



Department for  
Science, Innovation  
& Technology



Advanced  
Wireless  
Innovation  
Region

# Digital Tourism Conference

Tewkesbury – 11<sup>th</sup> 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

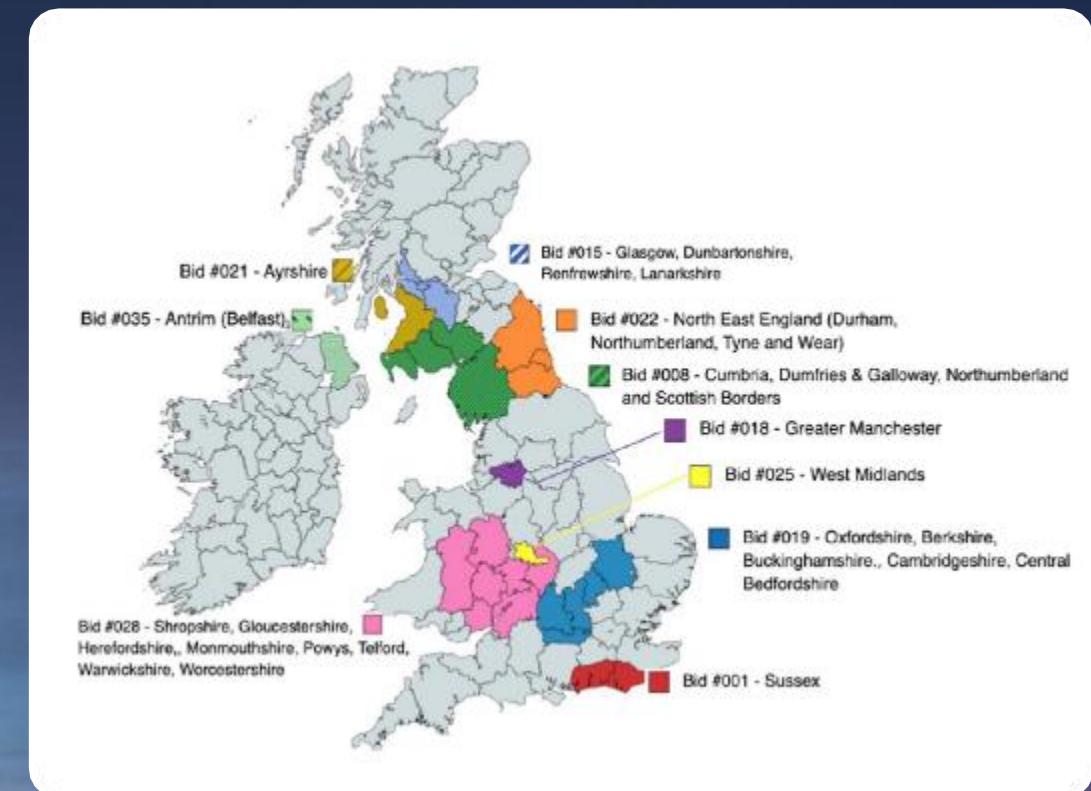
Aims to

- **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

<b>09:00</b>	<b>Arrival – Tea and Coffee</b>
<b>10:00</b>	<b>Welcome from the RSP and GCC</b>
<b>10:15</b>	<b>Cotswold Plus Local Visitor Economy Partnership</b>
<b>10:30</b>	<b>Visit England</b>
<b>10:45</b>	<b>Adam Henson</b>
<b>11:15</b>	<b>Refreshments</b>
<b>11:30</b>	<b>Inspirational Initiatives</b>
<b>12:30</b>	<b>Lunch</b>
<b>13:30</b>	<b>Breakout Sessions</b>
<b>15:45</b>	<b>Closing Remarks</b>
<b>16:00</b>	<b>Close</b>

# Digital Tourism Conference House Keeping

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

# Cllr David Gray

## Cabinet Member for

## Environment, Economy and

## Planning



Living our values *every day*



Accountable

Integrity

Empower

Respect

Excellence





**CotswoldsPlus**  
Local visitor economy partnership

Welcome from Cllr Chris Brant

*Chair of CotswoldsPlus LVEP*



- A very brief introduction to LVEPs
- The who and why of Cotswolds Plus LVEP
- What Cotswolds Plus does and aims to do





COTSWOLD  
District Council

Local Visitor  
Economy  
Partnership



VISIT  
GLOUCESTER



FOREST  
OF DEAN &  
WYE VALLEY



CotswoldsPlus

Local visitor economy partnership

VISIT  
CHELTENHAM  
THE FESTIVAL  
TOWN



STROUD  
DISTRICT  
COUNCIL  
[www.stroud.gov.uk](http://www.stroud.gov.uk)

Tewkesbury  
Borough Council



## What does the LVEP do?

- Destination management
- Acts as a unified voice for the visitor economy
- Connects stakeholders across the visitor economy
- Works across local authority boundaries
- Gives access to government funding and support
- Allows us to work more easily with other LVEPs

**Local Visitor  
Economy  
Partnership**



## **The LVEP workstreams**

- Sustainability
  - Transport and active travel
  - Business practices and bio-diversity
- Accessibility and inclusion
- Business support
- Skills and training
- Research and data
- Travel trade



Duration	75mins	25mins	60mins	45mins	65mins	45mins	
Concierge	60mins	35mins		60mins	70mins	60mins	45mins
Chaperone	60mins	60mins	60mins		50mins	105mins	60mins
One-on-one	85mins	45mins	70mins	50mins		110mins	70mins
Guided	100mins	65mins	60mins	105mins	110mins		60mins
Monitoring-in-Month	105mins	45mins	40mins	60mins	70mins	60mins	





## What is on the horizon for 2025 and beyond

- Brand new hotel in Gloucester
- Refurbished hotels, pubs & inns across Cotswolds including Dumbleton Hall, The Pig in the Cotswolds, Hyll North Cotswolds, House of George Broadway with more to follow – Daylesford Kingham Mill House
- Cotswold designer outlet shopping centre opening 2025
- New play centre at Westonbirt arboretum
- New experiences being developed – Exquisite Cotswolds etiquette, guided walks, foraging & food related
- Planning in for new Wolfe resort

## Work for your supper, churn your own butter!



A dining experience you wont forget

We will welcome you to 17th century Broadway, in the heart Broadway's busy Coaching Era

Stop off at Broadway Museum & Art Gallery for a glass of traditional Ale, let us take you on a journey through coaching history, sharing tales of 17th c England to set your toes curling!

Churn your own butter, pat it, shape it and wrap it with our eco wrap to take away with you.

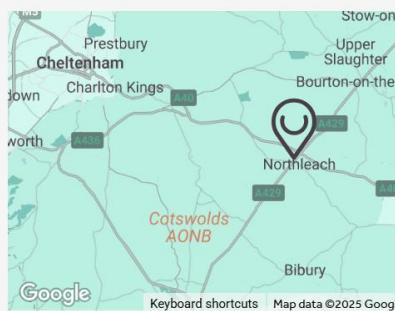
Countryside & Nature



**A FASCINATING WALK  
AROUND BEAUTIFUL  
SAPPER...  
COTSWOLDS**

## DRY STONE WALLING - BUILD A PIECE OF HISTORY

COTSWOLDS



Food & Drink



**BAKING SCONES IN A  
COTSWOLD COTTAGE**

COTSWOLDS

# VisitEngland Update

**Vicky Parr**

Project Manager, VisitEngland Awards for Excellence & Business Support

# 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'. Each link has a brief description and a small icon. The 'Cyber security resources' link states: 'Find free, practical resources from the National Cyber Security Centre (NCSC) on how to protect your business online.' The 'Terrorism safety training' link states: '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!



