



Department for
Science, Innovation
& Technology



Advanced
Wireless
Innovation
Region

Digital Tourism Conference

Shrewsbury – 12th February 2025



Welcome

Matt Smith

Programme Manager RSPAWIR

Shropshire Council



River Severn Partnership



Our aim is to make the Severn, Wye, Warwickshire Avon and Teme the most vibrant and resilient river network, where an exceptional quality of life, prosperous local economies and an outstanding natural environment is driven by a programme of innovation to reduce flood risk, secure future water resources and improve and deliver shared natural assets.

The area consists of:

- **8,000 Square Miles**
- **3 million people**
- **7 counties (across Wales, the West Midlands and South West)**



Advanced Wireless Innovation Region

- One of **10 5GIRs** in the UK
- **£4m of DSIT funding Feb 2024 – Sep 2025**
- Managed by Shropshire Council
- Supported by Birmingham City University, Water Resources West, Warwickshire & Worcestershire CC

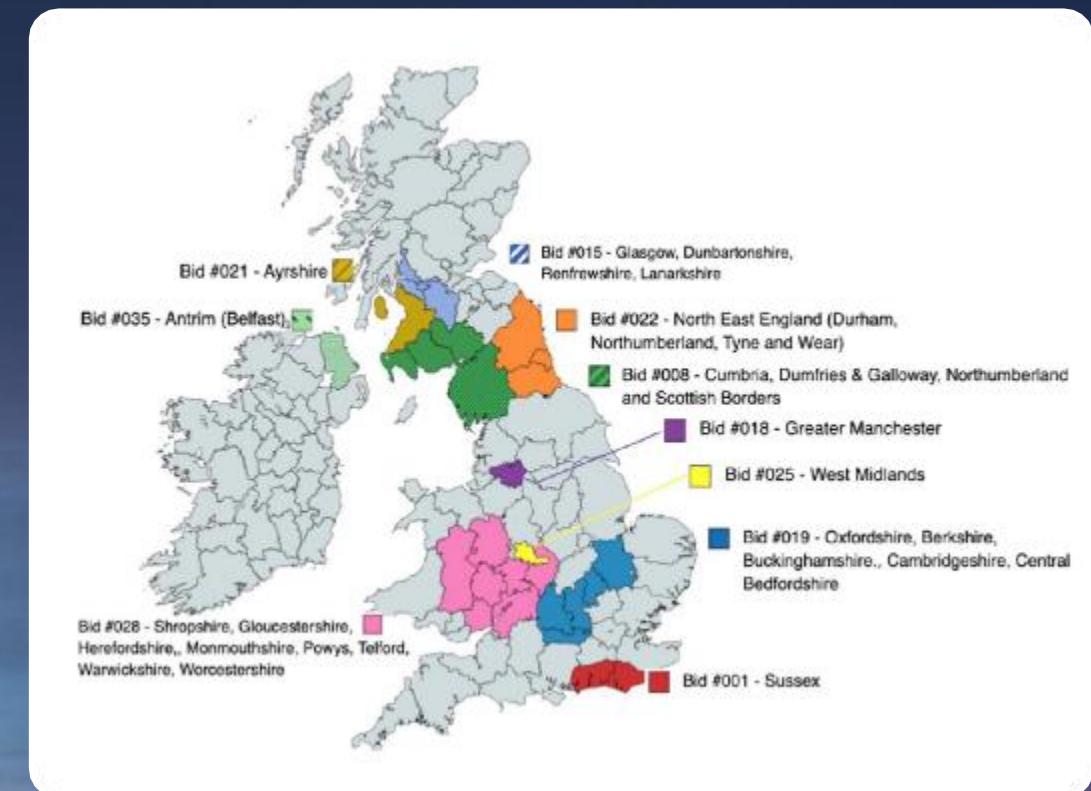
Aims to

- **Develop use cases that demonstrate viability of advanced wireless technology**
- **Encourage adoption of advanced wireless technologies in the water, rural & public sectors**
- **Drive economic growth and environmental impact**
- **Invest in activity that benefits every part of the region**



Advanced
Wireless
Innovation
Region

Rhanbarth
Arloesi
Di-wifr
Uwch



Digital Tourism Conference Agenda

| | |
|--------------|---|
| 09:00 | Arrival – Tea and Coffee |
| 10:00 | Welcome from the RSP |
| 10:15 | Telford & Shropshire Local Visitor Economy Partnership |
| 10:30 | Visit England |
| 10:45 | Simon Calder |
| 11:15 | Refreshments |
| 11:30 | Inspirational Initiatives |
| 12:30 | Lunch |
| 13:30 | Breakout Sessions |
| 15:45 | Closing Remarks |
| 16:00 | Close |

Digital Tourism Conference House Keeping

- **Phones on Silent Please!**
- **Wi-Fi Password**
- **Fire Alarm Congregation Point**

Local Visitor Economy Partnership

Telford and Shropshire

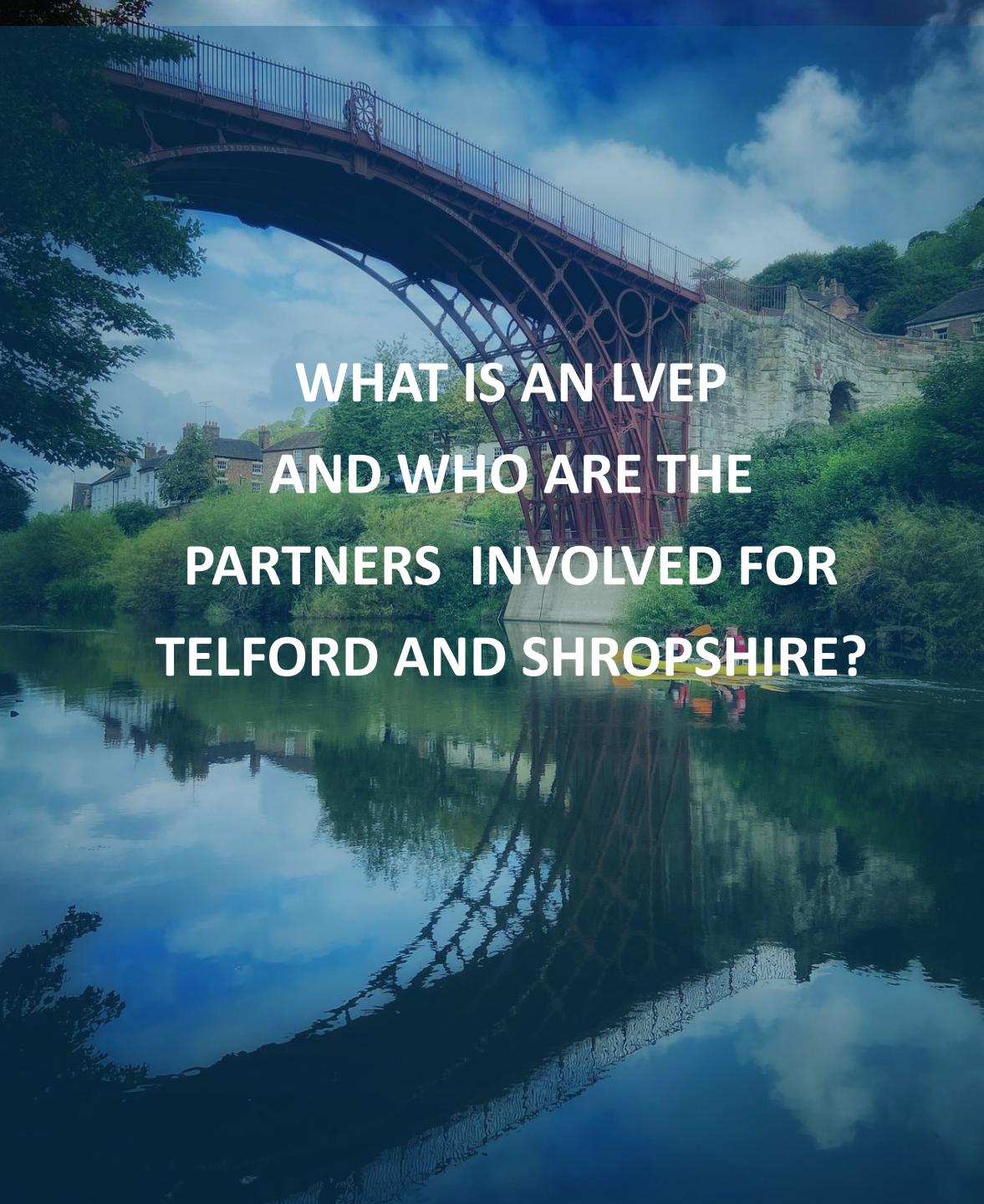
Recognised by



VisitEngland

Paul Gossage - Shropshire Council
Culture, Leisure and Tourism Projects and Marketing Manager





WHAT IS AN LVEP
AND WHO ARE THE
PARTNERS INVOLVED FOR
TELFORD AND SHROPSHIRE?

Telford and Shropshire

Local Visitor
Economy
Partnership

Recognised by
 VisitEngland

Place partners:



Tourism delivery partners:

VISIT
TELFORD

VISIT
SHROPSHIRE



WHAT IS THE ROLE OF A LOCAL VISITOR ECONOMY PARTNERSHIP?

- Destination management
- A stronger voice for the visitor economy
- Connections to stakeholders across the visitor economy
- The ability to work across local authority and county boundaries
- Access to funding and support
- Closer working relations with other DMOs and LVEPs



WHATS COMING UP FOR THE
TELFORD AND SHROPSHIRE LVEP?

11 Feb 25

National LVEP Leadership Conference

25 Feb 25

Parliamentary Tourism Showcase

March 25

**Developing the Telford and Shropshire Tourism
Growth Priorities and Growth Plan**

March 25

**Recruitment of the Telford and Shropshire
LVEP Tourism Board**

14-23 March 25

English Tourism Week



EMBRACING DIGITAL INNOVATION IN TOURISM

- Enhanced digital infrastructure – improved websites and bookability
- Investment in new digital tools to support destination marketing
- Data-driven insights and smarter technologies to capture visitor data to inform investment and decisions
- Supporting visitor businesses to embed new technology to enhance the visitor experience, e.g., VR and AI

THANK YOU

Telford and Shropshire

**Local Visitor
Economy
Partnership**

Recognised by
 VisitEngland



**Telford & Wrekin
Co-operative Council**



**VISIT
TELFORD**

**VISIT
SHROPSHIRE**

VisitEngland Update

Robin Tjolle
Regional Development Lead South West

VisitEngland overview: Who we are

**Supporting the English tourism
industry and landscape and
encouraging domestic trips.**

- Implementation of the new accreditation of Local Visitor Economy Partnerships (LVEPs) and our Destination Development Partnership (DDP) Pilot
- Support for SMEs, building digital skills
- Sustainability, Accessibility and Welcome advice and guidance
- Winning business events
- TXGB, a platform enabling suppliers to sell internationally



Ludlow, Shropshire - Getty Images/R A Kearton

What we are going to cover

- Intro to VisitEngland/ VisitBritain
- Benefits of online bookability
- VisitEngland digital marketing toolkit
 - Social media top tips
 - E-mail marketing top tips
- Cyber security
- Digital to be continued . .
- Starring Great Britain
- How to get involved
- Other VisitEngland online resources



Bourton on the Hill, Gloucestershire
Cotswolds Plus/Chris Boulton

Online bookability - benefits

Access to international customers

Showcase your offerings to a global audience.

More convenience for customers

Customers can book and interact with your business anytime, anywhere.

Enhanced security

Modern platforms offer robust data protection measures.

Integration with social media

Connect and engage with customers more effectively.

Improved analytics and reporting

Digital tools provide insights to inform business decisions.



