



Digital Tourism Conference 2025

360°

Event Guide

Tuesday 11th February 2025 - Hilton Puckrup Hotel, Tewkesbury

Wednesday 12th February 2025 - Severn Theatre, Shrewsbury

economy@gloucestershire.gov.uk



Welcome to the Digital Tourism Conference 2025!

We are delighted to welcome you to the Digital Tourism Conference 2025, hosted across the historic and picturesque towns of Shrewsbury and Tewkesbury. Over the course of the events, we'll explore how cutting-edge digital tools and innovative strategies are transforming the tourism sector, offering new ways to engage audiences, enhance visitor experiences, and grow businesses in an increasingly digital age.

With a packed agenda of expert keynote speakers, interactive workshops and networking opportunities, the conference promises to be an inspiring and practical resource for professionals across the industry. Whether you're here to learn, share or connect, we hope you'll leave with fresh ideas and actionable insights.

The conference is brought to you by the River Severn Partnership Advanced Wireless Innovation Region in collaboration with Gloucestershire County Council.

Matt Smith, RSPAWIR programme manager, said: "The RSPAWIR recognises that tourism is a key part of the region's economy. By partnering with Gloucestershire County Council to host these events we will demonstrate that advanced wireless technology can boost tourism, protect our environment and local businesses, improve how we deliver rural services and collect information to support future investment. We have drawn on the experience of Innovation Region colleagues, mobile network providers and experts in augmented reality and network builders to pull together an informative agenda."



Cllr David Gray, cabinet member for Environment, Economy and Planning for Gloucestershire County Council, said: "Working together - our aim is to bring people from all areas of the tourism industry together to demonstrate what can be achieved by embracing wireless connectivity and digital processes, whether that is streamlining their businesses through ticketing and booking or improving visitor experience by embracing promotional ideas such as immersive experiences. Both events promise to be informative and an excellent opportunity to explore the marketplace and network with destination colleagues including members of the Local Visitor Economy Partnerships who have helped to promote the event."

Thank you for joining us, and here's to a productive and inspiring conference!

Please tag us in your social media posts:

[@River Severn Partnership Advanced Wireless Innovation Region](#)
[@Gloucestershire County Council](#)

Exhibition Floor Plan

**Tuesday 11th February: Hilton Puckrup Hall Hotel,
Puckrup Lane, Tewkesbury GL20 6EL**

Exhibitor List:

1. Borderlands 5G
2. Gloucestershire County Council
3. Gazooky Studios
4. Doopee Doo!
5. DBFB
6. Outdooractive
7. Glideology
8. Made in Gloucestershire
9. The Growth Hub
10. Gloucestershire Libraries
11. Gloucestershire Community Rail Partnership
12. Immersive Technology Consultants
13. The John Moore Museum
14. AWTG
15. Maybe*
16. Evident Group
17. Telet
18. Urbis-Schreder
19. River Severn Partnership
20. Virtuser
21. Visit Worcestershire
22. Cotswolds Plus LVEP

Workshop Locations:

Main Ballroom:

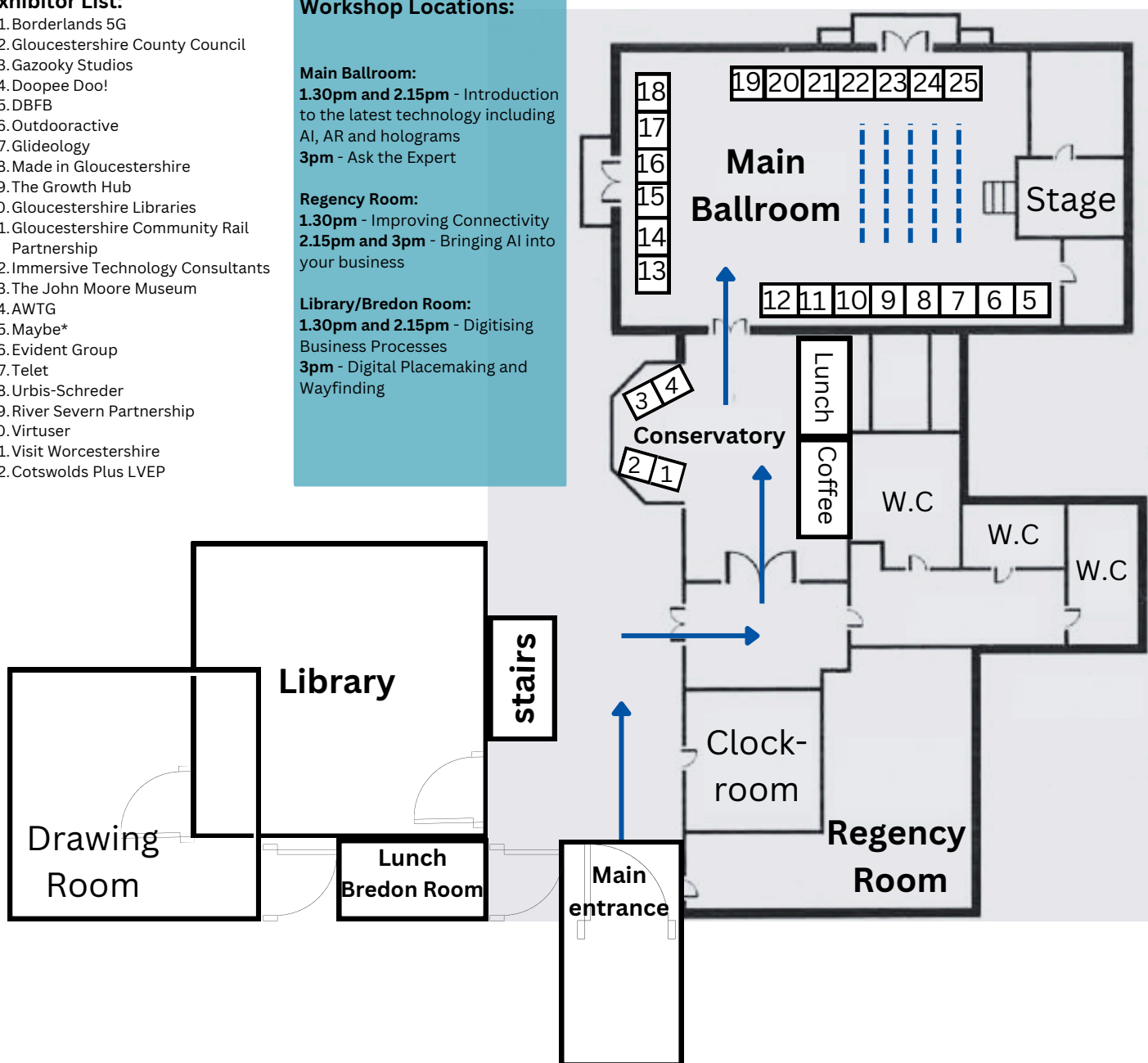
1.30pm and 2.15pm - Introduction to the latest technology including AI, AR and holograms
3pm - Ask the Expert

Regency Room:

1.30pm - Improving Connectivity
2.15pm and 3pm - Bringing AI into your business

Library/Bredon Room:

1.30pm and 2.15pm - Digitising Business Processes
3pm - Digital Placemaking and Wayfinding