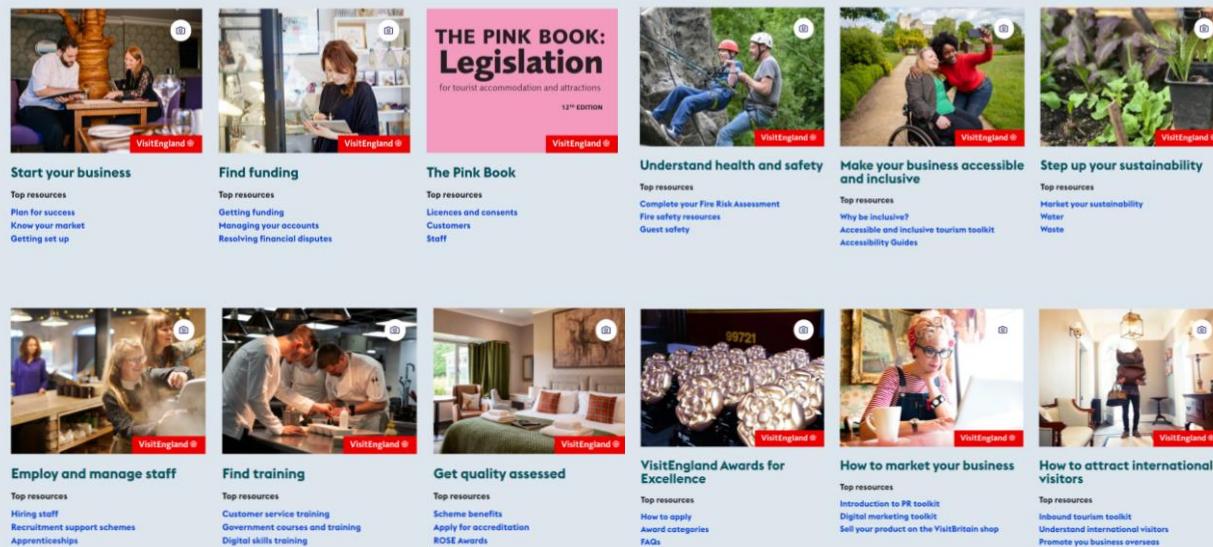
## Digital Marketing Toolkit

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:** 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 companion outdoors.
- 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 well-furnished living room.
- 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 - Vicky.Parr@VisitEngland.org

For latest updates,  
subscribe to our  
industry newsletter here:



Connect to our socials:



Astley Vineyard, Stourport-upon-Severn

Visit Worcestershire/Peter Kindersley

# Adam Henson Cotswold Farm Park









Cart Rides. Rules on our farm carts are available on most days, depending on the weather.

Cart Horse Centre Heavy Horses can be seen working from time to time and four day Heavy Horse Handling Courses are held throughout the year in conjunction with the Agricultural Training Board.

Indoor Study Centre Audio visual programmes with linked tapes and slides are shown at regular intervals free of charge.

Admission Charges

Adults 75p  
Children 40p  
Seniors 45p

Friends of the Cotswold Farm Park - Adults £3 per person, Children £1.60 per person to cover free admission. Details on request.

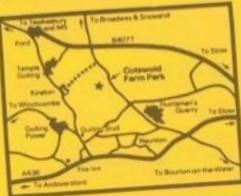
Party Party Adults 70p Children 25p Senior Citizens 40p. £1.60 per Friday inclusive for booked parties of 12 people or over.

Opening Times April 26th to September 28th, 10.30 a.m. to 5 p.m. Visitors are admitted up to half an hour before closing time.

Education Special educational facilities available on application.



## How to find us at the Cotswold Farm Park



## Cotswold Farm Park Rare Breeds Farm



Guiting Power, Cheltenham

Cart Rides. Rules on our farm carts are available on most days, depending on the weather.

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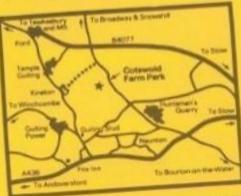
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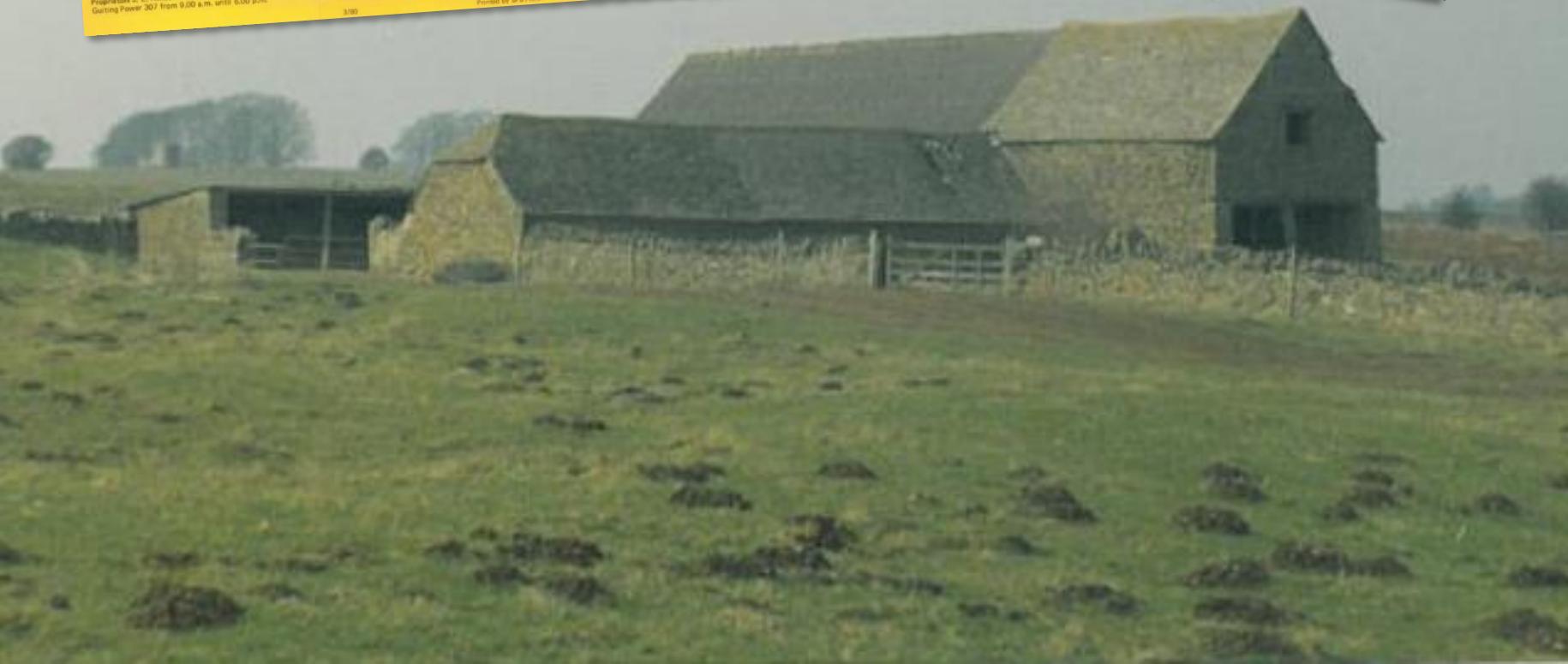
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Guiting Power, Cheltenham