Worcester Cathedral, Worcestershire
Visit Worcestershire/Peter Kindersley

TXGB and becoming online bookable

- **What is TXGB?**: Tourism Exchange Great Britain is a digital platform connecting tourism businesses to global distributors and booking platforms.
- **How it helps:**
 - Facilitates seamless online bookings.
 - Integrates with global distributors like OTAs and DMOs.
 - Supports SMEs through TXLoad.
- **Key benefits:**
 - Increased visibility on a global scale.
 - Enhanced revenue opportunities through multiple distribution channels.
 - Simplified integration for businesses of all sizes.



Ludlow, Shropshire
Getty Images/Dave Porter

Digital marketing resources



Digital Marketing Toolkit

Learn how digital marketing can help even the smallest tourism business reach a global audience with our toolkit of resources.



The screenshot shows the VisitEngland website with a red header. The header includes the VisitBritain logo, the VisitEngland logo, and navigation links for 'Discover Britain', 'Business & Destination support', 'Research & Insights', 'Training & Events', 'News & media', and 'About us'. Below the header, the URL 'Home / England Business Advice Hub / How to market your business / Digital Marketing Toolkit' is visible. The main content area has a red header with the text 'Digital Marketing Toolkit'. Below this, a sub-header reads 'Learn how digital marketing can help even the smallest tourism business reach a global audience with our toolkit of resources.' To the right of the text is a circular image of a person working at a desk in a shop, surrounded by products. The VisitEngland logo is in the top right corner of the content area.

Contents

- What is digital marketing?
- How to create a website
- Search engine optimisation (SEO)
- Content marketing
- Reaching your audience on social media and email
- Digital advertising
- Other digital marketing channels
- Digital skills training

Social media - the stats

1 in 5 people (**21%**)
use **social media platforms** for their
inspiration

42% of
18-24-year-olds

44% of
25-34-year-olds



West Midlands Safari Park, Worcestershire
Visit Worcestershire

The rise of Tik Tok

TikTok has evolved from a source of inspiration to a powerful driver of action and conversion

69% of UK **TikTok** users report discovering new travel brands on the platform

37% of UK **TikTok** users are actively saving travel content

17% of travellers cite **TikTok** as their main source of inspiration

27% prioritise **Instagram**

TikTok has seen a 410% increase in travel content views since 2021

[Comment: How TikTok is shaping travel trends in 2025 | Travel Weekly](#)

[How TikTok is changing the face of travel—for better and worse](#)

[Gen Z/Y 'travel intent' trends revealed for 2025](#)



Social media top tips

1. Decide which social media platforms are suited to your particular business and concentrate on those. Visual platforms like **Instagram**, **TikTok** and **YouTube** are popular as they tell the story of your business in a direct, engaging, entertaining way.
2. Include links on social media to your website to help boost traffic.
3. Also include links to your social media channels on your website and in any email communication, allowing customers to easily follow you.
4. Consider a social media management tool



Gloucester Cathedral, Gloucestershire
Cotswolds Plus/Paul Nicholls

Digital marketing through email

- Inform yourself about **GDPR** and comply with the most current rules.
- Outline the content of your emails clearly in both the subject line and headline.
- Ensure your emails are **optimised for mobile devices**.
- Always provide a text-based version of your emails for those subscribers who prefer not to receive HTML-based emails.

1. Tell me what's in it for me

After the opening salutations, get right to the point. Show me you value my time and have used yours to identify my needs and how your brand can help me meet them

2. Grab mobile readers' attention with the first sentence

3. Mind your grammar

4. Create & exhaust tension

If you're really serious about wanting your email opened, **show me that you can help me solve a problem** you know I'm facing.

5. Have a well-defined call-to-action with clear next steps spelled out

6. End on a high note

Cyber security and safety resources

Cyber security

Find free, practical resources from the National Cyber Security Centre (NCSC) on how to protect your business online.



The screenshot shows the VisitEngland website with a dark blue header. The header includes the VisitBritain and VisitEngland logos, as well as navigation links for 'Discover Britain', 'Business & Destination support', 'Research & Insights', 'Training & Events', 'News & media', and 'About us'. A search bar is also present. Below the header, a section titled 'Resources on cyber security and safety training' is displayed. It features two main links: 'Cyber security resources' and 'Terrorism safety training'. The 'Cyber security resources' link is described as 'Find free, practical resources from the National Cyber Security Centre (NCSC) on how to protect your business online.' The 'Terrorism safety training' link is described as 'Learn how to spot the signs of suspicious behaviour and understand what to do in the event of a major incident with this free online training course from ProtectUK.' A 'Feedback' button is located in the bottom right corner of this section.

*32% of all UK businesses reported a cyber attack in the past 12 months**

*Cyber Security Breaches Survey 2023

Cyber security's core function is to:

- **Protect devices** e.g. smartphones, laptops, tablets and computers
- **Protect services** accessed both online and at work - from theft or damage
- **Prevent unauthorised access** to personal information stored on devices and online

Cyber security and safety resources

Cyber Essentials certification

- From the National Cyber Security Centre
- Government-backed certification scheme
- Keep your organisation's and your customers' data safe from cyber attacks

Focuses on 5 technical controls:

- **Secure configuration** - Set up computers securely to minimise ways that a cyber-criminal can find a way in
- **User access control** - Control who can access your data and services and what level of access they have
- **Malware protection** - Identify and immobilise viruses or other malicious software before it has a chance to cause harm
- **Security update management** - Prevent cyber criminals using vulnerabilities they find in software as an access point to your systems
- **Firewalls** - Create a security filter between the internet and your network

Benefits:

- Prove to customers that cyber security is a priority in your organisation
- Stay ahead of new cyber security risks by assessing your systems against a recognised framework each year
- Apply for the growing number of contracts that address supply chain security with Cyber Essentials certification

Watch this space . . .

1. **Artificial Intelligence (AI)** – trip planning, arrangements, tailored trips, securing the best deals
2. **AI** – using chat-box technology to ‘chat’ with extinct Animal species
3. **Virtual Reality (VR)** – bringing rare or extinct species to life
4. **ABBA Voyage style digital avatars**
5. **In-visit tech** - smart home style amenities e.g. climate control, keyless entry, and virtual concierge services
6. **Digital Membership** – mobile wallet
7. **Indoor navigation apps**



VisitBritain - global work to re-build and strengthen tourism





91%

of inbound visitors would
be interested in
visiting a film or TV
location in the UK

7 in 10

UK visitors have visited a film or TV
location in the UK

1 in 6

UK holiday visitors were
influenced by a film or TV
location to travel outside of
London

**Set-jetting is on
the rise globally**



Introducing . . .

Starring
Great Britain



Get involved

Starring GREAT Britain

Join the conversation
and be part of the
set-jetting trend



VisitEngland's Tourism Superstar 2025

Vote now for your favourite
from our fantastic top 10
finalists



Business Advice Hub

Resources to help businesses to succeed and grow.

- Digital marketing toolkit (including top tips on social media and email)
- Links to external resources
- Regenerative tourism guidance
- Accessibility guidance
- Taking England to the World (TETTW) Inbound Tourism Toolkit
- Quality schemes
- VisitEngland Awards for Excellence
- The Pink Book of Legislation
- TXGB
- And much more!



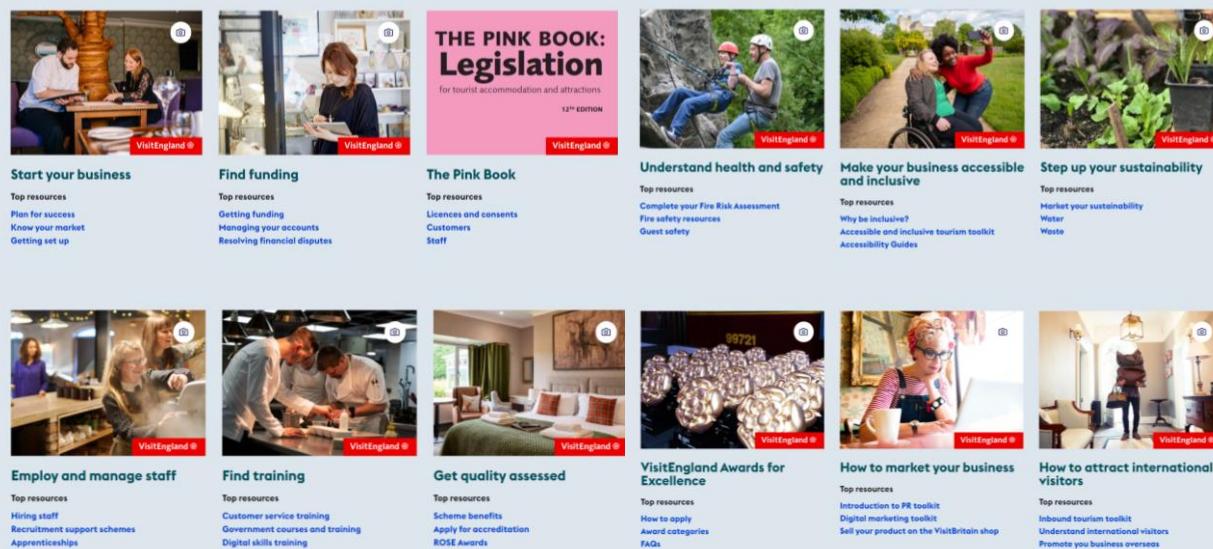
Digital Marketing Toolkit

Learn how digital marketing can help even the smallest tourism business reach a global audience with our toolkit of resources.



Reaching your audience on social media and email

How to use social media and email for digital tourism marketing.



The grid of images illustrates various tourism business scenarios:

- Start your business:** Two people working at a desk.
- Find funding:** A person working at a desk.
- The Pink Book: Legislation:** A pink book titled 'THE PINK BOOK: Legislation for tourist accommodation and attractions'.
- Understand health and safety:** Two people rappelling on a rock face.
- Make your business accessible:** A person in a wheelchair and a person in a wheelchair using a mobile phone.
- Step up your sustainability:** A close-up of plants.
- Employ and manage staff:** Two people in a kitchen.
- Find training:** Two people in a kitchen.
- Get quality assessed:** A living room interior.
- VisitEngland Awards for Excellence:** A display of silver awards.
- How to market your business:** A person working at a desk.
- How to attract international visitors:** A person working at a desk.