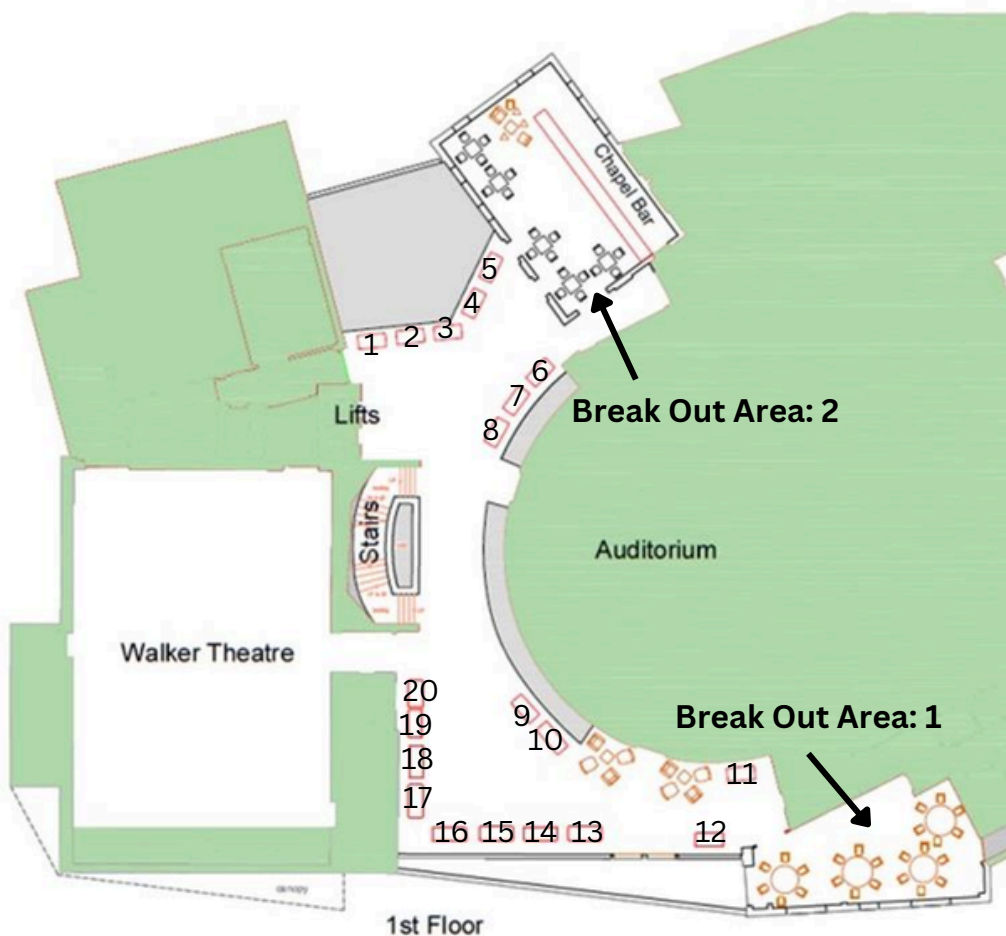


Exhibition Floor Plan

Wednesday 12th February: Shrewsbury Theatre
Severn, Frankwell, Shrewsbury SY3 8FT

Exhibitor List:

1. AWTG
2. Borderlands 5G
3. DBFB
4. Doopee Doo!
5. Gloucestershire County Council
6. Gloucestershire Libraries
7. Glideology
8. Immersive Technology Consultants
9. Maybe*
10. Telet
11. InTune Radio Shrewsbury
12. Shoothill
13. Evident Group
14. Shropshire Hills National Landscape
15. Visit Shropshire/Visit Telford/Shropshire Growth Hub
16. Telford and Shropshire LVEP
17. River Severn Partnership
18. Virtuser
19. The Web Orchard and Information Solutions



Workshop Locations:

Walker Theatre:

1.30pm and 2.15pm - Introduction to the latest technology including AI, AR and holograms
3pm - Ask the Expert

Break Out Area 1:

1.30pm - Improving Connectivity
2.15pm and 3pm - Bringing AI into your business

Break Out Area 2:

1.30pm and 2.15pm - Digitising Business Processes
3pm - Digital Placemaking and Wayfinding

Agenda and Breakout Sessions

The agenda for each event can be found via the following links:

Tuesday 11th February - [Digital Tourism Conference Agenda - Tewkesbury](#)

Wednesday 12th February - [Digital Tourism Conference 2025 Agenda Shrewsbury](#)

When you registered for the event, you will have been asked to choose three breakout sessions of interest. Whilst every effort has been made to ensure delegates can attend their preferred sessions, depending on choice, some workshops may clash due to timings. If you have any questions relating to this, please speak to one of the event team at registration. Materials from all breakout sessions will be circulated after the event.

Breakout sessions will be scheduled as follows:

Time	Location		
	Hilton Puckrup Hall Hotel: Main Ballroom Severn Theatre: Walker Theatre	Hilton Puckrup Hall Hotel: Regency Room Severn Theatre: Break Out Area: 1	Hilton Puckrup Hall Hotel: Library /Bredon Room Severn Theatre: Break Out Area: 2
13:30	Introduction to the latest technology including AR, AI and holograms	Improving Connectivity	Digitising Business Processes
14:15	Introduction to the latest technology including AR, AI and holograms	Bringing AI into your business	Digitising Business Processes:
15:00	Ask the Expert	Bringing AI into your business	Digital Placemaking / Wayfinding

Many thanks to our speakers, exhibitors and Local Visitor Economy Partnerships for supporting the Digital Tourism Conference 2025

Location and travel

Tuesday 11th February: Hilton Puckrup Hall Hotel, Puckrup Lane, Tewkesbury GL20 6EL