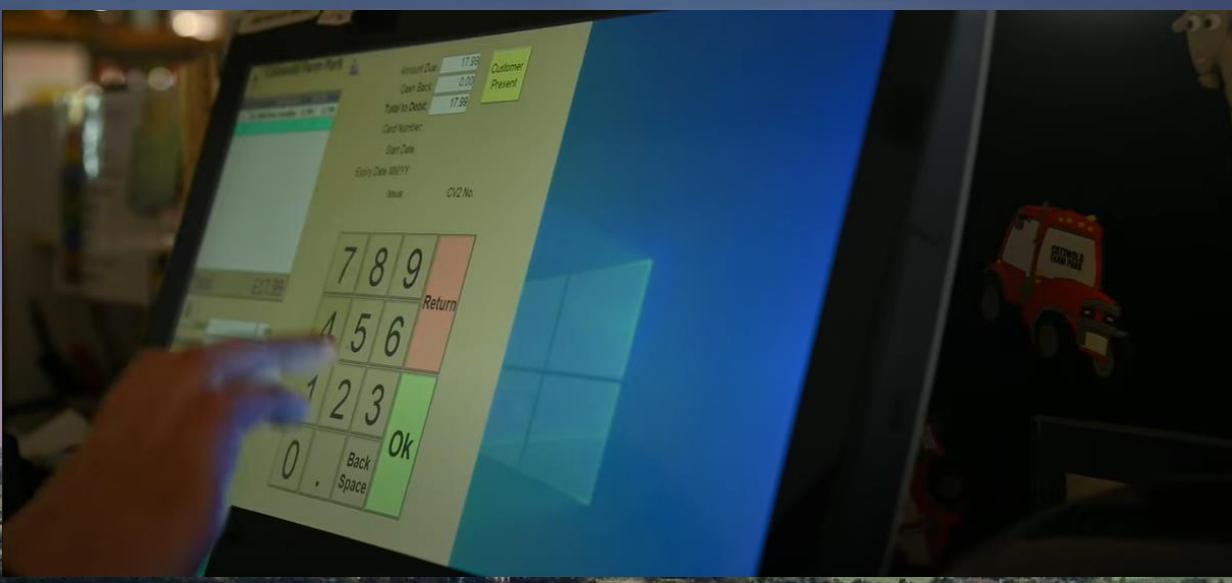


SHOP  
CAFE  
FARM  
PARK

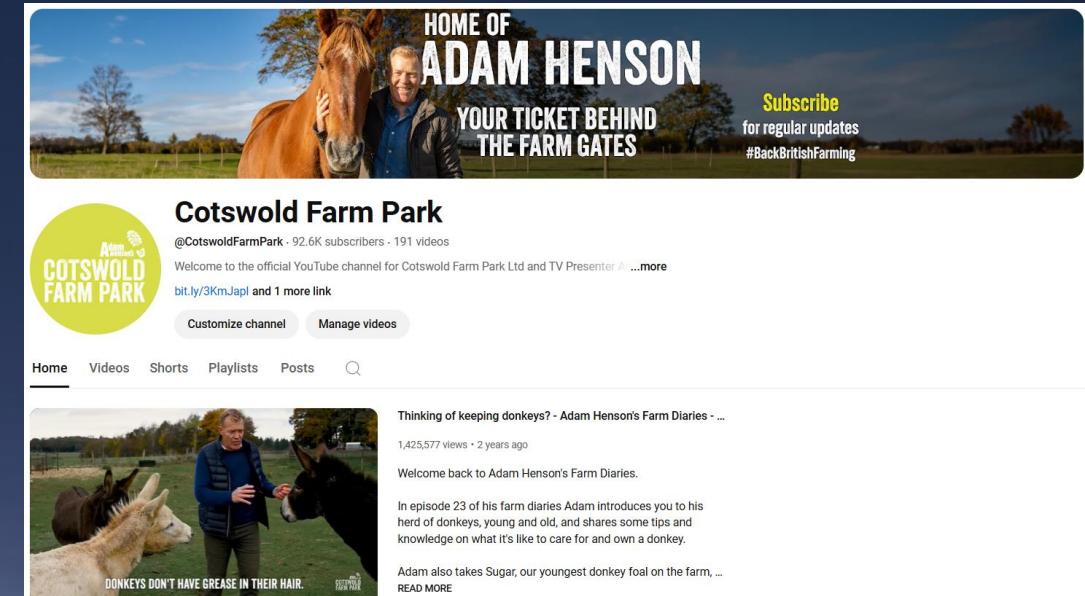
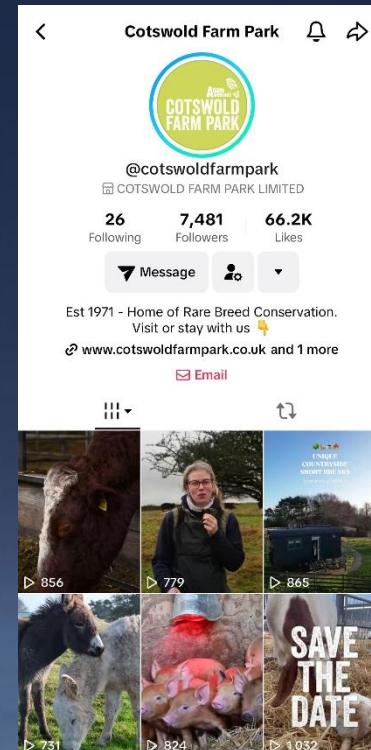
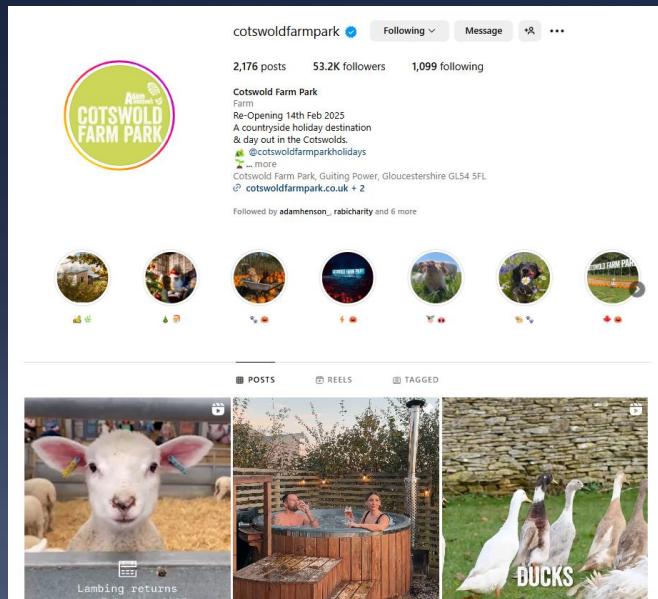
THE OX SHED













**OVER 600 NEW ARRIVALS EXPECTED**  
THE FARM RE-OPENS 14TH FEB  
**GET YOUR TICKETS**

**EXPERIENCE THE WONDER OF NEW LIFE ON THE FARM, AS OUR LAMBING AND KIDDING EVENT RETURNS FOR 2025!**

Your Order Confirmation [View this email in your browser](#)

**COTSWOLD FARM PARK**

**Thank you for your order**

Booking Reference:

Ref	Item	Time	Quantity	Price	Total
					Total: £0.00

**Visiting Us**

**E-Tickets**  
Your tickets are valid for the date shown above. For quick and simple entry, show your email to staff on arrival. Either print the email or display it on your smartphone.

**Travelling to Us**  
Please check the [Find Us](#) page for directions to us.



First name

Last name

Email  [Email](#)

Date of Visit:

**NEXT >**

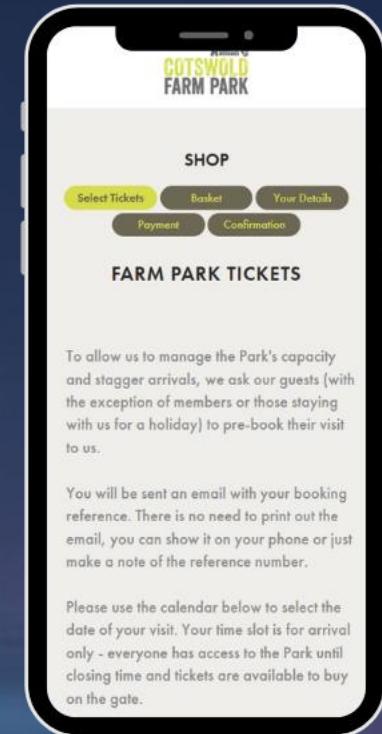


Adam Henson's  
**COTSWOLD**  
**FARM PARK**

VISIT THE FARM ▾ ACCOMMODATION ▾ THINGS TO DO ▾ EAT & SHOP ▾ BOOK NOW ▾

Adam Henson's Cotswold Farm Park

**WELCOME TO OUR FARM**



Adam Henson's  
**COTSWOLD**  
**FARM PARK**

**SHOP**

Select Tickets   Basket   Your Details  
Payment   Confirmation

**FARM PARK TICKETS**

To allow us to manage the Park's capacity and stagger arrivals, we ask our guests (with the exception of members or those staying with us for a holiday) to pre-book their visit to us.

