



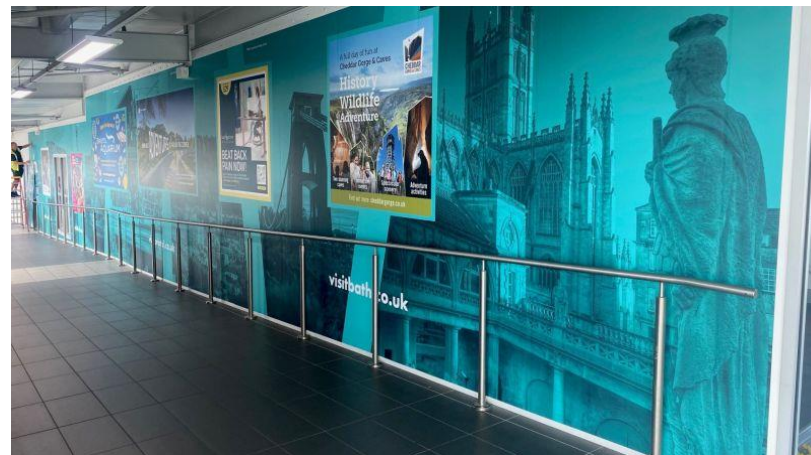
VisitWest

Summary of activity

Visit West update – summer 2023

VisitWest

- New team member – Serena – Membership Administration Assistant
- Expressions of interest open for Bristol & Bath Visitor Guides 2024 and Christmas Advertising packages
- Launched regional gateway welcome at Bristol Airport
- Produced Event Planners Guide
- Meet Bristol & Bath Gold / Partner Member Event





Upcoming events:

28 September 2023 – Visit West Food & Drink Member Forum – [The Bird](#), Bath

17 October 2023 – Visit West – Insights & Trends for Attractions & Experiences – [Boom Battle Bar](#), Bath

31st October 2023 – South Glos Visitor Economy Working Group, Bristol Zoo Project

31st October 2023 – DMP & LVEP Accreditation Launch Event – Guildhall, Bath

30 January 2024 – Visit West Annual Regional Visitor Economy Conference – Bristol Harbour Hotel & Spa

Monthly – Membership opportunities update – Virtual

Meet Bristol & Bath – Key events



- May – IMEX Frankfurt with Meet England
- June – The Meetings Show, London with local stand share partners
- June – The Meetings Show fam trip – 18 MICE buyers from England, Germany, France and Portugal

Coming up

- October – CHS Birmingham with 9 stand share partners
- November – IBTM Barcelona with Meet England
- February – Visit Britain Association Conference
- March – Meet England East Coast US trade mission

2023 Media & Digital Overview to date

Media and PR Coverage

The team have worked with media and influencers to generate the following output:

- 404 articles published
- 10.6m views
- Audience: 2.1bn

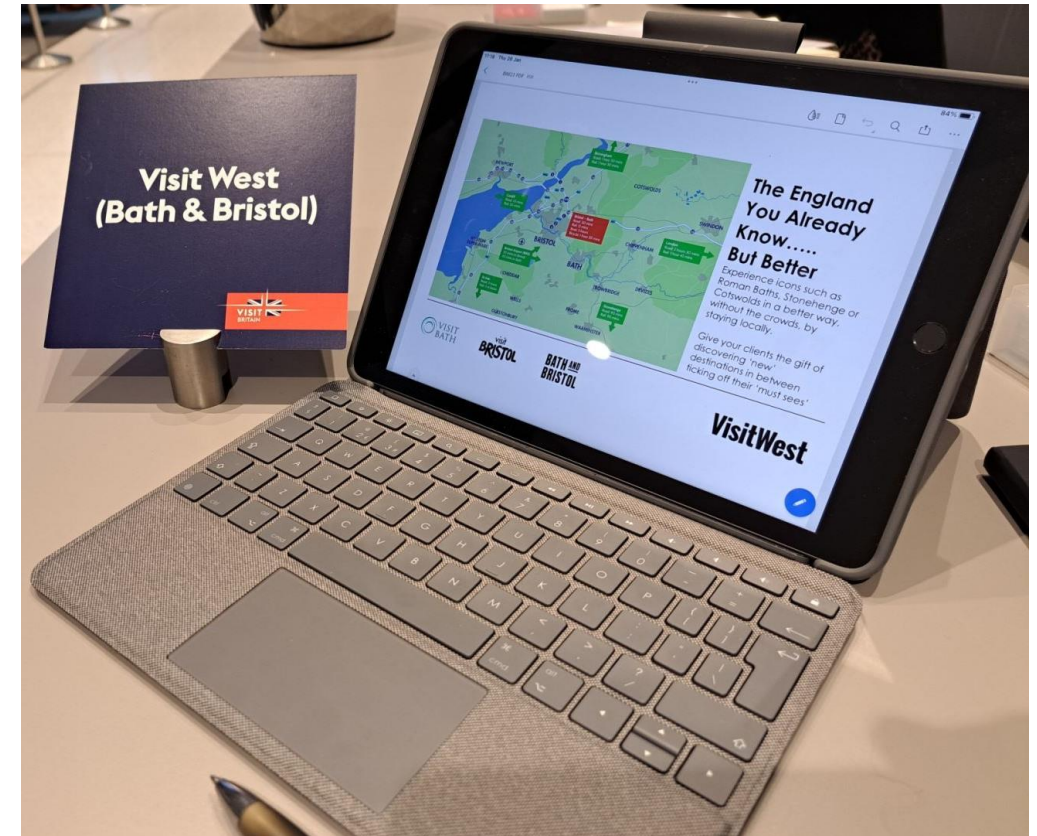
Consumer Digital Coverage

- Visit Bristol –2.2m sessions
- Visit Bath –1.8m sessions
- Visit Bristol Social Reach 4.1m accounts
- Visit Bath Social Audience 2.4m accounts
- More than 100 Instagram takeovers
- More than 40 consumer newsletters



- Check your listings
- Continued promotion of 'hub and spoke' destination to encourage longer stays
- Events attended:
 - Britain & Ireland Marketplace (Jan, London)
 - Explore GB (March, virtual)
 - ITB (March, Berlin)
 - British Tourism & Travel Show (March, NEC)
 - Destination Britain North America (Sept, USA)
 - UKinbound Annual Convention (Sept, Belfast)
- Events coming up
 - Group Leisure (Oct, Milton Keynes)
 - World Travel Market (Nov, London)
 - Britain & Ireland Marketplace (Jan, London)
 - TBC – British Tourism & Travel Show (March, NEC Birmingham)
 - TBC – ITB (March, Berlin)
- What the trade need now – rates for 2024 and 2025!

Travel Trade update



VisitWest

visit
BRISTOL

VISIT
BATH

meet
**BRISTOL
& BATH**
Convention Bureau

BATH AND BRISTOL

Winner!

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Visit West's Laura Valentine received the 'Digital Marketing Excellence Award' from Simpleview at their Annual Summit event in September.

"you're an absolute pleasure to work with, and so dedicated. You are right that the competition was very tough, but you are a truly deserving winner. Well done you!!"



Accessibility in the Visitor Economy



The UK's Tourism Recovery Plan set out a plan for the UK to become the most accessible tourism destination in Europe by 2025:

- to demonstrate UK values to the world
- promote social cohesion
- maximise the value of the 'purple pound' – the spending power of people with access needs.

One in five people in the UK have an impairment, which may affect where they and their family choose to stay or visit.

Improving your accessibility benefits all customers and does not always require major or expensive changes – simply providing a free Accessibility Guide for your venue can help you be more inclusive for people with a wide range of visible and hidden impairments.

Accessibility in the Visitor Economy



This is Disability and Accessibility Ambassador for Tourism, Ross Calladine, Head of Business Support at Visit England

He works to promote best practice, help identify ongoing barriers, and contribute to strategic thinking around how to improve accessibility in the sector



The newly established Tourism Industry Council Working Group on Inclusivity and Accessibility, comprised of government and tourism industry inclusivity and accessibility representatives, will also help to drive this agenda forward.

This Group – working with the D&A Ambassador and with England’s Inclusive Tourism Action Group (EITAG) – will identify the areas of focus for government and industry and present recommendations to the Tourism Industry Council and the Inter-Ministerial Group for the Visitor Economy

1. Train all staff in disability awareness and ensure they are aware of facilities and equipment available
2. Always accept and welcome assistance dogs
3. Ask customers about assistance in emergency evacuation
4. Ensure your website meets accessibility standards
5. Provide accessible ways for disabled customers to give feedback – and act on it
6. Provide sufficient accessible parking spaces
7. Include images of disabled people in your marketing
8. Appoint a champion
9. Ensure emergency pull cords hang to the floor and are tested
10. Provide a detailed and accurate Accessibility Guide





Create your Accessibility Guide now

Register on the Accessibility Guides website for free to produce a guide by completing a questionnaire. You can then promote your published guide on your website using a unique URL



Example Accessibility Guides

Take a look at these example real-life guides for a self-catering property, attraction and restaurant.