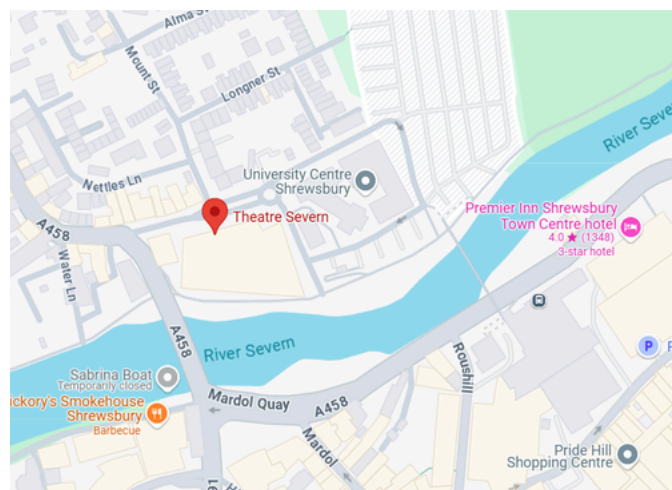
To reach Hilton Puckrup Hall Hotel in Tewkesbury by car, take the M5 motorway and exit at Junction 9, following signs to Tewkesbury. From the roundabout, take the B4080 and continue for approximately 2 miles before turning left at the sign for the hotel. For those traveling by public transport, Tewkesbury's nearest train station is Ashchurch for Tewkesbury, about 3 miles away, with taxi and bus services available to the hotel.

Car Parking is free at Hilton Puckrup Hotel and disabled spaces available - please follow signage.



Wednesday 12th February: Shrewsbury Theatre Severn, Frankwell, Shrewsbury SY3 8FT

To reach Theatre Severn in Shrewsbury by car, take the A5 into Shrewsbury and follow signs for the town centre. Once in the centre, continue on the A5191 and follow signs for Theatre Severn, located along the River Severn. For public transport, Shrewsbury Railway Station is approximately a 10-minute walk from the theatre, along Frankwell footbridge or Welsh Bridge. Please visit National Rail for more information. Alternatively, Shrewsbury Bus Station is a 10-minute walk from the Theatre, along Frankwell footbridge or Welsh Bridge.



Theatre Severn is located next to Frankwell Car Park where charges apply before 6pm only. Visit shropshire.gov.uk/parking for further information about parking in Shrewsbury. Disabled parking spaces are available in Frankwell car park between University Centre Shrewsbury and River Severn.

Accommodation

Tuesday 11th February: Hilton Puckrup Hall Hotel, Puckrup Lane, Tewkesbury GL20 6EL

If you wish to book accommodation for the night before the conference at Tewkesbury, Hilton Puckrup Hall Hotel have offered delegates and exhibitors a preferential rate that can be booked via the following link: <https://www.hilton.com/en/attend-my-event/digitaltourismconference2025/>

Wednesday 12th February: Shrewsbury Theatre Severn, Frankwell, Shrewsbury SY3 8FT

The closest accommodation to the theatre is the Premier Inn opposite and further information can be found here:

[Shrewsbury Town Centre Hotels](#) | [Book Hotels In Shrewsbury](#) | [Premier Inn](#)



General Event Information



Webpage:

[Digital Tourism Conference 2025](#)

There is a webpage dedicated to the two events where all of the event information will be uploaded over the coming weeks. This webpage will be promoted via QR codes at the event and will include event itineraries and information.

Delegate Passes:

If you have registered and received your E-Tickets through Eventbrite, please bring these with you to the event on your smartphone so we can register you when you arrive. If you have not yet registered or received your E-Tickets, please sign up via:

11th February 25 – Tewkesbury: [Digital Tourism Conference 2025 - Puckrup Hall, Tewkesbury, Gloucestershire Tickets, Tue 11 Feb 2025 at 09:00 | Eventbrite](#)

12th February 25 – Shrewsbury: [Digital Tourism Conference 2025 - Shrewsbury, Shropshire Tickets, Wed 12 Feb 2025 at 09:00 | Eventbrite](#)

Social Media:

Please tag us on our LinkedIn handles before, during and after the event - we would love to see your photos:

[@River Severn Partnership Advanced Wireless Innovation Region](#)
[@Gloucestershire County Council](#)

Photo Consent Form:

We will be recording video and taking professional photographs at both events. If you are happy to be in any footage, please can you complete the photo consent form. If you do not wish to have your photograph take/used, please can you inform chloe.warden@gloucestershire.gov.uk as soon as possible.

[Photo/video consent form | Photo / video details – Gloucestershire Forms](#)

If you have any questions ahead of the events, please contact economy@gloucestershire.gov.uk



Gloucestershire
COUNTY COUNCIL