You will be sent an email with your booking reference. There is no need to print out the email, you can show it on your phone or just make a note of the reference number.

Please use the calendar below to select the date of your visit. Your time slot is for arrival only – everyone has access to the Park until closing time and tickets are available to buy on the gate.



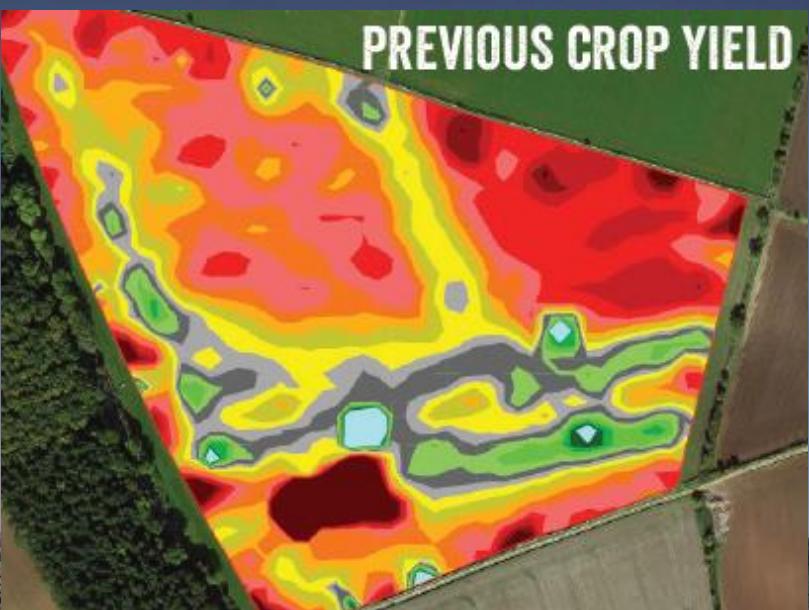
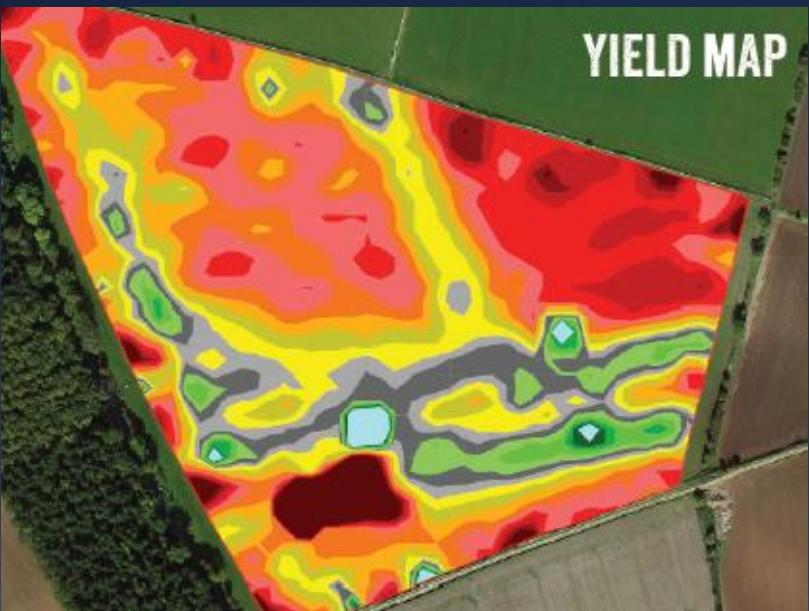






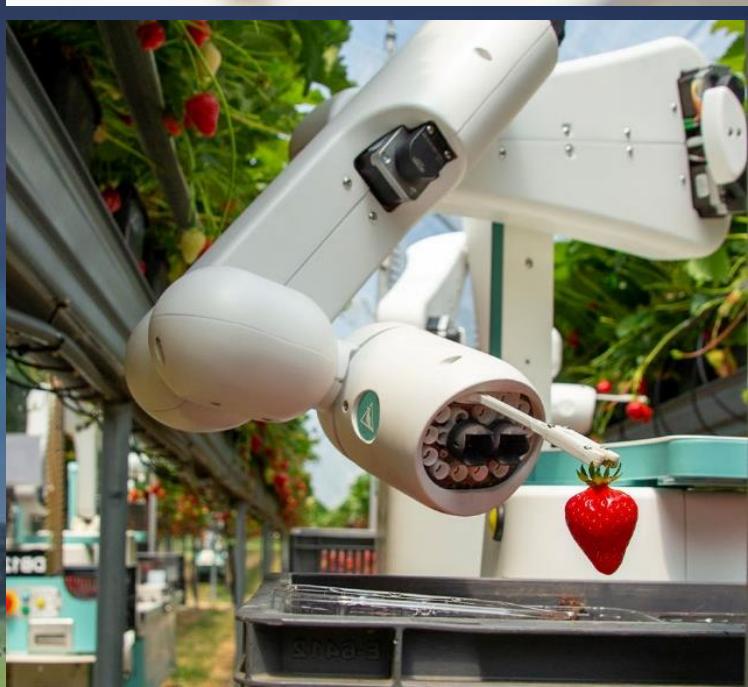






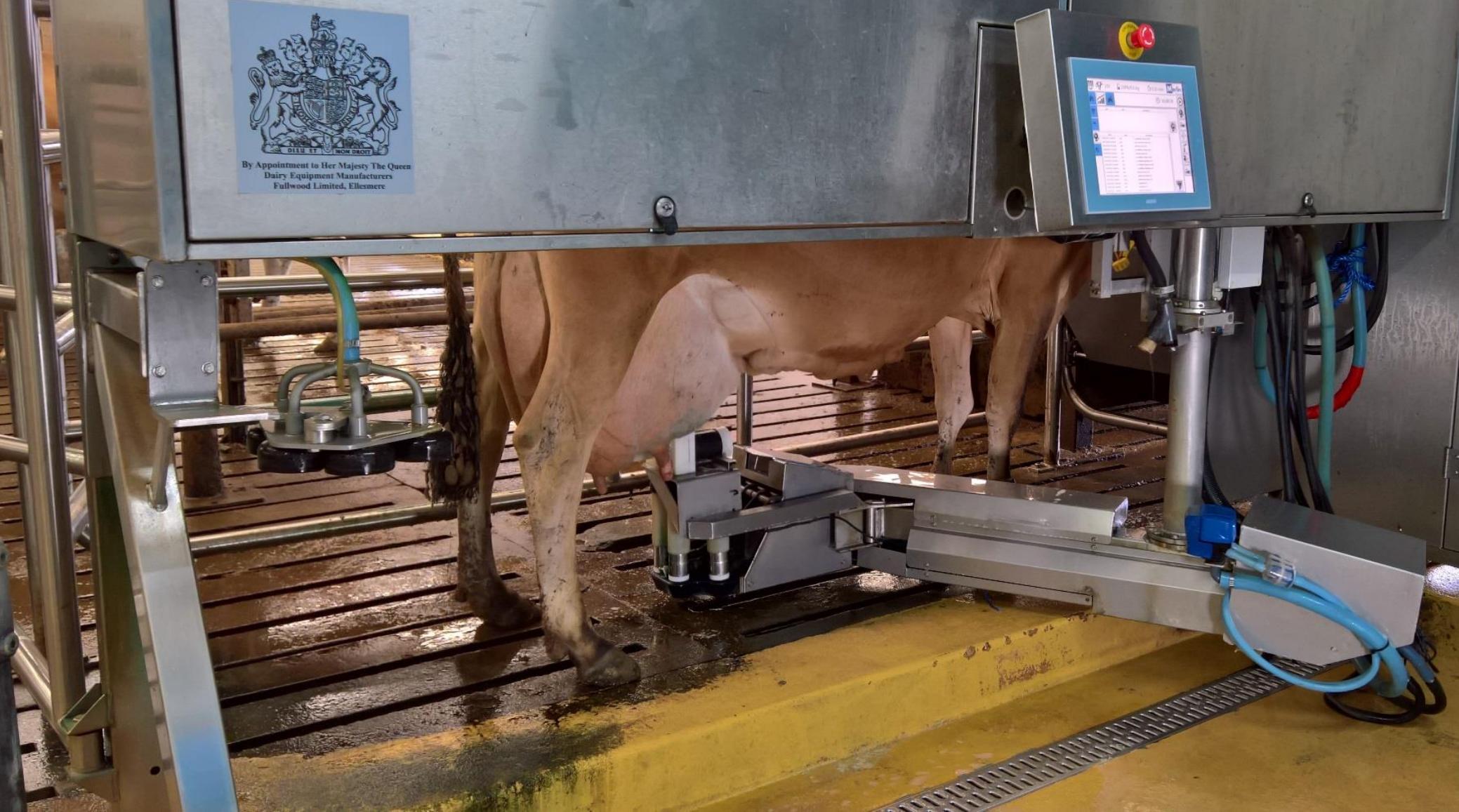
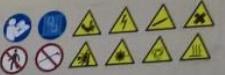


