



VISIT HEREFORDSHIRE

Tourism Conference
2025

} Herefordshire
County BID

by HEREFORDSHIRE
VISIT HEREFORDSHIRE

Opening Remarks

Joanna Hilditch and Glenn Jones

Herefordshire County BID Co-Chairs

 Herefordshire
County BID

In association with
VISIT **HEREFORDSHIRE**



9:45 AM – 12:00 PM - Presentations

Opening Speeches – *Jo Hilditch and Glenn Jones*, Co-Chairs of the Herefordshire County BID
Lady Victoria Borwick, Chairman of VisitEngland and VisitBritain
Nicola Said, VisitEngland
Visit Herefordshire LVEP & Destination Management Plan Presentation
Herefordshire County BID Updates

12:00 – 1:00 PM - Lunch – Hummingbird Bar / Networking / Marketplace

1:00 – 1:50 PM - Session 1 – Breakout Sessions

(Main Room, Box 3–5, Box 6–8)

Breakout 1 – *Visit Herefordshire Tourism Awards Training – Hints, tips and application guidance*

Breakout 2 – *Get Fully Booked – Using your own website to get bookings*

Breakout 3 – *Place Informatics – Learning more about Herefordshire County BIDs footfall counters to guide marketing and business planning*

1:50 – 2:00 PM - Changeover

2:00 – 2:50 PM - Session 2 – Breakout Sessions

(Main Room, Box 3–5, Box 6–8)

Breakout 4 – *Visit Herefordshire Tourism Awards Training – Hints, tips and application guidance*

Breakout 5 – *Get Fully Booked – Using your own website to get bookings*

Breakout 6 – *Place Informatics – Learning more about Herefordshire County BIDs footfall counters to guide marketing and business planning*

2:50 – 3:15 PM - Drinks Break

3:15 – 4:30 PM - Dark Skies Tourism – What you can do as a business to take full advantage of Herefordshire's Dark Skies

Yolande Watson – CPRE Herefordshire & Founder of Dark Skies Herefordshire

Shelia Jones – Upperfields Farm,

Richard Fishbourne – Bugs and Beasties

4:30 – 5:00 PM - Networking and Marketplace

The logo for Herefordshire County BID. It features a stylized orange bracket-like shape to the left of the text "Herefordshire County BID" in white. "Herefordshire" is on the top line and "County BID" is on the bottom line.

in association with
The logo for Visit Herefordshire. It features the word "VISIT" in small white capital letters to the left of "HEREFORDSHIRE" in larger white capital letters. A small orange icon is placed between the two words.

Lady Victoria Borwick

Chairman
VisitEngland Advisory Board



Nicola Said – VisitEngland

Regional Lead – Northwest and West Midlands





VisitEngland

VisitEngland Update: Driving Growth through Tourism

Nicola Said

VisitEngland overview: Who we are

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

- Implementation the 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
- TXGB, a platform enabling suppliers to sell internationally
- Developing and championing the England brand with consumers, using owned and earned channels to reach consumers
- Winning business events



Today's presentation

Driving growth through tourism

- Understanding future of tourism and future trends
- Attracting international audiences
- Adopting a regenerative approach



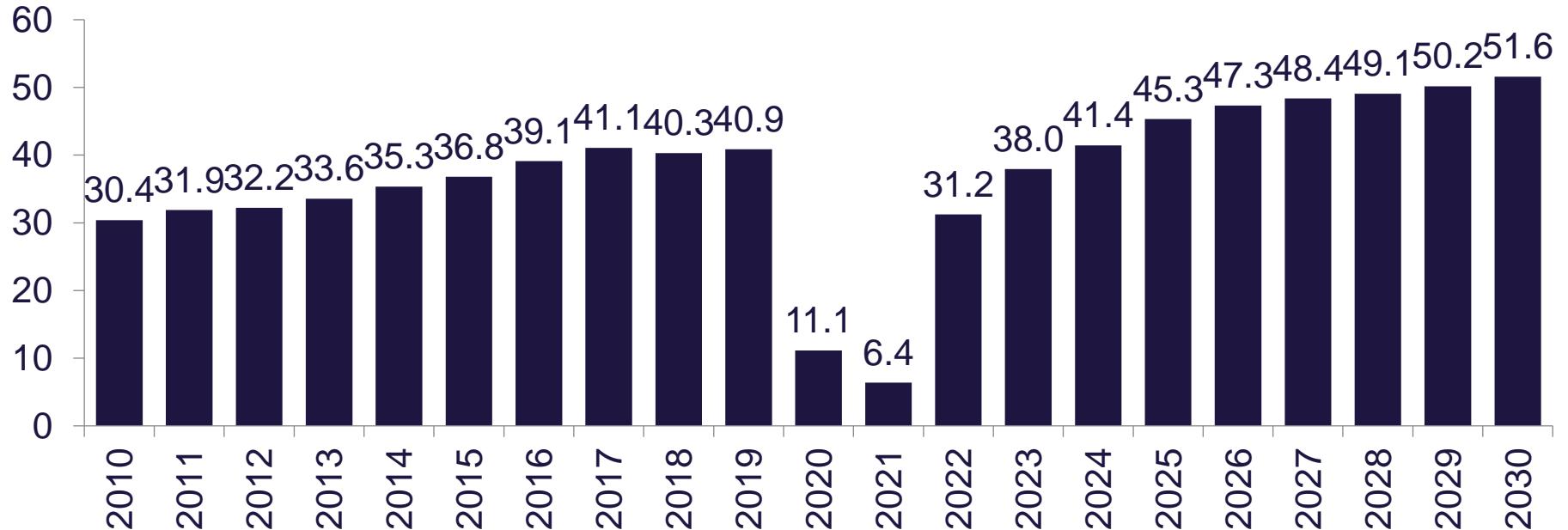
Hereford - Getty Images/Joe Daniel Price