Thank You – robin.tjolle@VisitEngland.org

For latest updates,
subscribe to our
industry newsletter here:



Connect to our socials:



Astley Vineyard, Stourport-upon-Severn

Visit Worcestershire/Peter Kindersley



welcome











For more information scan the QR code

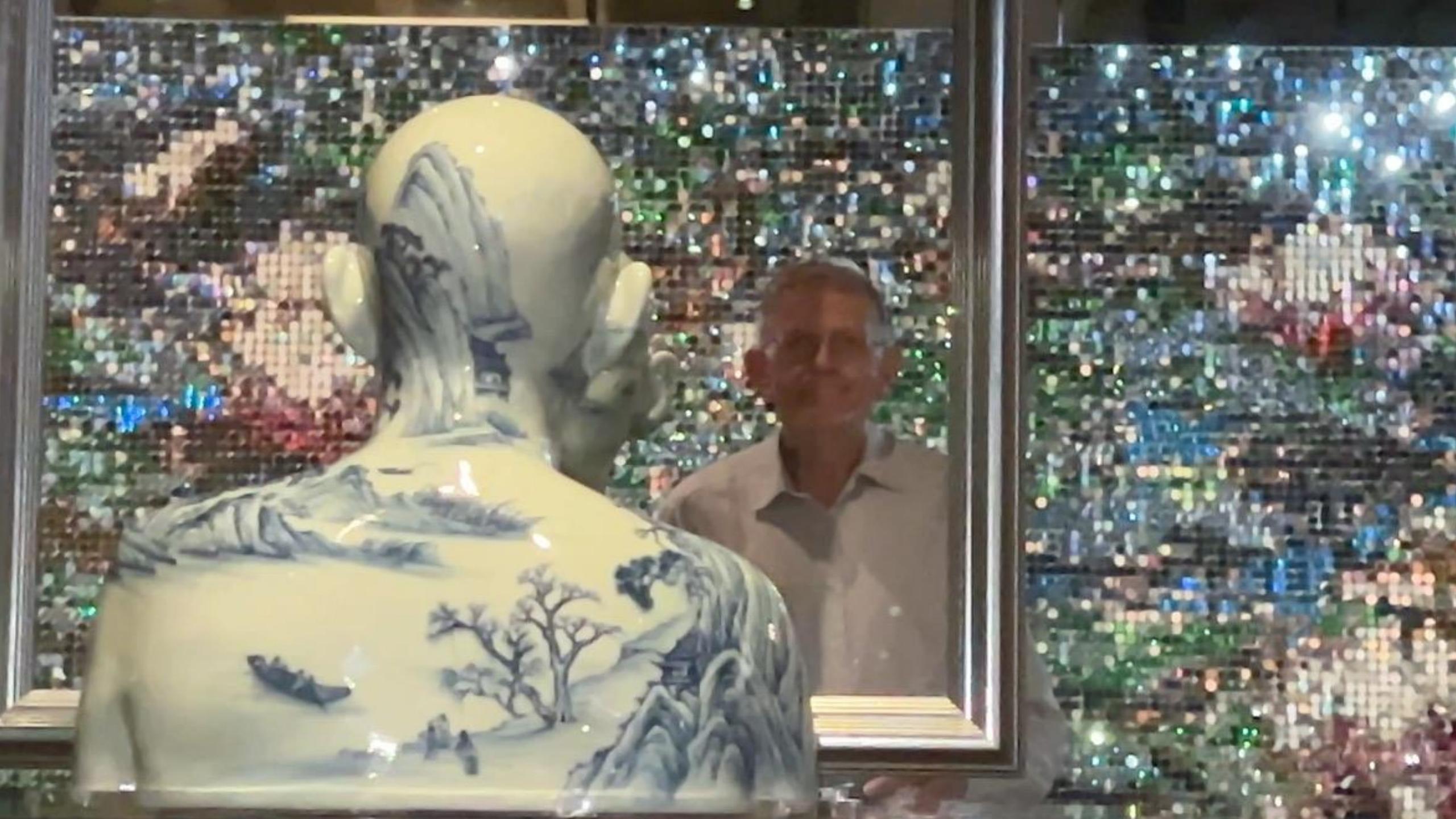


عوْفَهُ أَوْ الْأَسْنَادُ إِلَيْهِ.











x +

TICKETS

VISIT MONA

STUFF TO DO

OTHER STUFF

SHOP STUFF

CONTACT

SEARCH



Cash For Clout

PUT YOUR NAME
ON THIS
GALLERY



\$9.00

Want to up your status? You can name this gallery (temporarily) by paying more than the last happy customer who paid up big. Go you good thing, live your dreams.

TAKE MY MONEY





[Things to Do](#)[Eat & Drink](#)[Sleep](#)[Information](#)[What's On](#)[Destinations](#)[Insp](#)

FIND YOUR JOY IN SHROPSHIRE

Visit Shropshire, where adventures begin.

SHREWSBURY COMICS TRAIL

7

You now stand in ancient Frankwell, Shrewsbury's oldest 'suburb', once quite separate from its larger neighbour. Indeed, when Henry Tudor (soon to be Henry VII) passed through in 1485, intent on seizing the English throne, the town's head bailiff, Thomas Mytton, had sworn to King Richard that Henry would cross into Shrewsbury only 'over his body'. Upon prudent reconsideration Mytton wisely agreed to lie down on old St George's Bridge and allow Henry to simply step over him.

Remains of St George's Bridge are now buried beneath Theatre Severn, Shrewsbury's fine new venue for the arts. From Shakespeare to Shake, Rattle and Roll, from stand-up comedy to stand-out drama, it happens here.

The flooding that once brought such misery to Frankwell has now largely been overcome by new flood defences, and the area is blossoming again, a charming mixture of the old and the new.

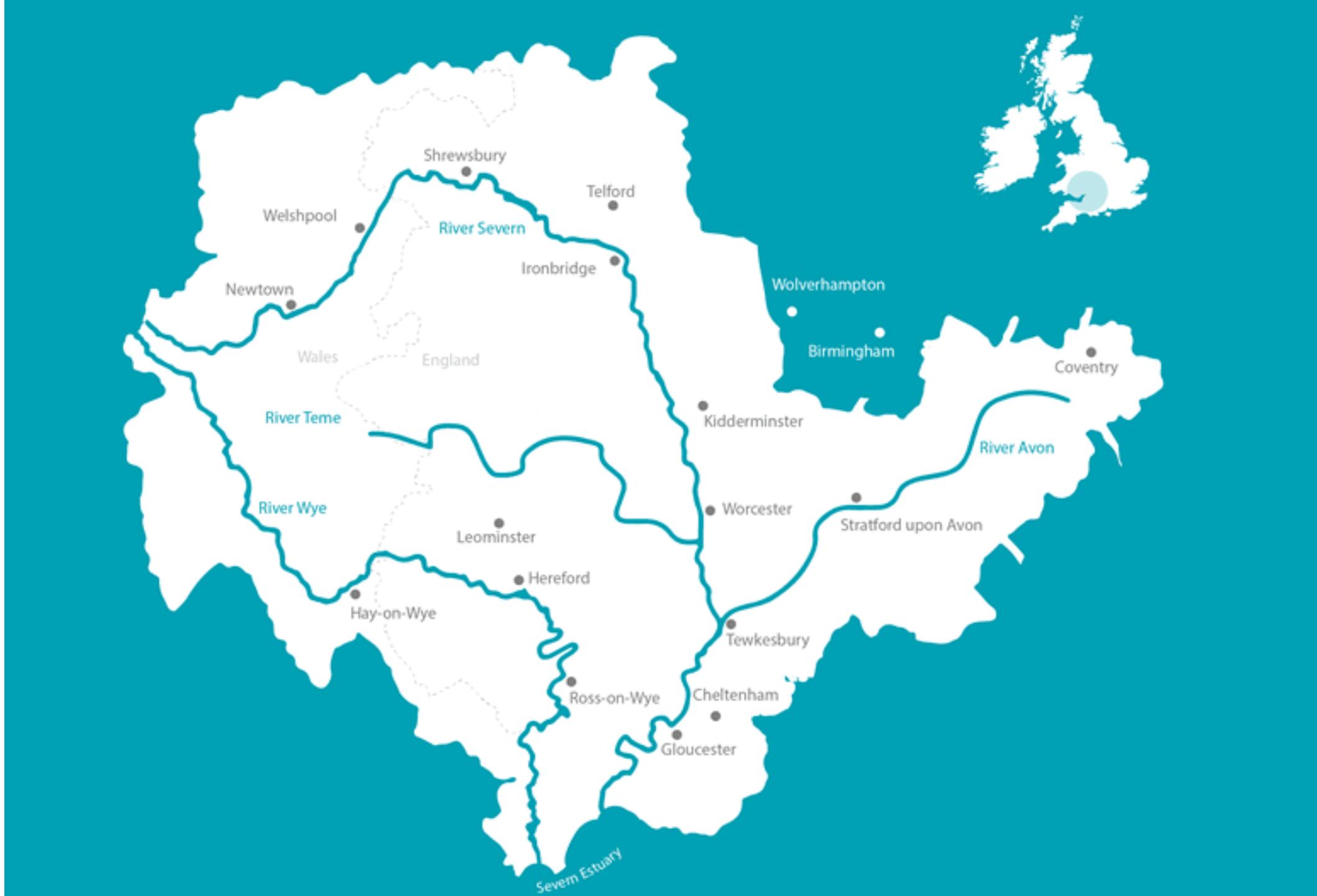


TAKE A SELFIE
AND BE PART
OF THE STORY AT
#COMICSTRAIL2021



SCAN HERE WITH YOUR
SMARTPHONE TO LEARN MORE





Welcome

INFORMATION

Tickets
Scottish destinations

STAY HOME





AVOID CROWDS

If it's busy here,
come back later
or choose
somewhere else.



CORONAVIRUS GET READY TO SHOW YOUR PASSENGER LOCATOR FORM



If you are unable to show your passenger locator form at the UK border, you may face prosecution or a fine.

Passengers arriving from **Travel Corridor** countries are still required to provide contact information on arrival in the UK, except for a limited number of people exemptions.

Visit gov.uk/uk-border-control for more detail.

Complete a passenger locator form at gov.uk/uk-border-control

STAY ALERT ▶ CONTROL THE VIRUS ▶ SAVE LIVES

HMG52DSP



These Are
Café Syrups
Not Hand
Sanitizer

(Yes; it has happened twice[😊])

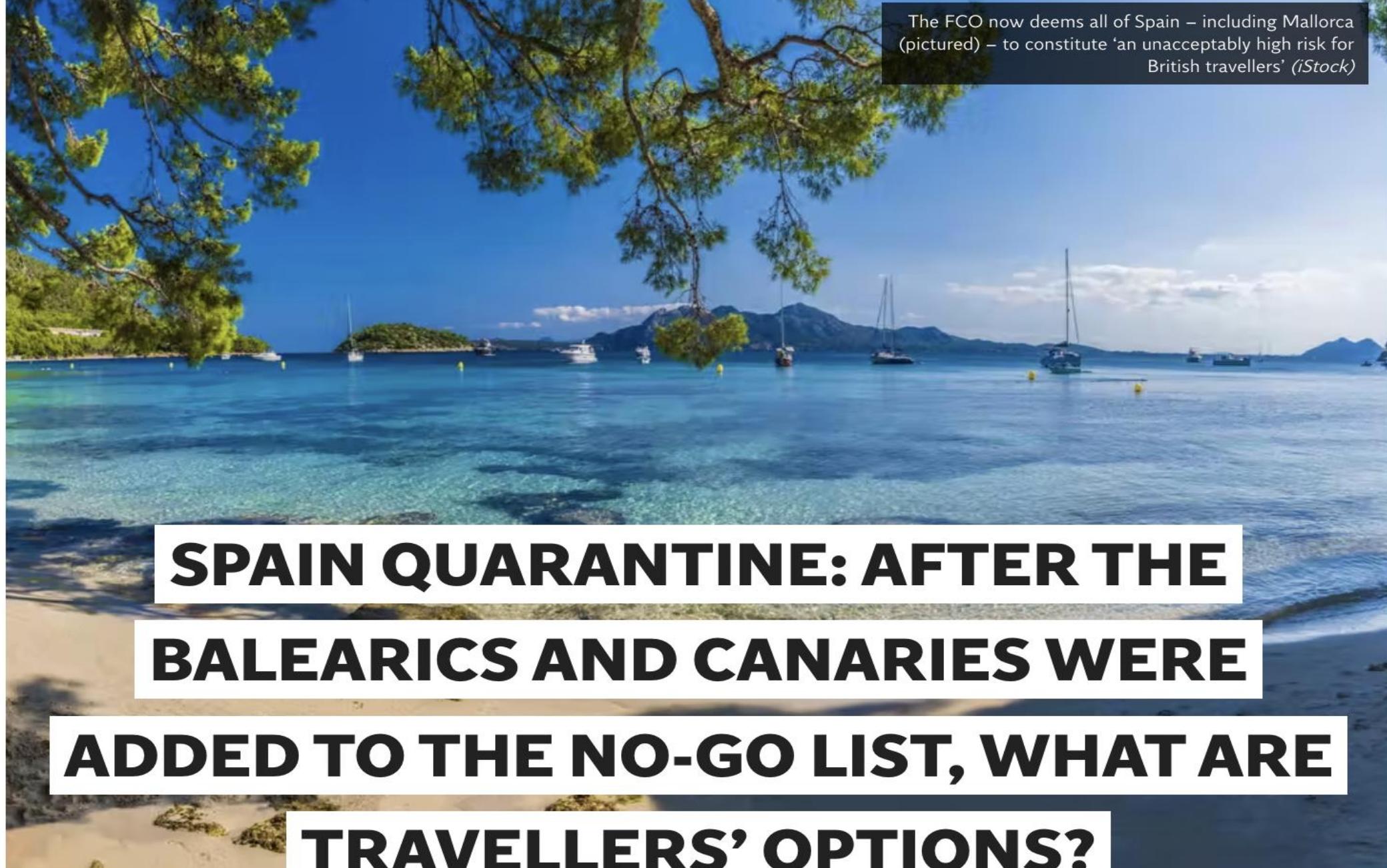


Going on holiday abroad remains
illegal until 17th May at the earliest.