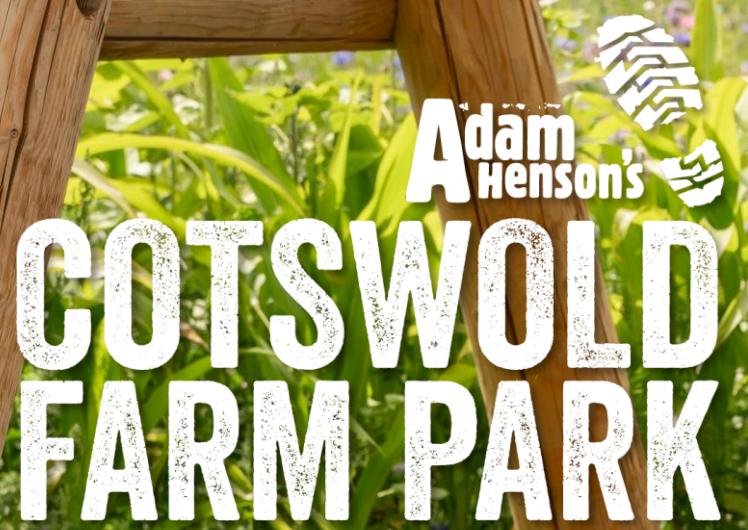






By Appointment to Her Majesty The Queen  
Dairy Equipment Manufacturers  
Fullwood Limited, Ellesmere