There is a comprehensive Business Support section available online at

<https://www.visitbritain.org/business-advice/make-your-business-accessible>

This includes:

- How to create an accessibility guide
- How to welcome people with dementia
- How to welcome autistic people
- Tips for welcoming people with hearing loss
- How to promote your accessibility



VisitEngland and Family Holidays Charity delivered 'England for Everyone', which provided over 800 free holidays for families from low socio-economic backgrounds.

DDP Pilot North East England

Working with colleagues in the North East to understand benefits of trial and to explore where local adoption may be possible.

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Support to boost your accessibility provision

Everybody Welcome is a business improvement initiative available to tourism businesses across the North East of England.

Businesses who subscribe to Everybody Welcome get access to:

- Staff training, such as webinars, LGBTQ+ inclusion training
- Guidance from industry experts
- The chance to be involved in 360-degree filming of your venue to help visitors pre-plan their visit
- A 12-month free trial of the WelcoMe app

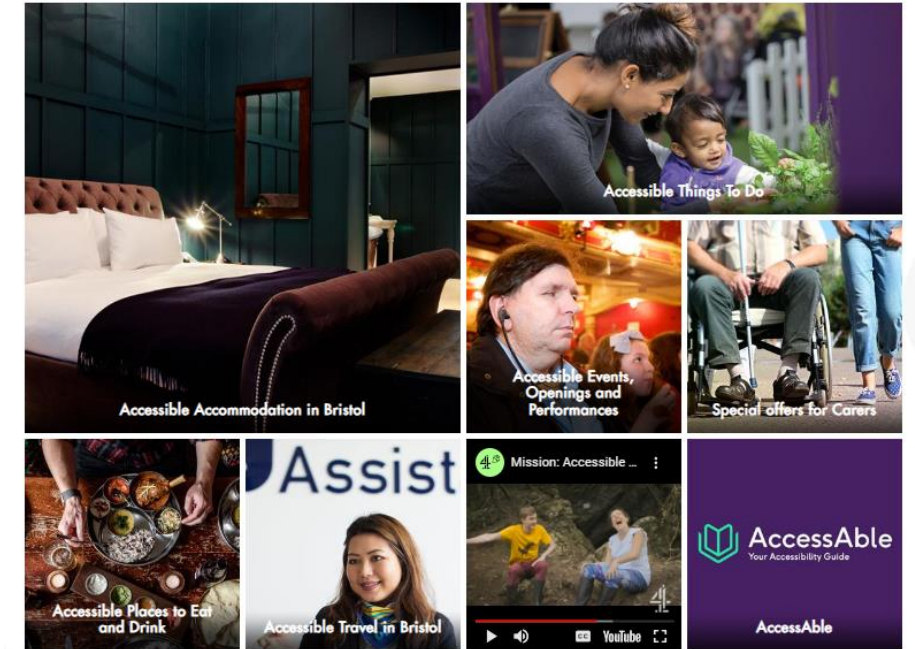
WelcoMe specialises in making face-to-face transactions between staff teams and disabled people as informed, anxiety-free and friendly as possible. It enables visitors to source information relating to their specific needs and ask questions in advance of their visit as well as help venue staff create a warm and inclusive welcome. [Learn more about the WelcoMe app here](#)



What do Visit West do?

- Engage with Visit England and the England Inclusive Tourism Action Group (EITAG) for best practice, information and guidance.
- Comprehensive 'Access for All' on VisitBristol.co.uk – <https://visitbristol.co.uk/your-visit/accessible>
- 'Audio Eye' across the website
- Improved information to come in new Visit Bristol site coming in Spring 2024
- Launching accessibility working group in early 2024

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Visit England Accessible and Inclusive Tourism Award 2023

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Featuring two Visit West members!



Noah's Ark Zoo Farm, Bristol

Gold award winner.



Brickhouse Farm Holiday Cottages & Lakeside Hub, Lancashire

Silver award winner.



WWT Slimbridge Wetland Centre, Gloucestershire

Bronze award winner.

Recognises tourism businesses providing truly memorable visitor experiences for everyone, particularly those with accessibility requirements, and demonstrating excellence across every aspect of the business.



Visit West

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