Stay at home.

Save lives.





The FCO now deems all of Spain – including Mallorca (pictured) – to constitute ‘an unacceptably high risk for British travellers’ (iStock)

SPAIN QUARANTINE: AFTER THE BALEARICS AND CANARIES WERE ADDED TO THE NO-GO LIST, WHAT ARE TRAVELLERS’ OPTIONS?

Foreign Office now warns against travel to Mallorca, Ibiza, Gran Canaria, Tenerife and other Spanish islands





BARNARD CASTLE

Welcome to our
Historic
Market Town

[← Inspire Me](#)

Inspire Me

Shropshire 3 peaks challenge

Published on Monday June 21st, 2021

Share this article





BUNDESREPUBLIK DEUTSCHLAND
FEDERAL REPUBLIC OF GERMANY / REPUBLIQUE FEDERALE D'ALLEMAGNE
PERSONALAUSWEIS
IDENTITY CARD / CARTE D'IDENTITE



L01X00T47



[a] Name/Surname/Nom

[b] Geburtsname/Name at birth/Nom de naissance

[a] MUSTERMANN

[b] GABLER

Vornamen/Given names/Prénoms

ERIKA

Geburtstag/Date of birth/
Date de naissance

12.08.1983 DEUTSCH

Geburtsort/Place of birth/Lieu de naissance

BERLIN

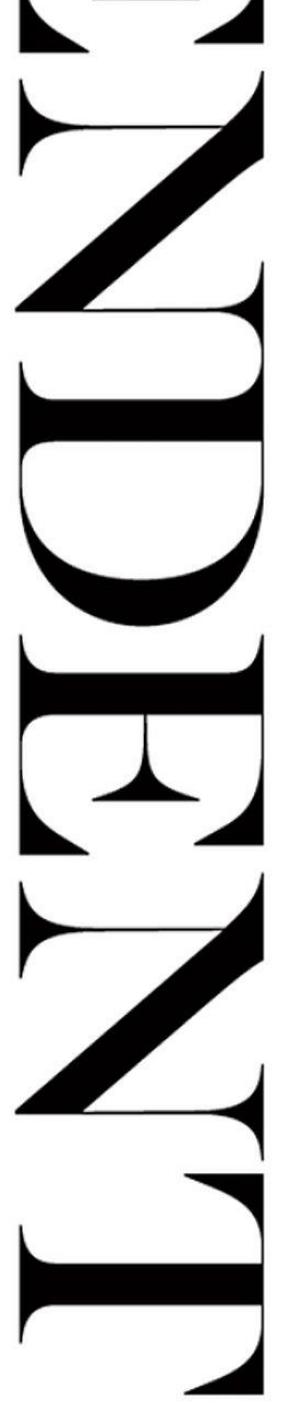
Staatsangehörigkeit/Nationality/
Nationalité

Gültig bis/Date of expiry/
Date d'expiration

01.08.2031

938568





EXCLUSIVE

As thousands brave ferry queues and high winds to head out on the great bank holiday getaway, an alarming prediction from UK boss of Europe's busiest coastal transport hub of worse to come...

Brexit travel checks could paralyse Port of Dover by Easter

SIMON CALDER
TRAVEL CORRESPONDENT

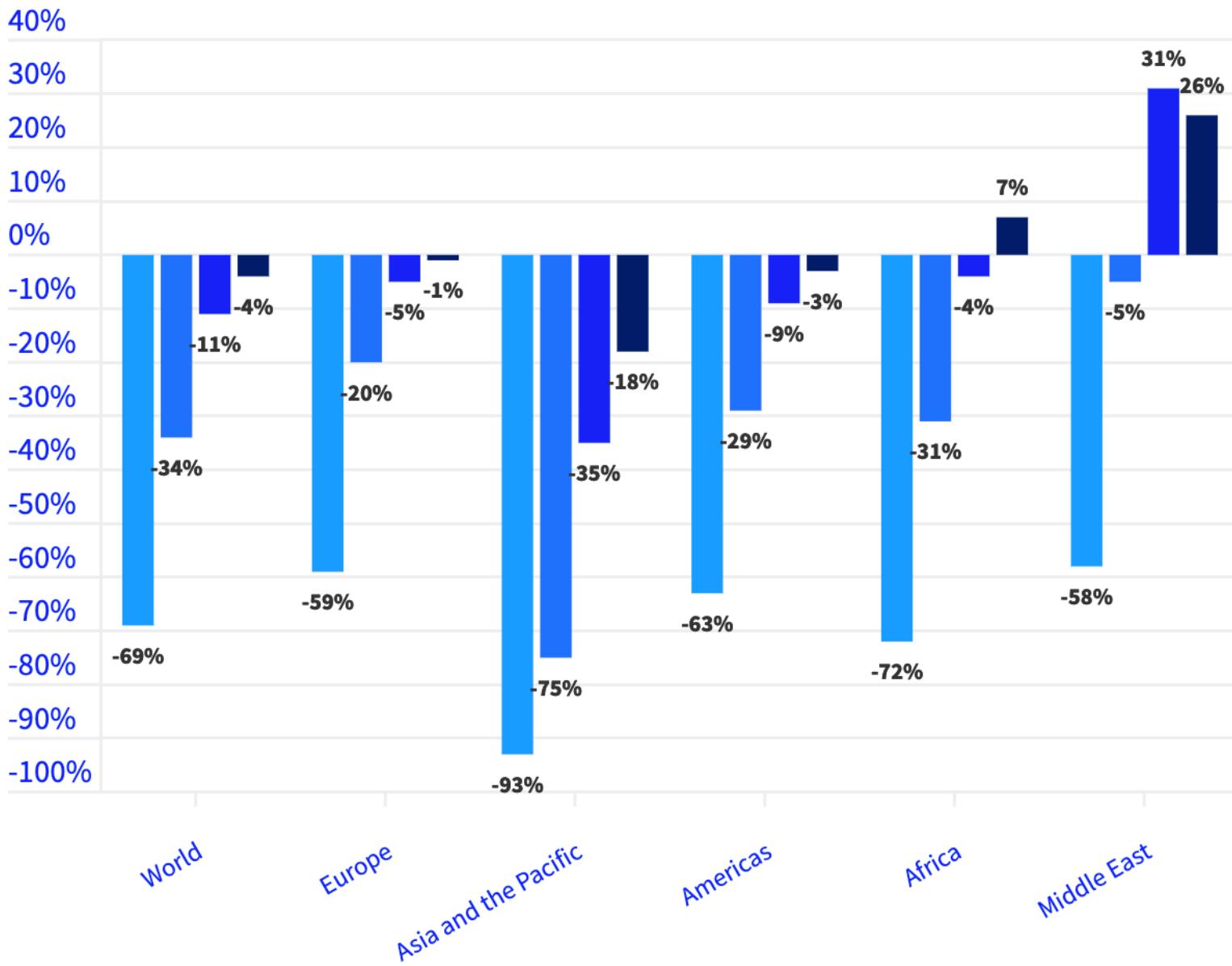
As millions face delays on roads and rail over the August bank holiday, the boss of the Port of Dover has warned that new post-Brexit checks could

paralyse the busy hub by Easter. From November, the EU entry-exit system means British travellers must have fingerprints and a facial biometric taken. At Dover, this must be done before departure. Chief executive

Doug Bannister said new infrastructure being built can handle this requirement “through to about Easter” but “will be inadequate for handling the full volume of traffic that we’re anticipating for next summer”.

International Tourist Arrivals (% change over 2019)

% change over 2019 2021 2022 2023 January-July 2024*



38.0m
Visits



7% vs
2019



21% vs
2022



£31.1bn
Spend



9% vs
2019

17% vs
2022









2025 and beyond

Another World
starts right here
right now



“Pleasant journeys into faraway lands”
by Muhammad al-Idrisi, 1154

24Hello

24Hello









*'We now think it was where
people came to argue about
a third runway at Heathrow'*

ST

21

WHSmith SEE PAGE 26
HIGH STREET STORES ONLY, EXCLUDES NI,
SUBJECT TO AVAILABILITY, UK ONLY

WORTH
£6.99



CHEAPER
DAILY MIRROR
AND TEN TIMES BETTER

MILLIONS FACE HOLIDAY CHAOS

roasting if you get there

located on the Finest Beaches
British Caribbean.

5-Star
Hotels



TURN TO PAGE 5

By John Ingham
Transport Editor

BRITISH tourists are facing travel chaos across Europe because of a "flawed" EU policy, an MP said yesterday. Passengers have been enduring airport queues of up to four hours due to tougher passport checks to combat terrorism.

To make matters worse, a heatwave has pushed



Holidaymakers queueing at Barcelona airport yesterday

TO BOOK THE WORLD'S
ALL-INCLUSIVE RE

co.uk | See yo

lond



LIVE 14:07 Tallinn, Estonia

BREAKING NEWS

Network-wide failure of UK air traffic control systems

sky news 12:07 NS

National Air Traffic Services says it is experiencing "technical issue" amid reports of



GATWICK AIRPORT REOPENS
Police hunt drone operators as runway reopens

BBC NEWS

15:38 RE DELAYS OVER THE WEEKEND

LG

MORE THAN

| | | |
|----------------|---------|-----------------|
| Genoa | BA2689 | Estimated 15:26 |
| Dubrovnik | BA2679 | Expected 12:58 |
| Venice | BA9254P | Expected 12:39 |
| Palma Mallorca | D86600 | |
| Rovaniemi | D82969 | Expected 13:24 |
| Venice | AA6381 | Estimated 14:18 |
| Prague | QS1096 | |
| Edinburgh | BA2939 | Cancelled |
| Innsbruck | BA2691 | Estimated 14:01 |
| Salzburg | D82905 | |
| Vienna | BA2577 | Estimated 14:18 |
| Barcelona | D82403 | Cancelled |
| Malaga | BA2048 | |
| Almeria | BA2795 | Estimated 14:19 |

BA DATA BREACH: WHAT DOES THE BRITISH AIRWAYS HACK MEAN FOR CUSTOMERS?

sky news



International Airport.

97

Can

Can

Cancelled

And another thing...

Eyjafjallajökull: It's pronounced
ay-uh-fyat-luh-yoe-kuutl (-uh)...
also known as 'that f***ing
volcano'.



Flere
søvn-
problemer

Dagbladet

STØRST
SØVN-
PROBLEMER

Vulkan-aske
fra Island

STOPPER

FLY-NORGJE

MGMT



**Whatever your joy
looks like, you'll find it
here.**

Nowhere quite balances rugged exploration, welcome serenity and rejuvenation quite like Shropshire. Choose your perfect escape and soak up every minute of it, right here.