Adam Henson's  
**COTSWOLD  
FARM PARK**

*Adam Henson*



# 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)

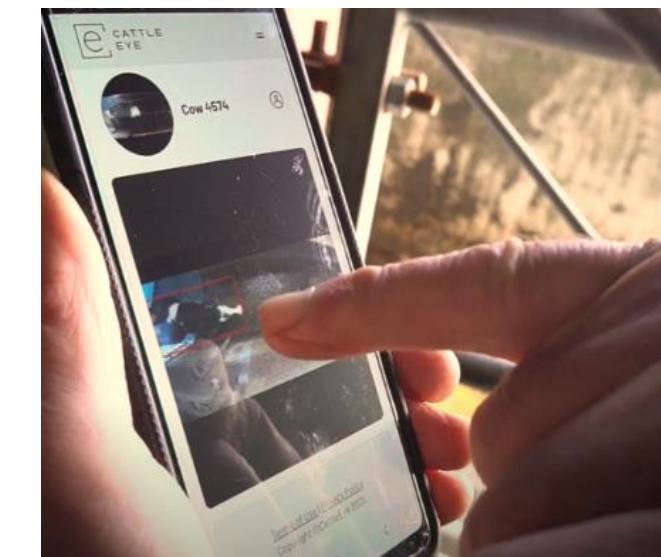


**1.2M**  
OVERSEAS STAYS  
(NIGHTS)



**21,276** TOURISM JOBS CREATED

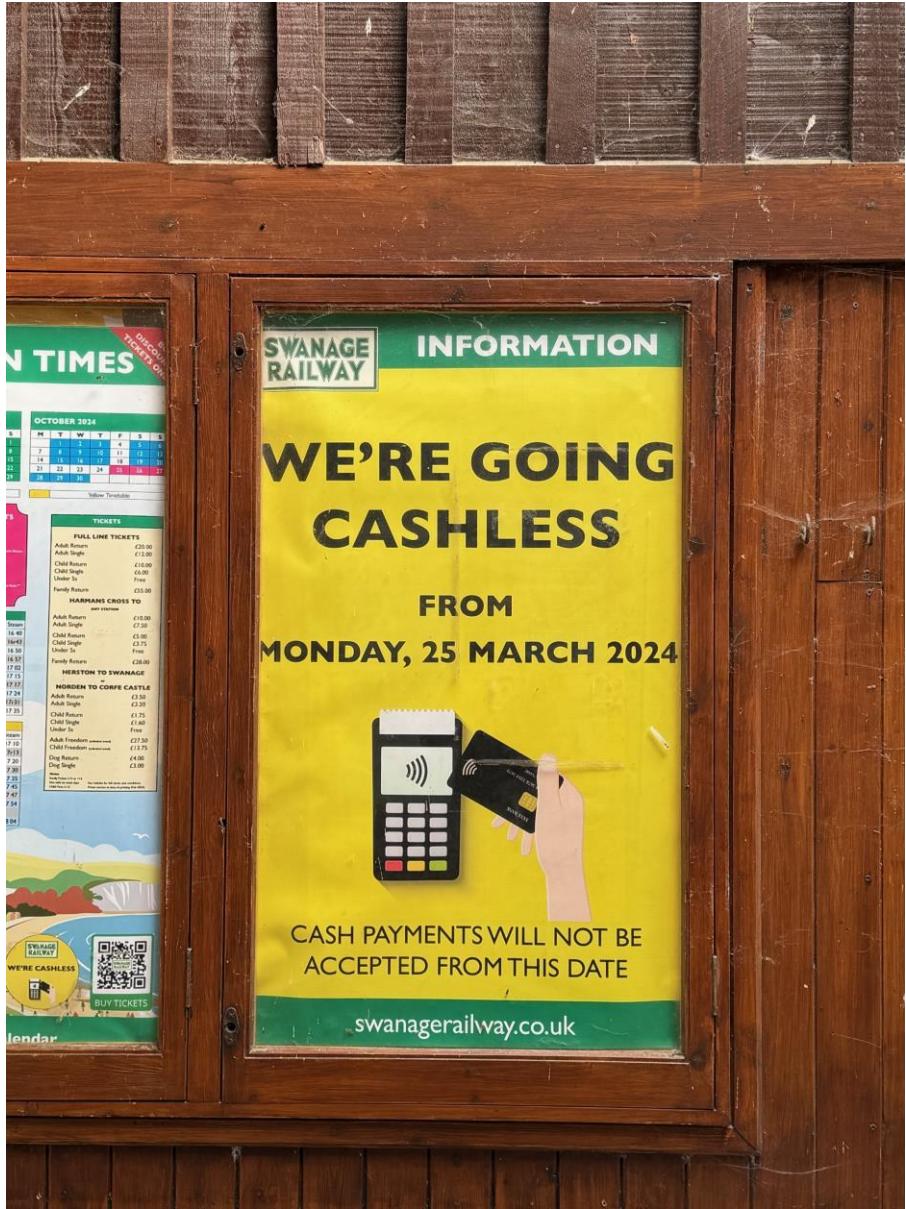


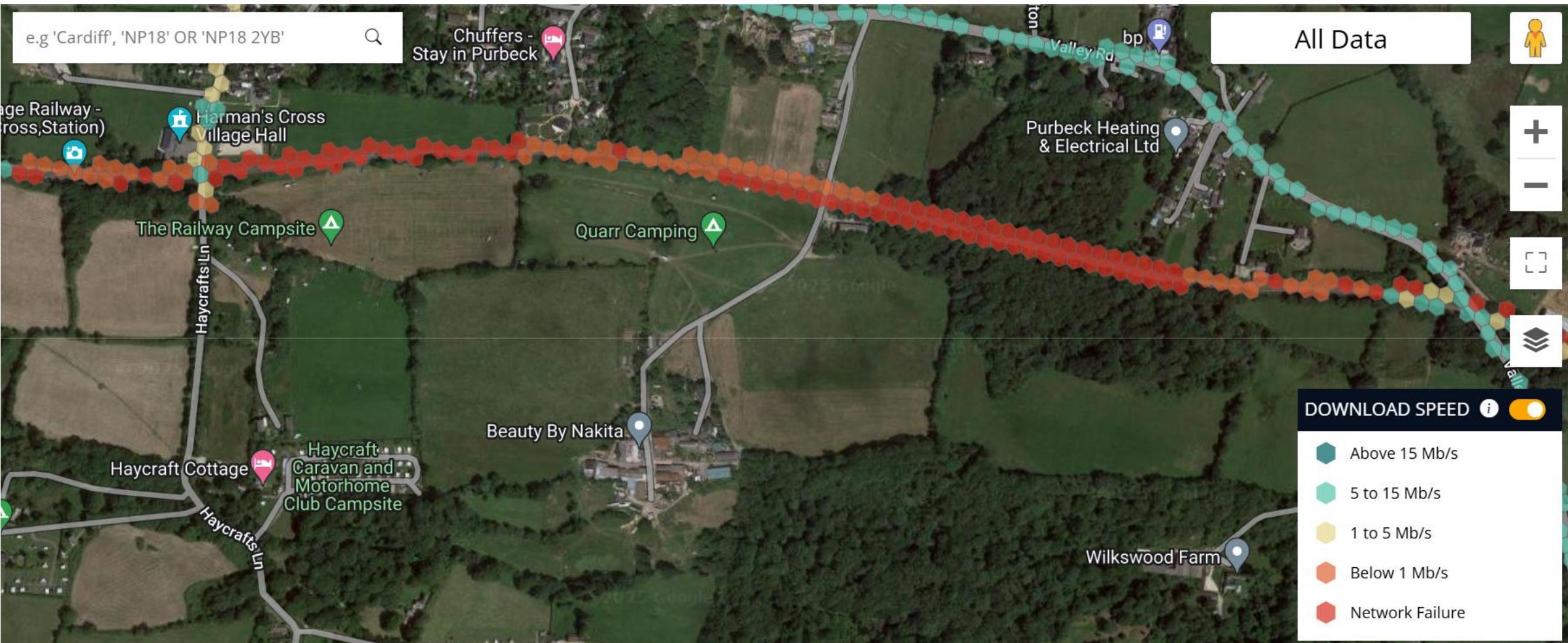




**SWANAGE  
RAILWAY**













**Welcome!**  
Please fill out the form to connect.

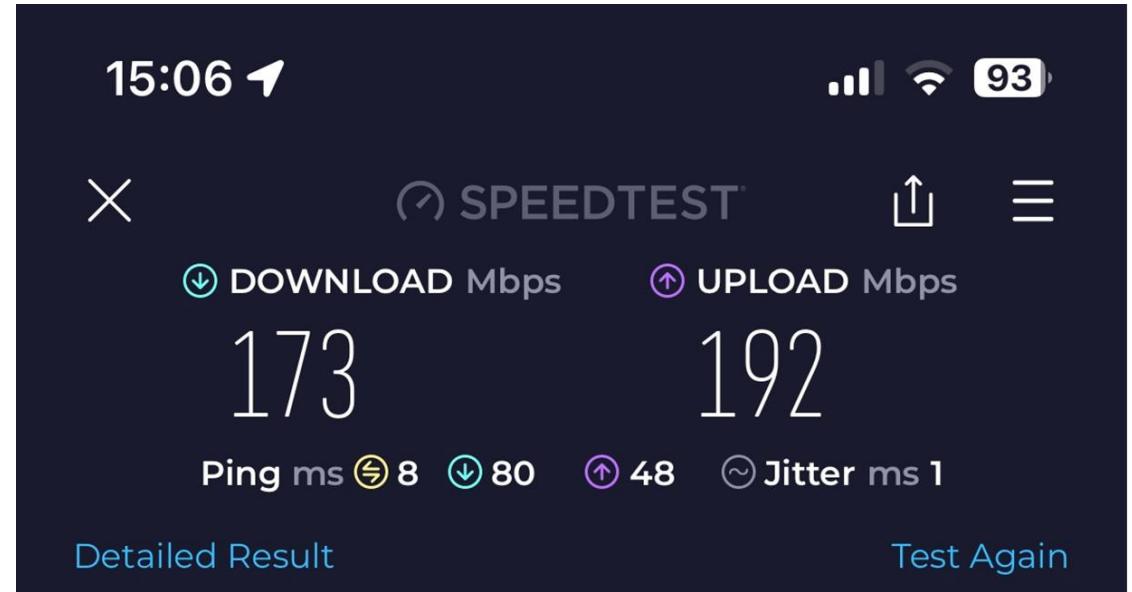
Full Name:

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 5<sup>th</sup> 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”

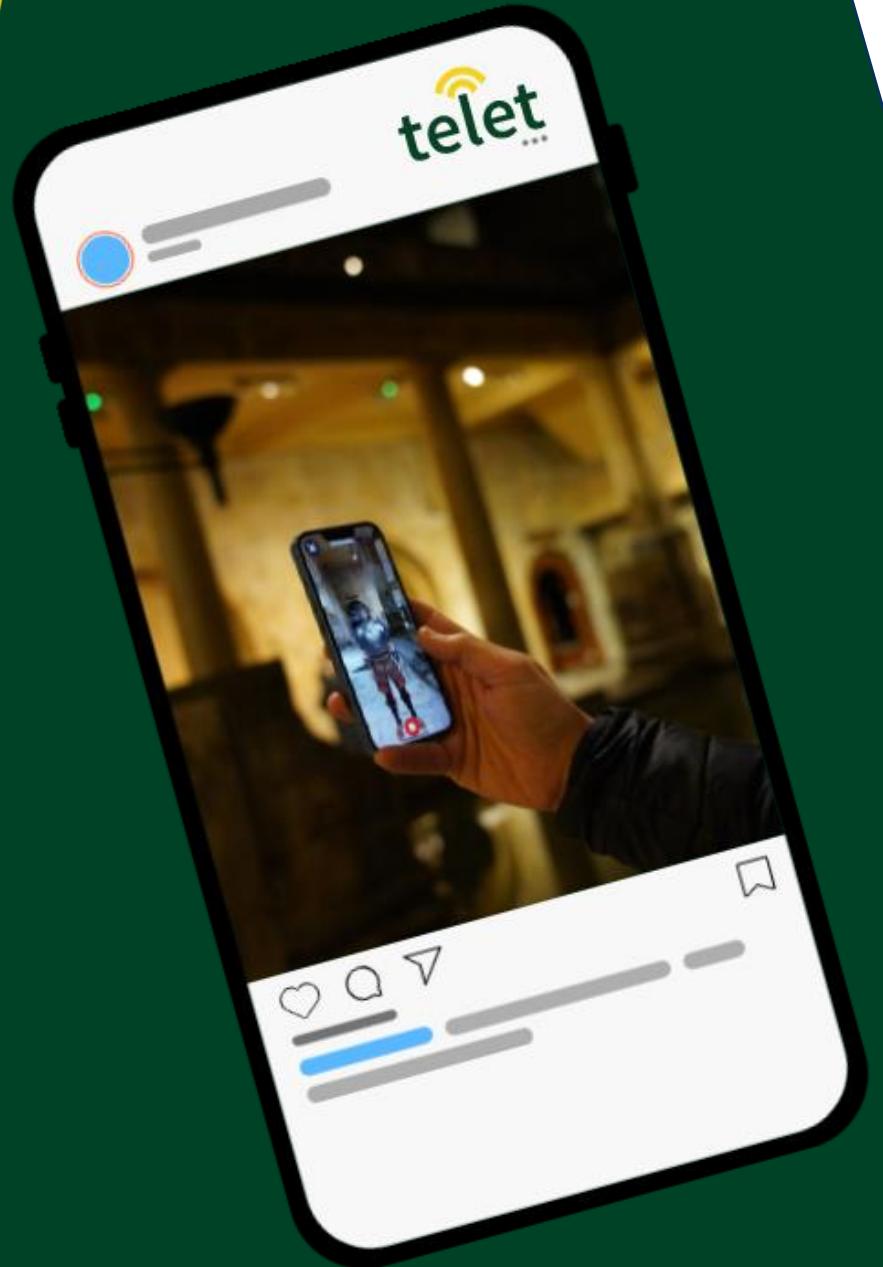
“We will be going back!”

