Foundations

CHANNELLING ASSETS & TACKLING CHALLENGES

International associations – Central location - Large catchment – Low awareness -Fragmented offer

GUIDED BY OUR OBJECTIVES

Position and profile - Great visitor experiences - Thriving tourism businesses

WORKING IN NEW WAYS

County Council - Leadership & Facilitation

ESTABLISHING OUR CORE STORY

Sherwood - Green and Active Robin Hood - Free Thinking



Focus on best prospects- Active Family Fun Seekers - Country Loving Traditionalists

BUILD GREAT EXPERIENCES

Walking & cycling - Trails, interpretation & itineraries to unpack our stories - New Signature Event for Thanksgiving

CHANNEL COUNTY COUNCIL ASSETS

Sherwood - Edwinstowe
HubSherwood Forest to
Nottingham Castle
Holme Pierrepont as family
sport hub - Rufford & heritage

PLAN FOR GROWTH

Capacity building in the sector
Toolkits for businesses
More accommodation
Transport infrastructure

DELIVER OUR TARGETS

Value – Volume - Jobs

Uplift in percentage of staying visitors – Increase in length of stay – Uplift in spend per trip