THE IRON BRIDGE
CO. OF CO. OF
CANTERBURY
AND LECTER
IN THE
TRENT
SOCIETY







FIRST NIGHT

14



14



FIRST NIGHT

15



15

Immigration Removal Centre

Western Heights
Trail



Drop Redoubt Fort
and Grand Shaft



**Crematorium
Goodwood
Amenity Tip**

**Nasty
Please drive carefully**

WOODHALL SPA

**TWINNED WITH
ROEZE SUR SARTHE**

BEST KEPT VILLAGE

1989 1998



Monte Carlo

LANCE
BURTON

comedy
LANCE BURTON

TREASURE

ISLAND

ALADDIN

McDonald's

BARRERA

THUNDER

UNITED

HOTEL







Hilton



KARL'S BAR

**DON'T GO TO
OUR RIVALS
FOR HIGH
PRICES & BAD
SERVICE
COME HERE
INSTEAD!**

THANK YOU

PLEASE
CALL AGAIN



CHEEKY CHILDREN,
SOGGY DOGS,
+ MUDDY BOOTS
WELCOME!



370
HO

GALLCOVEN
NE ART
56 7531

WE DO NOT HAVE WIFI
TALK TO EACH OTHER!





WLLR

688
posts

1,147
followers

4
following

Non-profit organisation
WLLR, Llanfair Caereinion

linktr.ee/welshpoolsteam

Follow

Message

Contact



**/VOLUNTEER:
ENGINEERING**

THE
WELSH
&
LLANFAIR
LIGHT
RAILWAY



JOIN US IN 2025!

wllr.org.uk/volunteer



**JOIN OUR TEAM!
MARKETING & ADMINISTRATION OFFICER**

Welshpool and Llanfair Light Railway

Full-Time 40hrs per week

£28,000 per annum

Permanent after probationary period

We have an exciting opportunity for a Marketing & Admin Officer to join our team. Based primarily at Llanfair Caereinion (SN72 0SP) the Marketing & Administration Officer will be responsible for the delivery of marketing and promotional activity, including press and customer communications, to reinforce group bookings and promote the railway.

Apply with a CV and Covering Letter to:

generalmanager@wllr.org.uk

Full Role Profile available on: wllr.org.uk/vacancies

Closing Date for Applications: Monday 10th March 2025

Interviews: Thursday 20th March

Yours Sincerely,

Mark Williams

Marketing & Admin Officer

Welshpool and Llanfair Light Railway

Charity No. 500022

Reg. Office: 100 High Street, Llanfair Caereinion, Powys, SY21 0SP

Telephone: 01653 662222

E-mail: generalmanager@wllr.org.uk

Website: wllr.org.uk

Facebook: www.facebook.com/wllr.org.uk

Twitter: [@wllr](https://twitter.com/wllr)

Instagram: [@wllr](https://www.instagram.com/wllr)

YouTube: [@wllr](https://www.youtube.com/wllr)

LinkedIn: [@wllr](https://www.linkedin.com/company/wllr)



Partneriaeth Rheilffordd Gymunedol
3 Sir Gysylltiedig
3 Counties Connected
Community Rail Partnership



Partneriaeth Rheilffordd Gymunedol

3 Sir Gysylltiedig

3 Counties Connected
Community Rail Partnership

Cymru | Wales



Rhiwabon | Ruabon

Y Waun | Chirk

Gobowen

Wrecsam Canolog | Wrexham Central

Wrecsam Cyffredinol | Wrexham General

CAER | CHESTER

CREWE

AMWYTHIG | SHREWSBURY

LLoegr | England



Yr Heledd-wen | Nantwich

Wrenbury

Yr Eglwys Wen | Whitchurch

Prees

Wem

Yorton



The Rail Trail

Liverpool - Manchester - York - Darlington - Stockton

Sponsored



Sykes Cottages

<https://www.sykescottages.co.uk>

Cottages in Ludlow | Sykes Holiday Cottages

Book Your Perfect UK Holiday In One Of Our Holiday Cottages Online Today. Choose From A Wide Selection Of Properties Catered To Your Individual Needs. Book Now.

Sponsored



Grand Cottages

http://www.grandcottages.co.uk/maltsters_house

The Maltster's House, Ludlow

Holiday Cottage to Sleep 10 — Superb 18th century Ludlow cottage is situated just 5 minutes' walk to Town. Short Breaks.

Sponsored



Booking.com

<https://www.booking.com>

The Maltster's House, Ludlow

No reservation costs. Great rates. Book at over 1,400,000 hotels online. Booking.com...

Sponsored



cottages.com

<https://www.cottages.com>

Ludlow Cottages & Quality Self-Catering Breaks

Find out why 98% of customers would book with us again. Book today from just a £25 low...



themaltstershouse.co.uk

<https://www.themaltstershouse.co.uk>

The Maltsters House, luxury holiday rental in Ludlow, UK

Luxury Holiday Rental in Ludlow, Shropshire for up to 14 people · Sleeps up to 14 people · 6 bedrooms · 5 bathrooms · Lounge with 65" wall-hung smart TV ...

[See photos](#)[See outside](#)

The Maltsters House, Ludlow

4.9 7 Google reviews [i](#)

4-star hotel

[Website](#)[Directions](#)[Save](#)[Call](#)[Check availability](#)

Address: The Maltsters House, 111 Corve St, Ludlow SY8 1DJ

Phone: 07831 537835

Compare prices

 Sun 16 Feb Mon 17 Feb 2

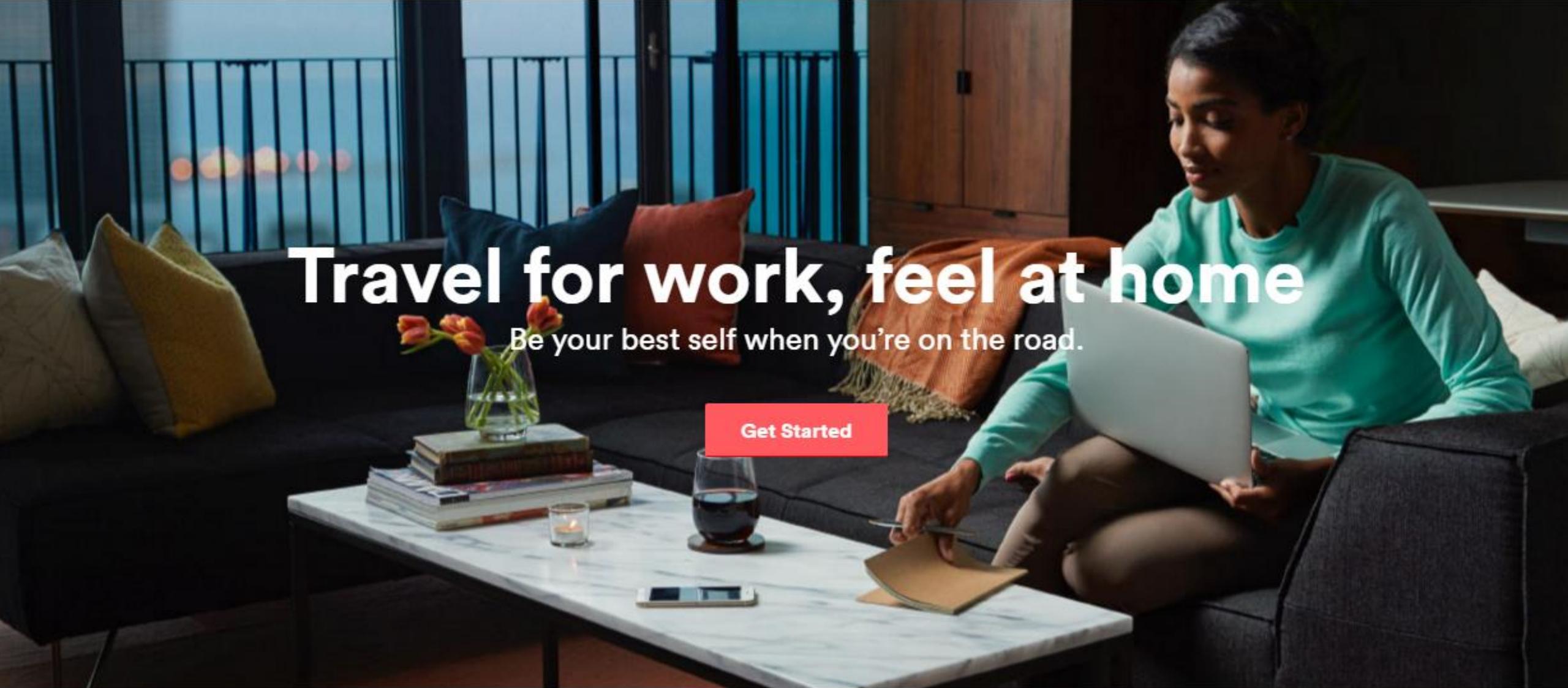
Contact this property for rates and availability

Questions & answers

Be the first to ask a question

[Ask a question](#)

Reviews



Travel for work, feel at home

Be your best self when you're on the road.

Get Started

The perks of using Airbnb for Business

BE LOYAL TO
YOUR MUM



Not your hotel

HOTEL
INDIGO[®]
AN IHG HOTEL

STAY DATES
Sep 05 - 08



YOUR IHG HOTEL

Indigo - Newcastle

CONFIRMATION #

49123573

GUEST

Charlotte Hindle

CHECK IN

3:00pm

IHG





Wellington

Hotels

Things to Do

Restaurants

Flights

Holiday Rentals

Cruises

Car Hire

Forums

Europe > United Kingdom (UK) > England > Shropshire > Telford > Wellington > Wellington Restaurants > Park Street Kitchen

Park Street Kitchen Claimed

Share

Review

Save

39 reviews

#4 of 29 Restaurants in Wellington

Caribbean, Healthy, ££ - £££





Peter W

Shrewsbury • 842 contributions

14 0 ...



A real hidden gem

Sept 2023 • Couples

We love Caribbean food and were delighted to find this tiny eatery in the centre of Wellington. There are only about half a dozen tables but we have used the take-away service and not eaten in. Reasonably good selection of traditional Caribbean food, curries, jerk, salt fish etc. Very friendly owners cook the food in front of you quickly. They also advised on where we could get supplies and cooking techniques for trying ourselves. Delicious and highly recommended.

[Read less](#) ^

Written 1 August 2024

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews as part of our industry-leading trust & safety standards. Read our [transparency report](#) to learn more.

Graduate

CAMBRIDGE



[!\[\]\(89b76688db6b2ae5c5f3ae32089add31_img.jpg\) Visit hotel website](#)[About](#)[Location](#)[Reviews](#)[Check availability](#)

Hiya, thanks for your review. Whilst we are pleased to see that overall you enjoyed your visit, we are saddened to learn that breakfast was not to your liking and the tables outside had not been prepared for service. In all honestly it had been raining all night and the team did not expect guests wanting to dine outside after such wet night, but we will reconsider this option moving forward and make sure the team are always prepared. We hope that this will not deter



Newport Food Frenzy

Saturday 13th September
10am - 4.30pm



Welcome To Newport. Historic Shropshire Market Town

All About Newport is a dedicated business and information portal for the Newport Shropshire area. Packed with all the local information you need.

From the [latest local News](#) and [What's On guide](#) to a comprehensive [Business guide](#). Listed in the top 10 '[Best Market Towns in Britain 2017](#)' by The Times, Newport's independent shops, pubs, cafes and restaurants have plenty to offer. And, for those [visiting for the day](#), parking is Free.

Discover how Newport is going green with its [Recycling](#) and [Sustainability scheme](#).

Take us with you. We're designed for your smartphone. Whether it's shop opening times, event dates or a local business phone number, we have it.

Follow us on your favourite social media channel. Stay up to date with what's happening in and around Newport.





