## **Tourism Action Plan**

fer which will provide a basis for future marketing active Councillor input about tourism businesses in their Wards that are of relevance to the Audit Desk based research and using information	vities High	Complete by end of
Councillor input about tourism businesses in their Wards that are of relevance to the Audit		
Wards that are of relevance to the Audit	Hign	
Desk based research and using information		2020
available through Enjoy Staffordshire and other sources		Started, completion by January 2021
Sifting based on local, regional and national importance		Complete by March 2021
Collate information collected as above and update as necessary on a regular basis. Investigate feasibility and options for publishing online:	High	Ongoing starting March 2021
<ul> <li>feasibility for how this can be incorporated on tourism pages on the ESBC website</li> </ul>		
tners in order to support and grow tourism in the Boro	ugh	
Sharing information and updates through regular contact and meetings as necessary	Medium	Ongoing
Continue attendance and representation at Destination Management Partnership Board meetings and other officer meetings as appropriate	Medium	Ongoing
Identify mutual opportunities to promote/co-	Low	From January 2021
promote events and support local tourism.		
partners and local tourism businesses to share releva	ant information and un	dates
		datoo
Set out appropriate methods and channels to share information with East Staffordshire based tourism businesses. Enable the provision of focussed updates and	High	November – December 2020
F	<ul> <li>importance</li> <li>Collate information collected as above and update as necessary on a regular basis.</li> <li>Investigate feasibility and options for publishing online:         <ul> <li>feasibility for how this can be incorporated on tourism pages on the ESBC website</li> </ul> </li> <li>ners in order to support and grow tourism in the Boro Sharing information and updates through regular contact and meetings as necessary</li> <li>Continue attendance and representation at Destination Management Partnership Board meetings and other officer meetings as appropriate</li> <li>Identify mutual opportunities to promote/copromote events and support local tourism.</li> <li>partners and local tourism businesses to share relevance has to offer as a tourist destination</li> <li>Set out appropriate methods and channels to share information with East Staffordshire based tourism businesses.</li> </ul>	importanceHighCollate information collected as above and update as necessary on a regular basis. Investigate feasibility and options for publishing online: 

Action	How will it be achieved	Priority level e.g. high/medium/low	Start/Completion date
	the Borough as required e.g. new funding opportunities Identify levels of local interest in establishing a networking/information sharing forums		
	Consider focusing comms around the key dates/milestones for the staged lifting of Covid restrictions – sharing information about reopenings, local attractions and events.		Starting April 2021
Use tourism pages on ESBC website to provide information and links to useful updates e.g. grant funding for local tourism businesses	Update and refresh webpages Monitor information provided by partners and tourism bodies e.g. Visit Britain Provide local information and links to current initiatives/schemes Provide information on business support opportunities offered through Destination Staffordshire and Visit England e.g. business recovery webinars	High	Starting Spring 2021
Improve web presence	Update and refresh existing pages on Corporate website utilising USP of local knowledge as basis to create a one stop shop of useful information for visitors Consider options for the inclusion of live and interactive content: - Audit of existing information provision on	High	Aiming for completion of webpage update by late Spring 2021 Start audit work
	<ul> <li>external websites</li> <li>Investigate feasibility and options for inclusion of such information within the corporate website</li> <li>Links to external tourism business databases hosted on external sites</li> </ul>		November 2020
Strengthen PR and social media content	Create a marketing plan to consider market segments to enable targeted communications Identify opportunities to link up with other corporate activities and initiatives e.g. Free after 3,	High	April 2021

Action	How will it be achieved	Priority level e.g. high/medium/low	Start/Completion date
	Town Centre regen, The Burton upon Trent Swan art project etc Utilise social media channels to support local activities, initiatives and promote tourism businesses		
Strengthen and increase messaging around local tourism offer in line with the lifting of Covid- 19 restrictions	<ul> <li>As part of the Covid-19 recovery work link in with local and national campaigns to highlight local tourism opportunities to tap into the demand for staycations and local tourism <ul> <li>"Escape the Everyday" – Visit Britain domestic tourism marketing campaign</li> <li>"Stay Local" – Destination Staffordshire</li> <li>"We're good to go" scheme - businesses</li> </ul> </li> <li>This can easily be built into the Marcomms plan and depending on timescales may also link in with the webpage updates.</li> <li>Start production of promotional videos/case studies of local attractions</li> <li>Share information and promotion of the "We're good to go scheme" (industry standard) to aid messaging aimed at improving confidence</li> <li>Use opportunities to share information about outdoor activities and events.</li> </ul>	High	Started and ongoing - This links with work that is already being undertaken on improving our web presence, social media and communications but will be the focus for these activities over the coming months rather than the more general visitor information.
Investigate options and interest in a showcase event for local tourism businesses	Contact via email with local businesses to gauge interest in a future event Link with Covid recovery and reopening – a focus on the local tourism offer, lessons learned etc.	Low	Start Summer 2021
	Start production of promotion videos/case studies of local attractions	High	Start by April/May 2021 and complete in time for main holiday period.