Future trends - insights



Rapid recovery in inbound visits expected in 2025/26, followed by steady growth up to 2030

Inbound tourism to the UK – visits (millions), trend and forecast



Source: International Passenger Survey to 2023; Oxford Economics forecast from 2024. Oxford forecast for 2024 shown for consistency and as it is more recent than VB forecast; VB forecasts visits below this for 2024

Looking ahead – the UK economy saw sluggish growth in 2024, but will pick up from this year

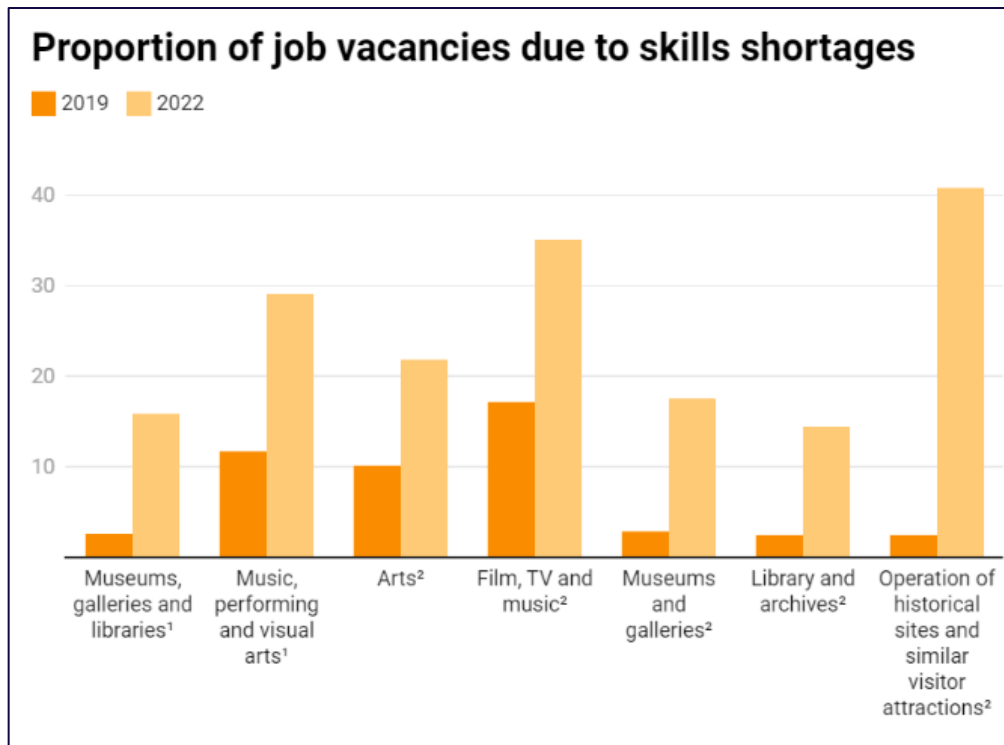
August 2024 forecasts	2023	2024	2025	2026	2027	2028	2029	2030
Real GDP growth	0.1%	1.1%	1.7%	1.8%	1.7%	1.6%	1.6%	1.5%
Real consumer spending growth	0.0%	0.4%	2.6%	2.3%	1.8%	1.9%	1.7%	1.6%
Inflation (CPI)	7.3%	2.6%	2.6%	2.2%	2.1%	2.1%	2.0%	2.0%
Unemployment rate	4.0%	4.3%	4.3%	4.1%	3.9%	3.8%	3.7%	3.7%

However, clear supply challenges remain for the domestic tourism industry as we approach 2030



Skills shortages: apparent across parts of industry

Historical sites & visitor attractions show a significant rise in skill shortages post end of free movement with the EU