“Great day, great place”

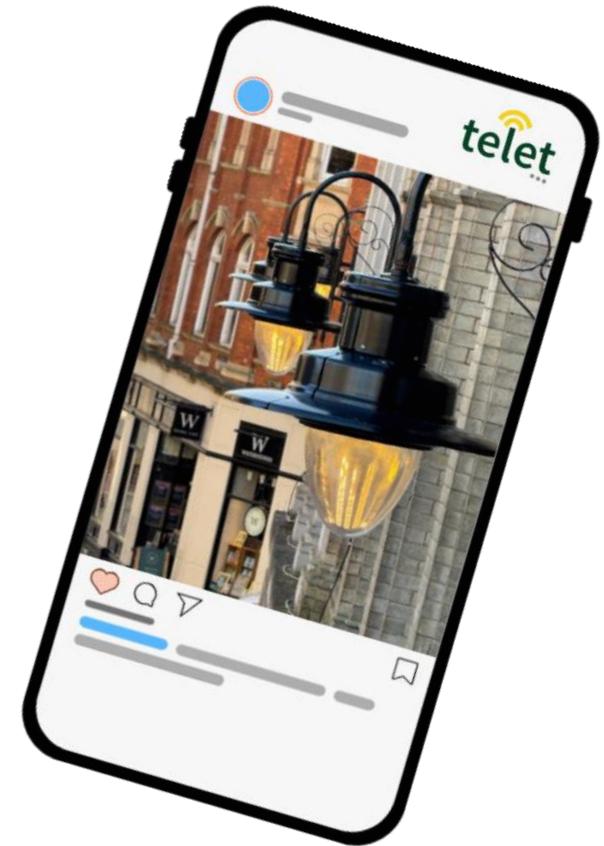
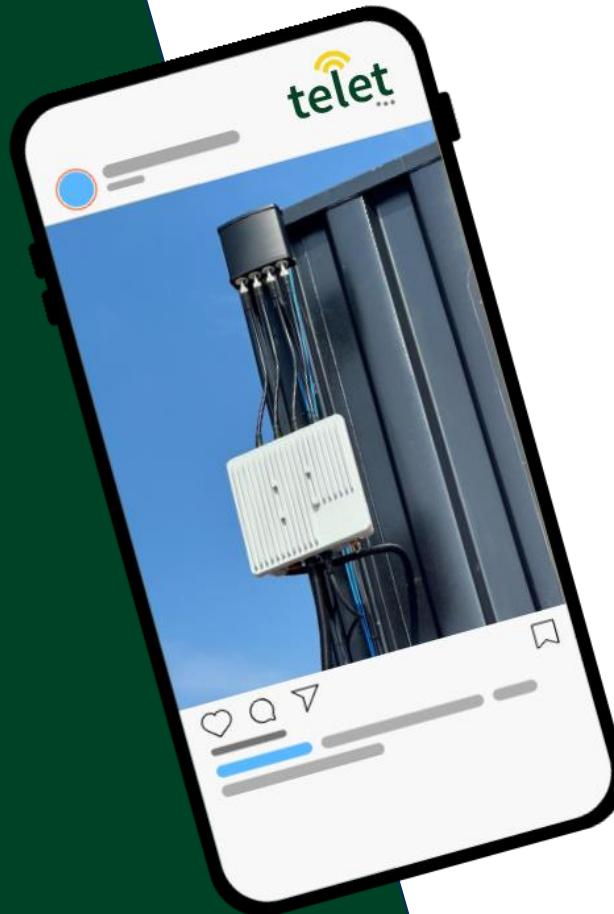
“Perfect day out”

“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 letter "e".





# Where do we help?

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



**Thanks for  
listening**

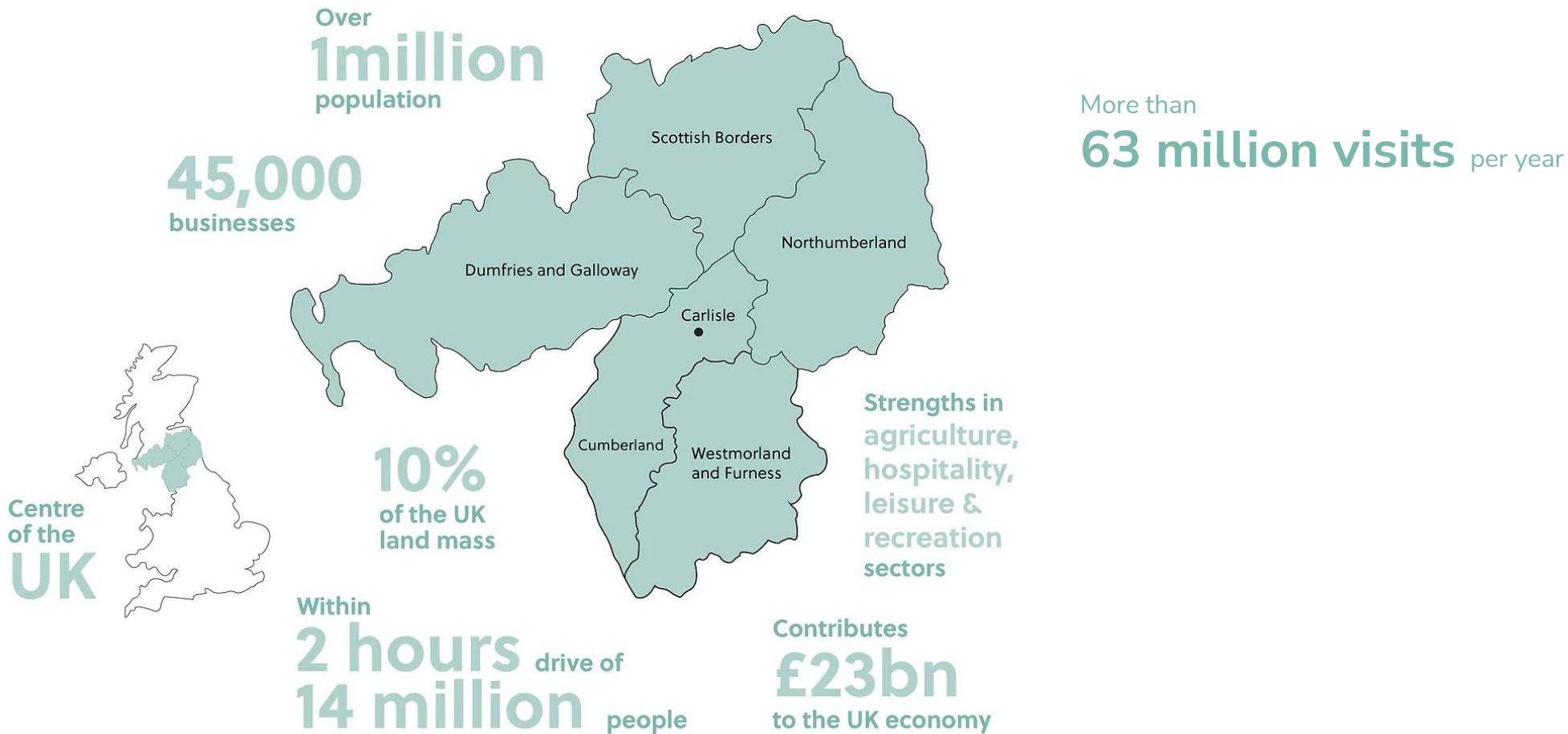
**www.tel.et**

# Borderlands 5G Innovation Region



[www.borderlandsgrowth.com](http://www.borderlandsgrowth.com)