Edinburgh becomes first 'tourist tax' city in Scotland



The "tourist tax" will take effect from 24 July 2026



T1 PME

AUTOCOMPONENTS E4 9AB

JEPSON 20 AU 1998



AXIS
international

TX1

Suggested Tips

20% = 7.00 25% = 8.75 30% = 10.50

Duplicate Copy

Thank you for dining with us!

ASK ME A
QUESTION!



Durham
University

@SimonCalder



Digital and the visitor economy

Colin Wood
Innovation Lead
Dorset Council





£945 Million
TOURISM CONTRIBUTES
TO THE ECONOMY



£385M
STAYING VISITOR
SPEND



£773M
GENERATED IN GVA
GROSS VALUE ADDED

12.1M
DAY LEISURE
VISITS



13.8M
VISITS (DAY VISITS AND
STAYING TRIPS)



1.6M
OVERNIGHT
LEISURE TRIPS



6.7M
OVERNIGHT STAYS
(NIGHTS)

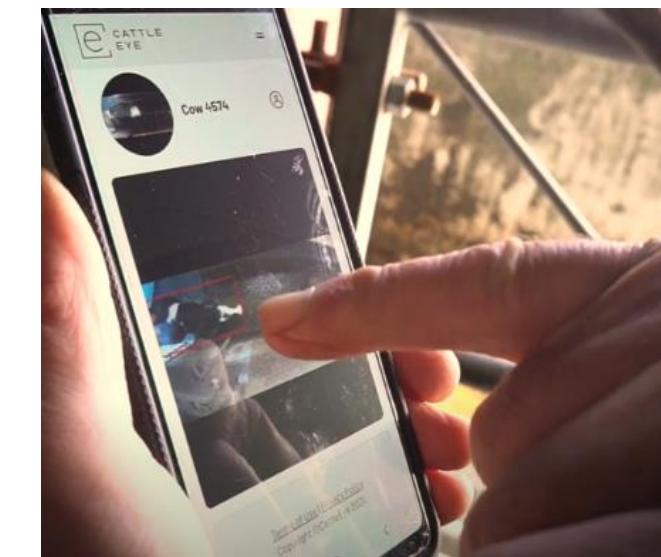


1.2M
OVERSEAS STAYS
(NIGHTS)



21,276 TOURISM JOBS CREATED

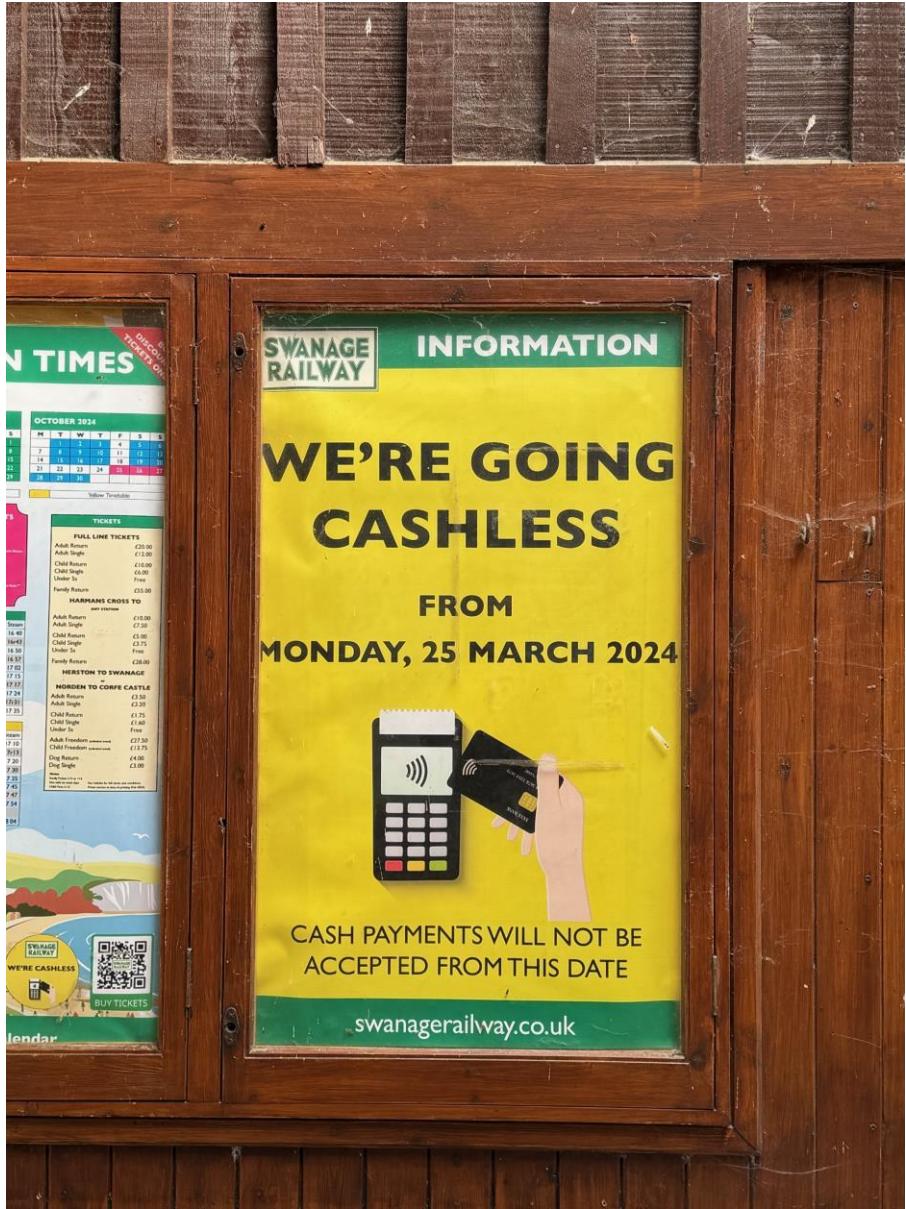


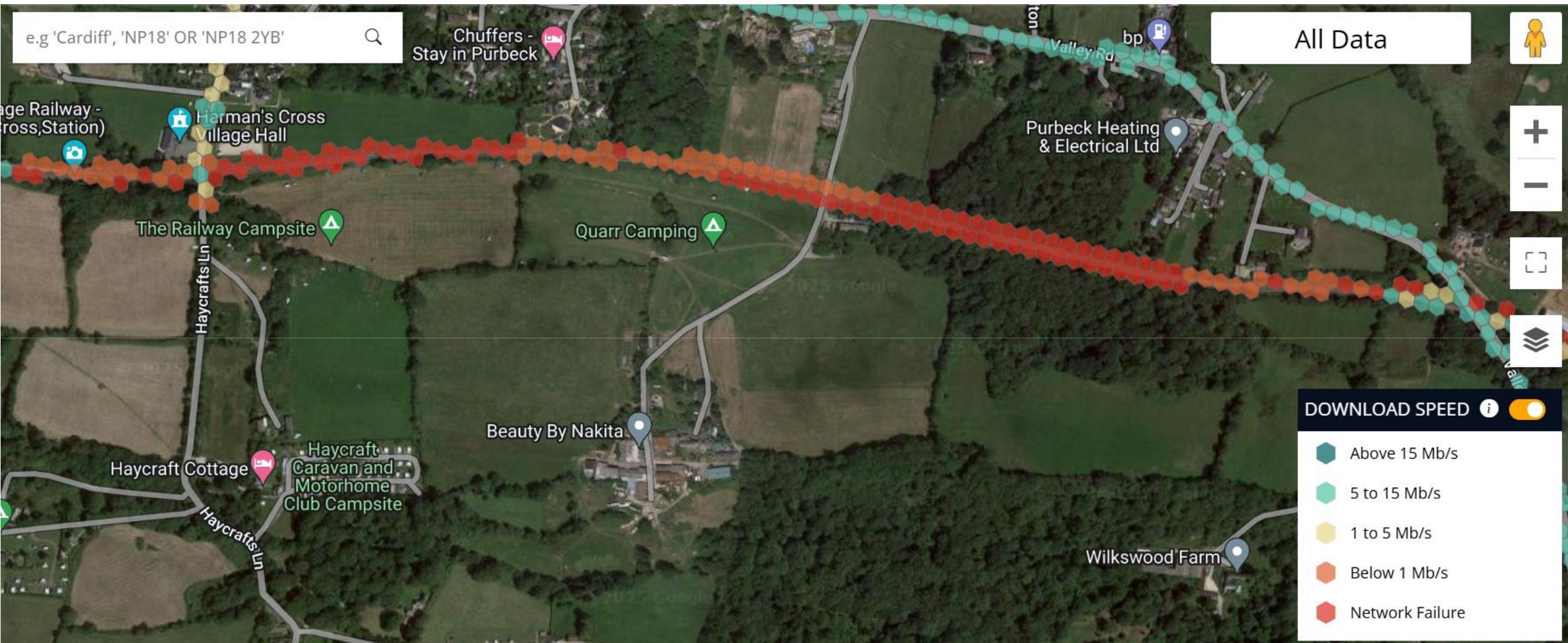




**SWANAGE
RAILWAY**











Welcome!
Please fill out the form to connect.

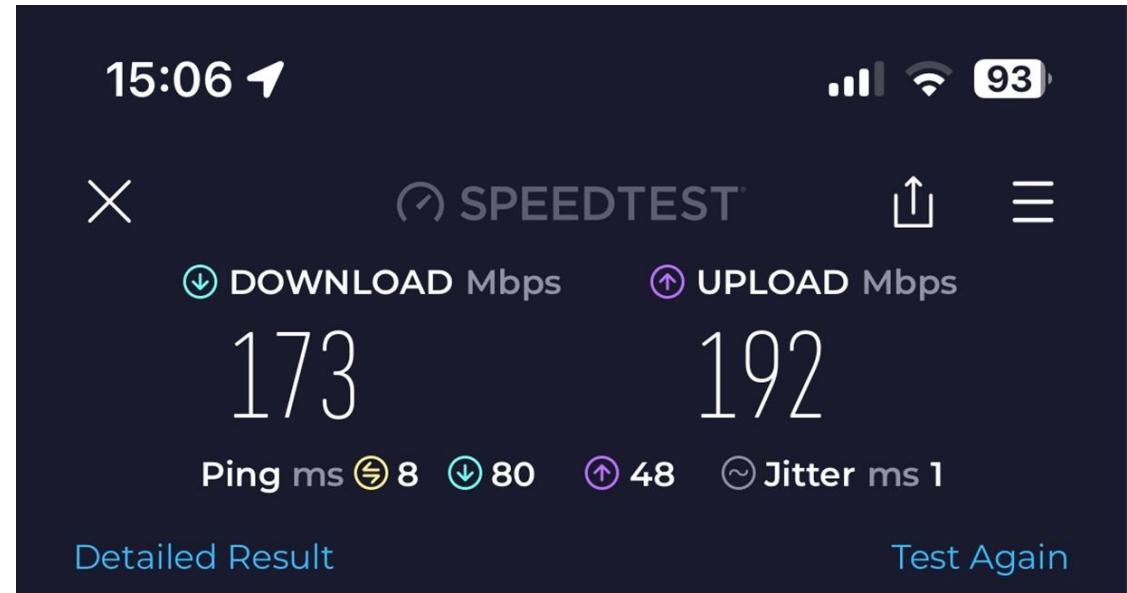
Full Name:

Email Address:

Group size?:

Where have you travelled from today?:

Subscribe to Mailing list:



We brought the
stream to steam!

UK's first connected steam train - benefits

- Reduced costs and increased income
- Enhanced visitor experience
- “Free” publicity
- Improved public safety for staff and visitors

- Easier car parking
- Continue to be positioned as an innovative area
- Connected vehicles - potential
- Proven solutions for remote tourism attractions/communities

Thank you

Digital
Dorset





BRINGING HISTORICAL VENUES INTO THE DIGITAL AGE

James Kellock
Sales Manager



Who are Telet?

