

Tourism Recovery Action Plan 2021



▶▶▶▶▶ Vision

Create a world class tourism destination, which delivers a high-quality visitor experience in a pleasant, clean and well-maintained environment

Review and Research

- Maintain up-to-date information about our visitors
- Improve market intelligence and identify new trends
- Undertake bedstock, occupancy and trade surveys
- Monitor performance and review activity as appropriate

Inform and Support

- Engage with a wider base of local tourism & hospitality operators
- Forge new working relationships and partnerships and develop new marketing opportunities
- Support businesses with relevant intelligence and funding opportunities
- Encourage and support the local tourism industry to adapt and diversify

Remind and Return

- Rebuild customer confidence with appropriate marketing messaging and campaigns
- Maintain destination awareness and sustain growth in customer engagement
- Encourage bookings / visits via online marketing campaigns
- Continue with a flexible approach to destination marketing in line with constantly evolving situation

▶▶▶▶▶ Outcomes

- Stronger local tourism and hospitality industry
- Renewed visitor confidence and engagement
- Increased number of bookings and visits
- Recovery, growth and prosperity of and for the local economy