

Appendix 1
East Cambridgeshire Tourism Action Plan

This Action Plan sets out how the Council will seek to deliver the aims of the East Cambridgeshire Tourism Strategy.

Outcome	Actions	Timescale
Develop and launch a new tourism website for the whole of East Cambridgeshire	Appoint resources	End March 2020
	Identify events, markets and festivals and visitor services, facilities and travel distances/times	
	Engage with stakeholders to encourage the development of co-promotional opportunities and the development of longer term visitor passes	
	Develop visitor promotional packages/themes	
	Engage with partner agencies to develop cross border initiatives and promotional packages	
	Produce content for website	
	Commission web developer to build website	
	Launch and promote new website	
Explore the feasibility of the development of a new district wide brand	Conduct exercises to determine brand	
	Develop brand (logo, slogan, name)	
Engage with other agencies and neighbouring areas to explore opportunities to work collaboratively in order to achieve a stronger visitor economy	Identify stakeholders	
	Identify opportunities for co-promotion, sharing of survey findings, signposting	