- **UK's 5th Mobile Network**
- **200 small cell sites**
- **Full Member of GSMA**



Consumer Preferences:

A substantial 80% of individuals favour watching videos over reading text.

Influence on Purchasing Decisions:

Globally, 64% of customers make purchases after viewing a brand's social videos



What do we want?



“10 out of 10”

“Fantastic experience”

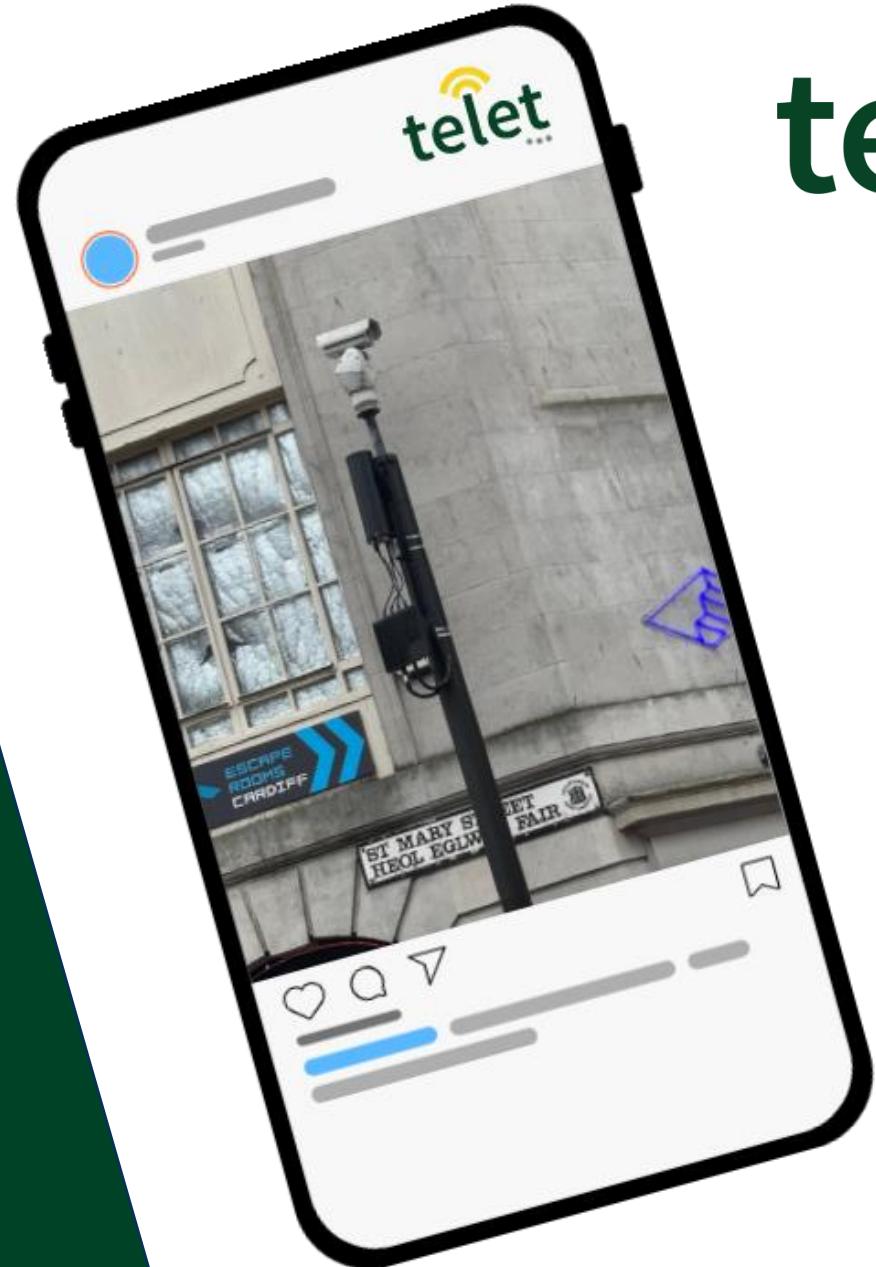
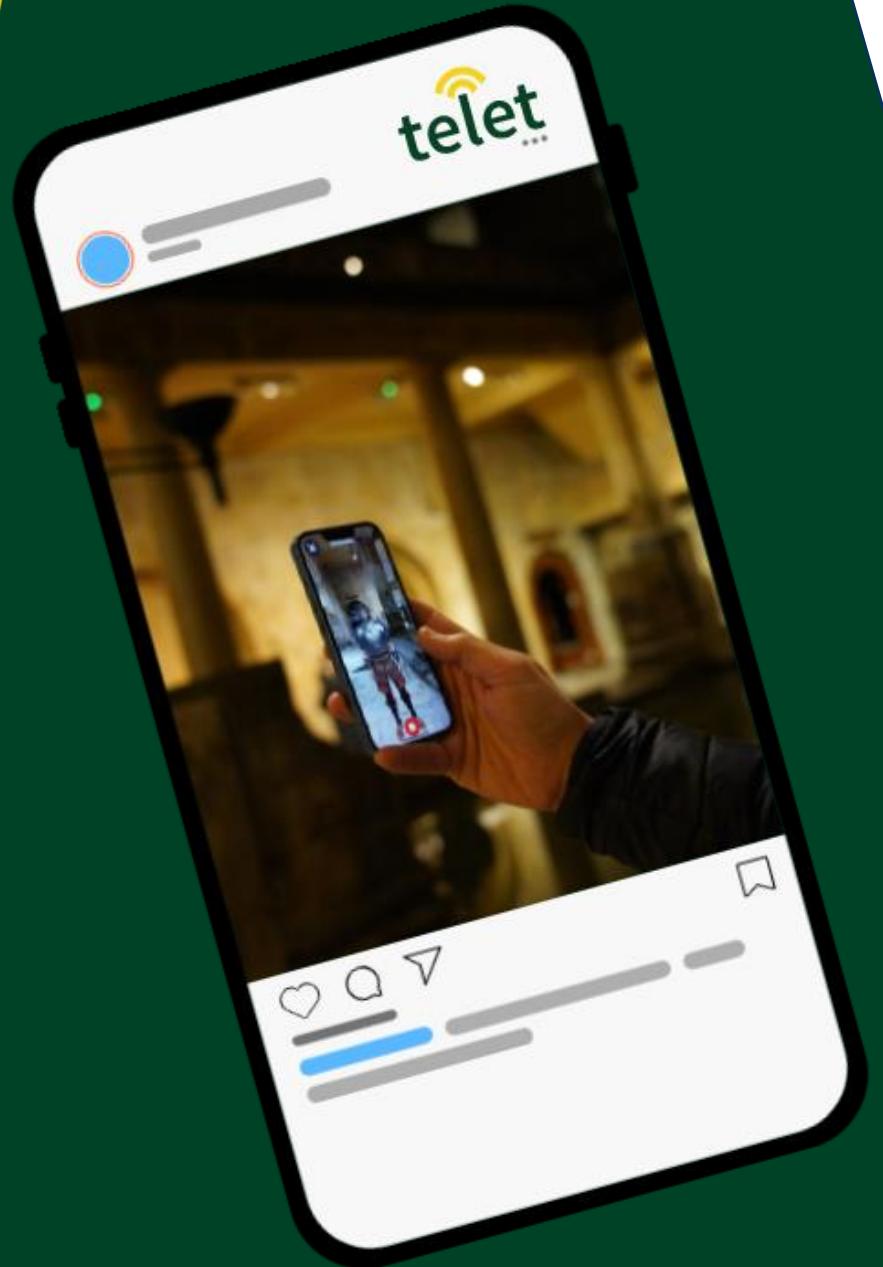
“We will be going back!”

“Great day, great place”

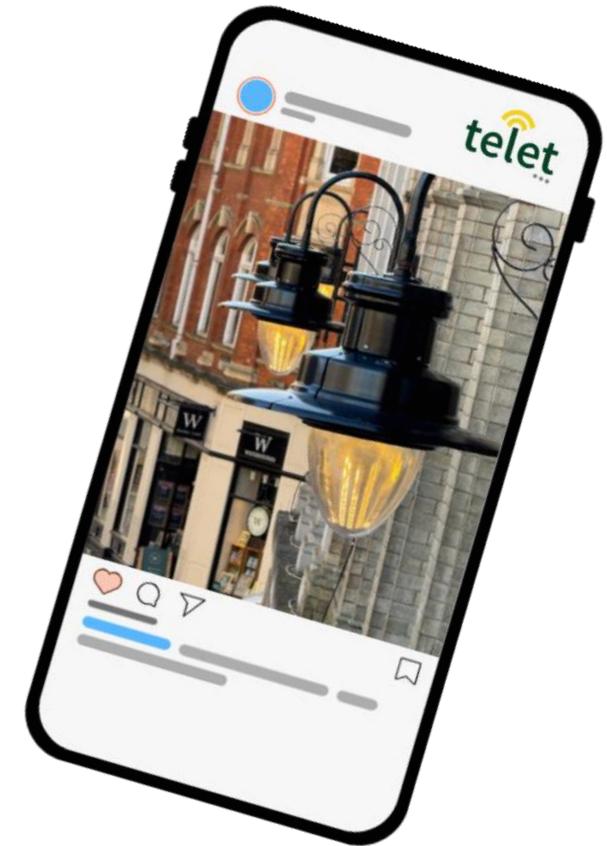
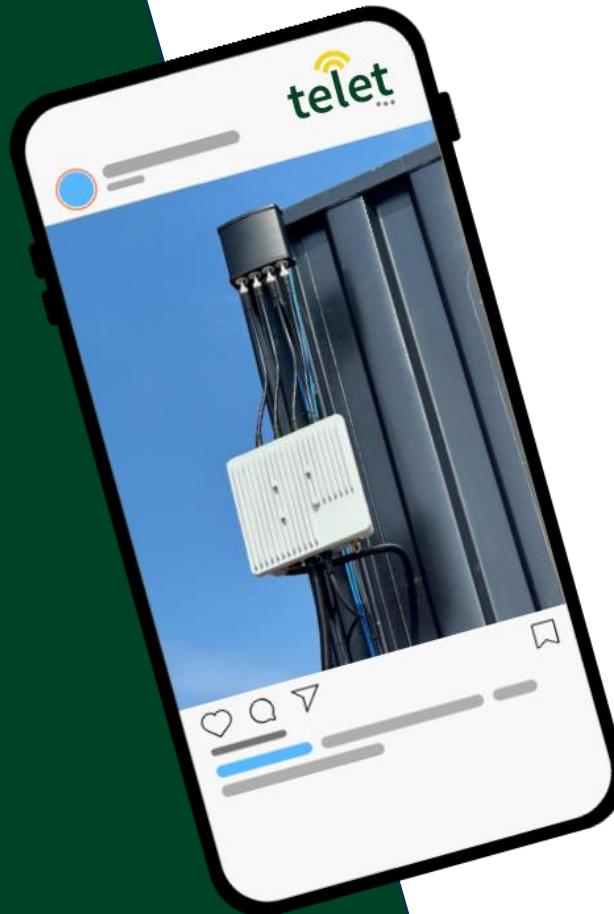
“Perfect day out”

“Sign me up for return visit”

“Highly recommend to anyone to go”



The Telet logo, featuring the word 'telet' in a green sans-serif font with a yellow signal icon above the 'e', and the word '...cam' in a smaller font below it.





Where do we help?

