT'S ON



MAP



BEACHES



OFFERS



TRAVEL



SEARCH



MENU



Book now with GWR



Things to do



Late Availability



CLOSE ALL



Porthcurno
Minack Theatre

St Michael's Mount



What's On Cornwall 2019

What's On 2019

WHAT'S ON 2019

House of Bay and the Lizard

Visit the Lizard

VISIT THE LIZARD

Plan a scenic journey!

TRAVEL BY RAIL



Visit
Cornwall



Founder FIONA REECE



A PR, DIGITAL AND CONTENT AGENCY WITH TRAVEL AND WELLBEING AT ITS HEART

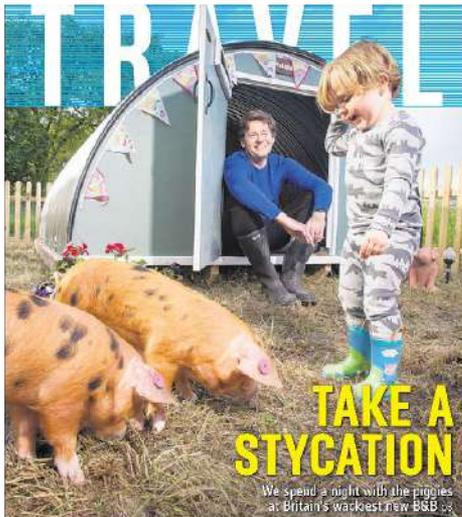


Packaging & Promotion Examples



A PR, DIGITAL AND CONTENT AGENCY WITH TRAVEL AND WELLBEING AT ITS HEART





Headline Grabbing

- Dig Deep to create something quirky or different from what you may already have around you
- Pig Arc Glamping in Carmarthenshire
- Ice Running at the Icehotel in Sweden





Create experience packages

- Create experience-led stories by packaging accommodation with new creative content or activities nearby
- Tudor Farmhouse and Wild Swimming Map / Wildlife Safaris
- Casa la Siesta and Family Weeks

HOTEL HIT SQUAD SHERELLE JACOBS

Flourishing heavily down a river on a social stream to some very hot and at one with nature at a Tudor Farmhouse

Tudor Farmhouse

As you walk down the river, you are struck by the beauty of the landscape. The water is crystal clear and the surrounding trees are lush and green. The Tudor Farmhouse is a beautiful example of traditional architecture, with its stone walls and timber beams. It is a perfect place to relax and enjoy the view.



PILES OF YAK

Yak butter is a staple in many cultures, particularly in the Himalayas. It is a rich source of nutrients and is often used in traditional medicine. The yak butter is made from the milk of yaks and is known for its unique flavor and health benefits.



TYDOR FARMHOUSE FOREST OF DEAN
8/10

High 10 Country House & Hotel, Forest of Dean, Gloucestershire

FOOT POOL
The Woodstock Hotel is a beautiful example of traditional architecture, with its stone walls and timber beams. It is a perfect place to relax and enjoy the view.

WELLBEING
Wellbeing is a state of complete physical, mental, and social well-being, not merely the absence of disease or infirmity.



EXCLUSIVE OFFER

Book your stay at the Tudor Farmhouse now and enjoy a special offer. The offer includes a complimentary breakfast and a bottle of wine. Book now to secure your stay.



The Observer

We're going on a boar hunt

With its kingfishers and wild pigs, the Forest of Dean is perfect for a family nature safari



WATER OF WOODSTOCK
A beautiful example of traditional architecture, with its stone walls and timber beams. It is a perfect place to relax and enjoy the view.

WOOD SAFARI
In the Forest of Dean, you can enjoy a unique nature safari. The forest is home to a variety of wildlife, including kingfishers and wild pigs. It is a perfect place for a family nature safari.

The Sunday Telegraph

A PR, DIGITAL AND CONTENT AGENCY WITH TRAVEL AND WELLBEING AT ITS HEART





Make the destination the story

- Creative themes work wonders
- New Zealand's Small Five
- Carmathenshire Cawl Crawl and Travellers Triathlons
- Forest of Dean's Leaf Peeping Drive





Unique Website Visits

2016 = 752,000

2017 = 1,109,000

2018 = 1,233,000

www.cotswolds.com

MARCHES 2020 FORUM



Unique Website Visits

2016 = 646,000

2017 = 832,000

2018 = 960,000

www.visitcheshire.com

MARCHES 2020 FORUM



Unique Website Visits

2016 = 279,000

2017 = 272,000

2018 = 266,155

www.visitherefordshire.co.uk

MARCHES 2020 FORUM



EAT SLEEP LIVE HEREFORDSHIRE

Unique Website Visits

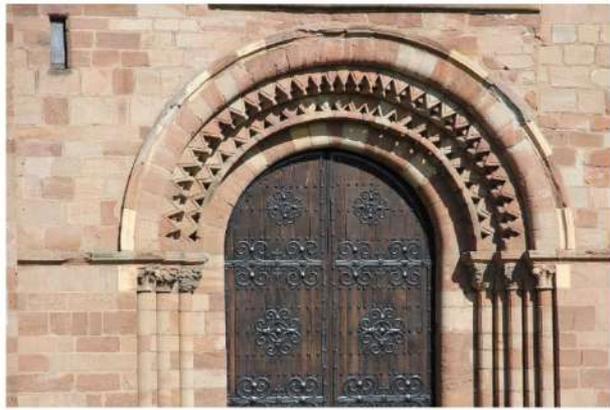
2016 = 79,000 **2017 = 102,000** **2018 = 154,000** **2019 = 237,000**

www.eatsleeliveherefordshire.co.uk

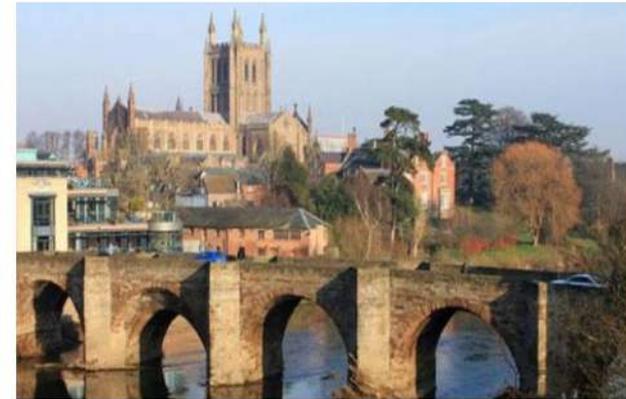
Next Steps



***Herefordshire
Council***



**Cllr Trish Marsh, Herefordshire Council
Cabinet Member for Economy, Environment and Skills**





THANK YOU FOR COMING
WE HOPE TO SEE YOU AGAIN SOON