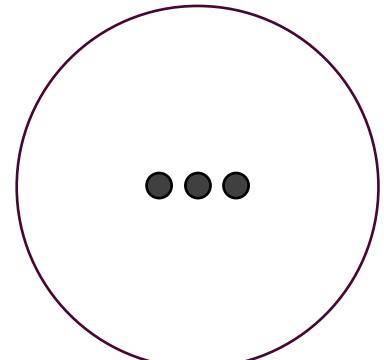
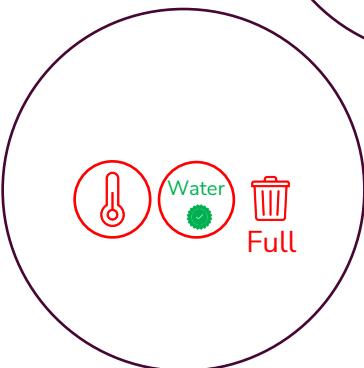
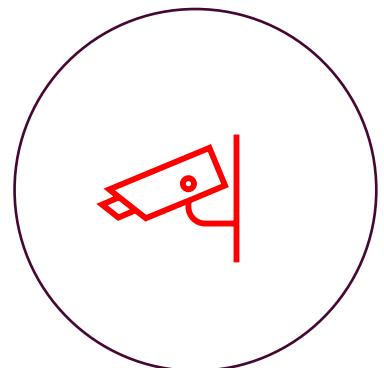
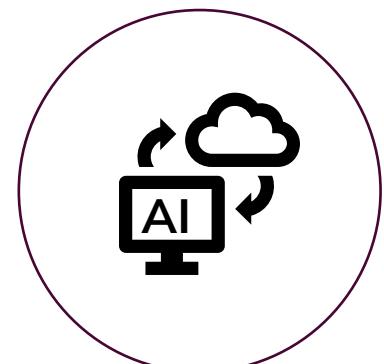
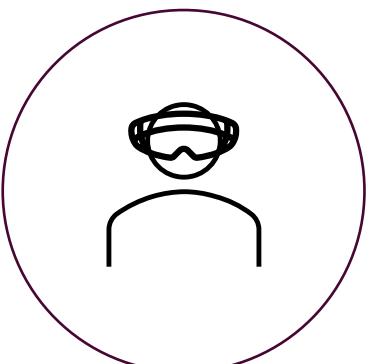
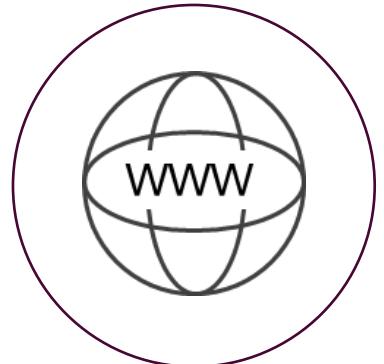
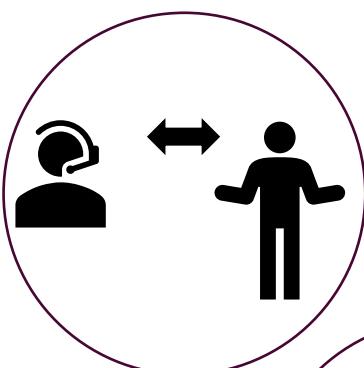
# BORDERLANDS 5G INNOVATION REGION



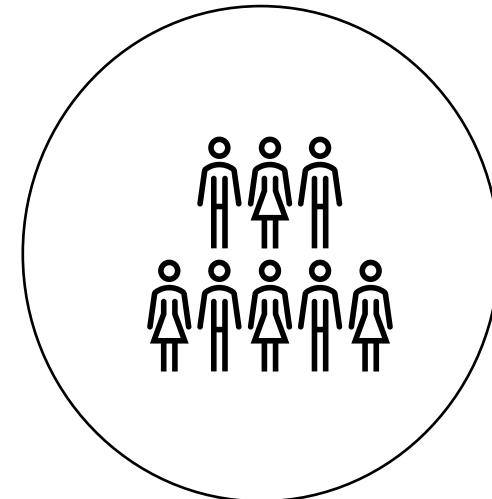
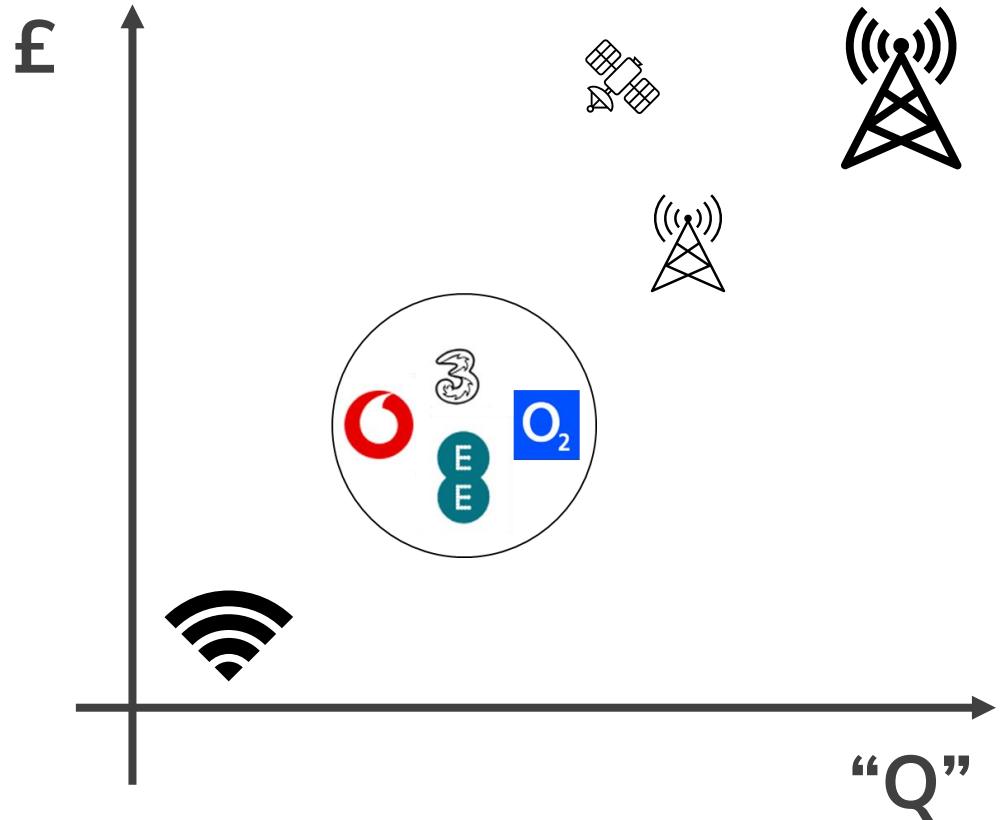
# RURAL TOURISM, RURAL INDUSTRIES



# USES OF WIRELESS



# WIRELESS OPTIONS



# Questions...

Your challenges  
Your use cases  
Your solutions

# Workshop Locations

Time	Main Ballroom	Regency Room	Library / Bredon Room
1:30pm	Introduction to the latest Technology including AI, AR and Holograms	Improving Connectivity	Digitising Business Processes
2:15pm	Introduction to the latest Technology including AI, AR and Holograms	Bringing AI into your business	Digitising Business Processes
3pm	Ask the Expert	Bringing AI into your business	Digital Placemaking & Wayfinding

# Ask The Expert

## Ste Ashton

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

# **Closing Remarks**

## **Key Takeaways**

**Thank You**