- Farming
- Villages
- Holiday Parks
- Stadia
- City Centres
- Events
- Marinas
- Ports
- Estates
- Construction



**Thanks for
listening**

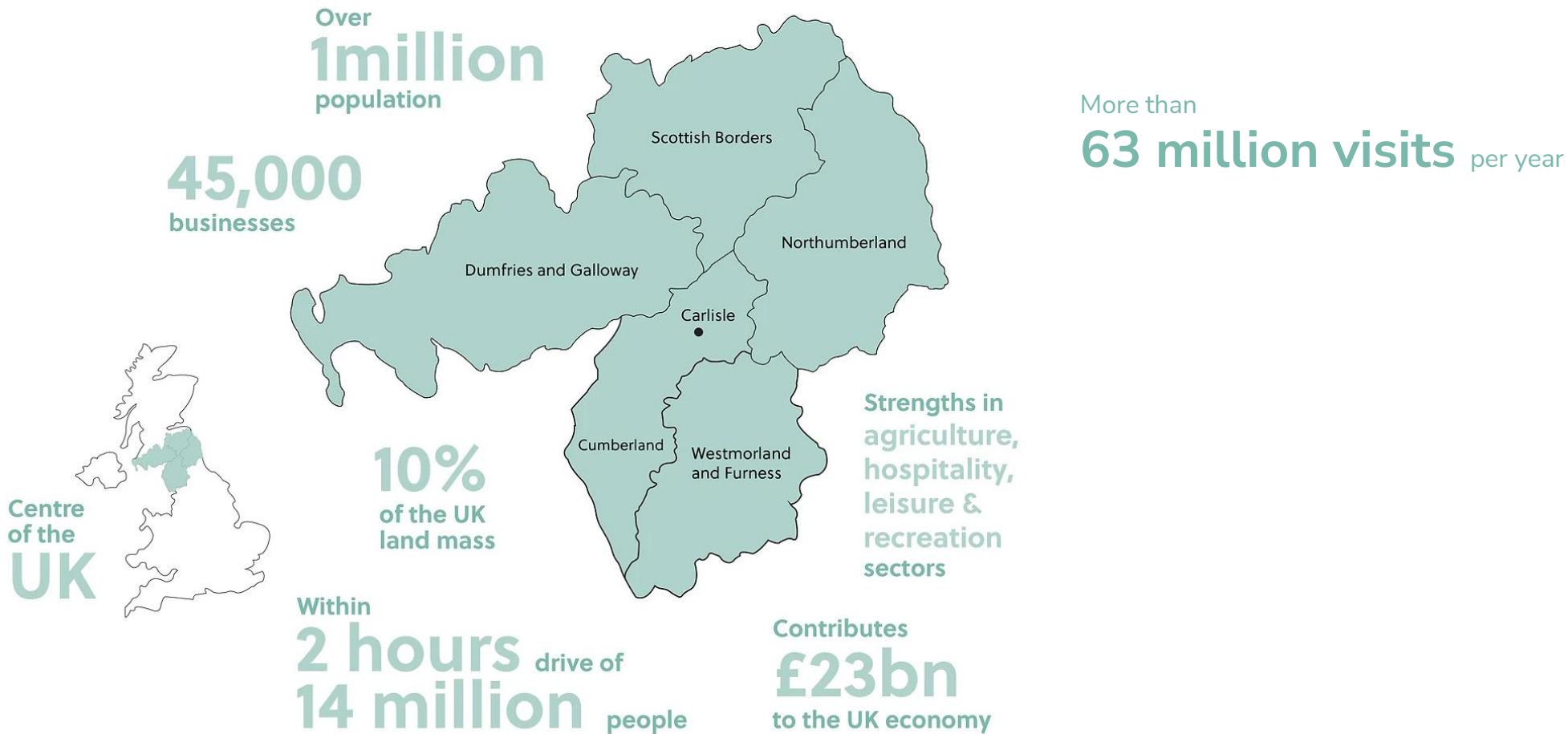
www.tel.et

Borderlands 5G Innovation Region



www.borderlandsgrowth.com

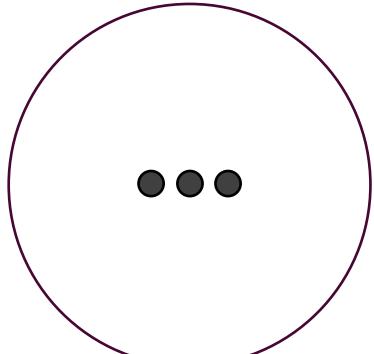
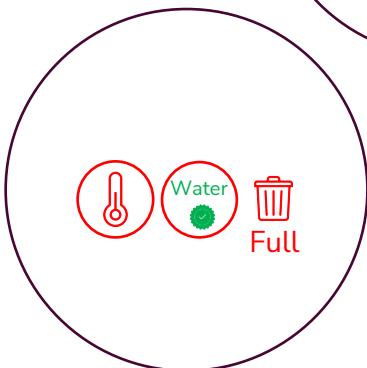
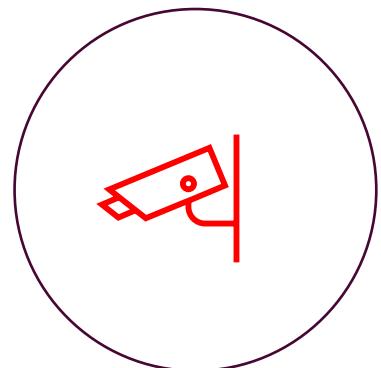
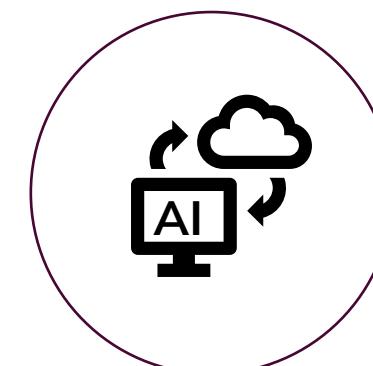
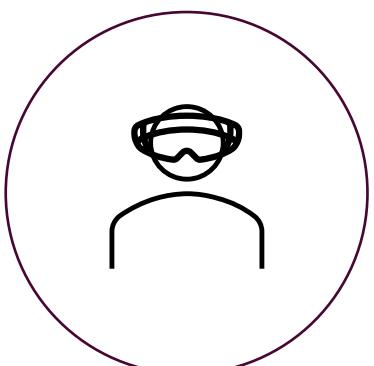
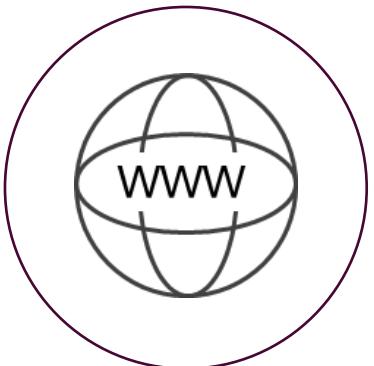
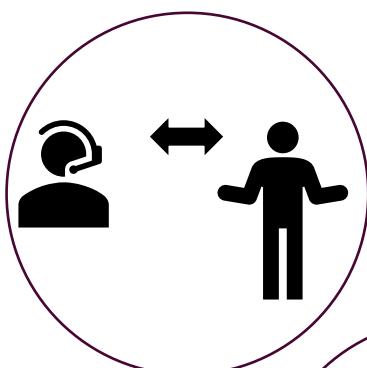
BORDERLANDS 5G INNOVATION REGION



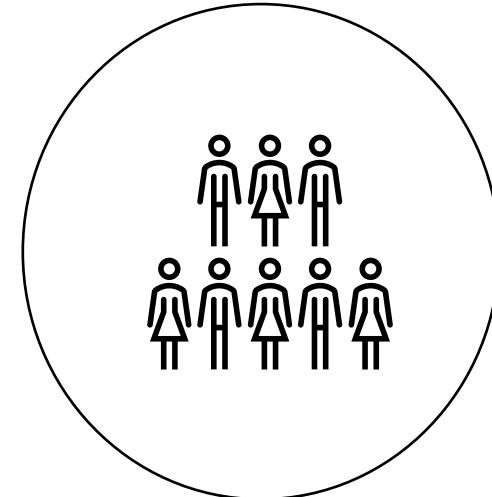
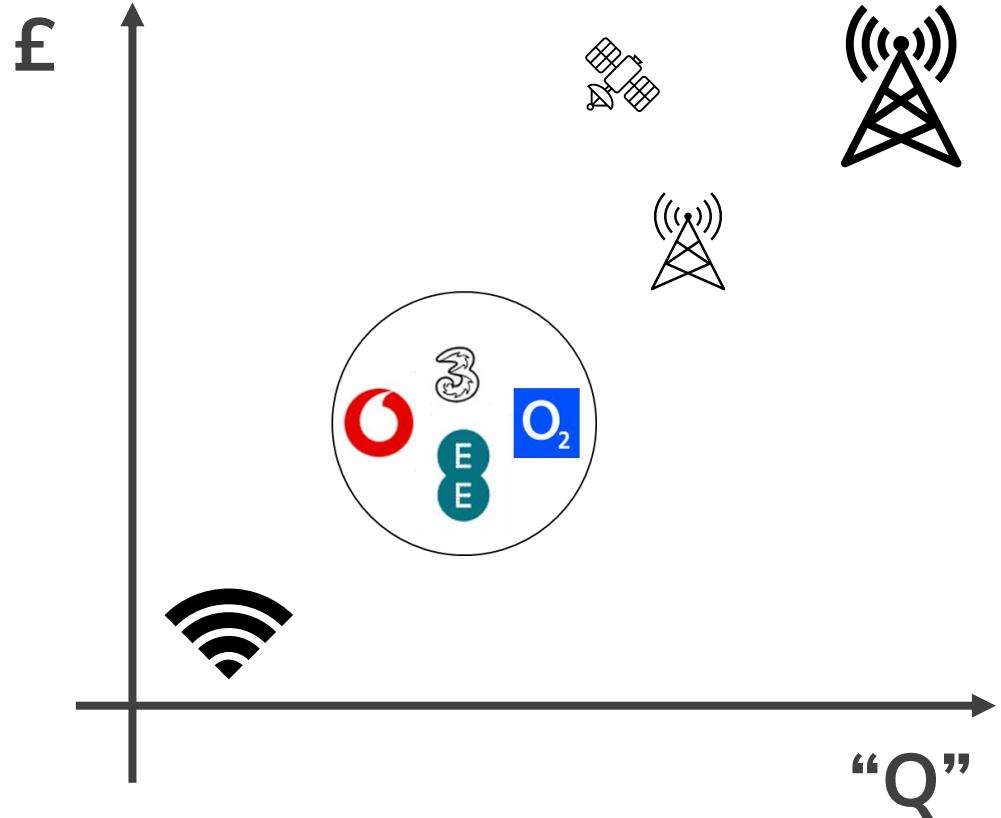
RURAL TOURISM, RURAL INDUSTRIES



USES OF WIRELESS



WIRELESS OPTIONS



Questions...

Your challenges
Your use cases
Your solutions

Workshop Locations

| Time | Walker Theatre | Break Out Area 1 | Break Out Area 2 |
|--------|--|--|---|
| 1:30pm | Introduction to the latest Technology including AI, AR and Holograms (Immersive Technology Consultants) | Improving Connectivity | Digitising Business Processes (Evident) |
| 2:15pm | Introduction to the latest Technology including AI, AR and Holograms (Immersive Technology Consultants) | Bringing AI into your business (Maybe*) | Digitising Business Processes (Shoothill) |
| 3pm | Ask the Expert | Bringing AI into your business (Maybe*) | Digital Placemaking & Wayfinding (Doopeedo!) |

Ask The Expert

Ste Ashton

- **Ian Robertson - Immersive Technology Consultants**
- **Tom Gamblin - Evident Group**
- **Gavin Allen - Glideology**

Closing Remarks

Summary

Key Takeaways

Thankyou's