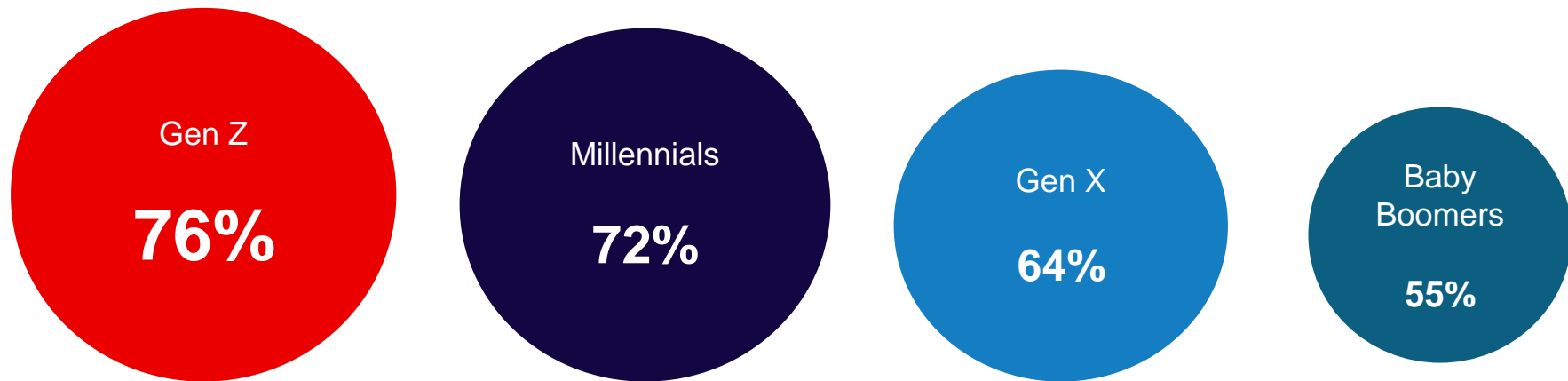


**The global travel market will continue to evolve –
increasing the need for accessibility &
inclusiveness**



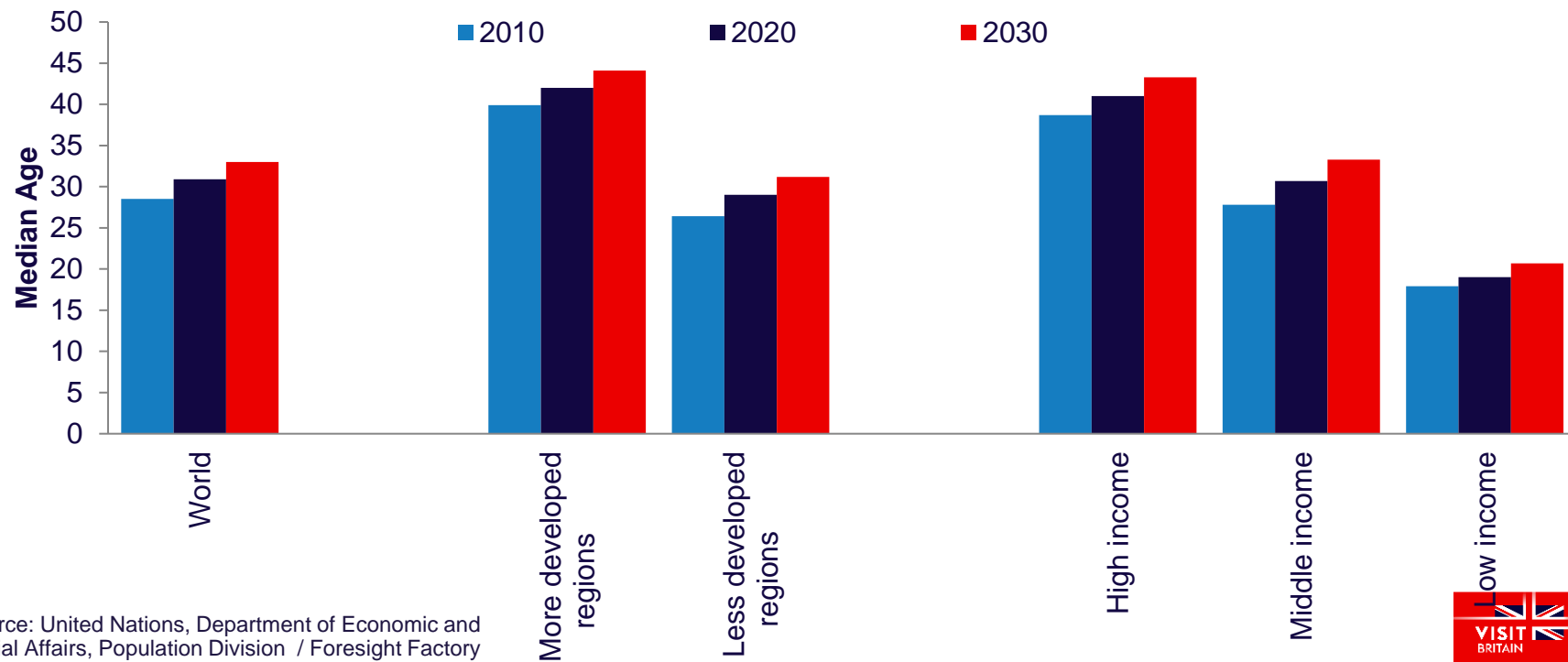
An increasingly diverse travel sector by 2030 – Growing influence of the Gen Z Traveller

“I am **more** interested in travel **than I used to be**” | % who answered agree or strongly agree



An increasingly diverse travel sector by 2030 – Ageing Populations

Median age of the total population (years), by UN development group and World Bank income groups



Source: United Nations, Department of Economic and Social Affairs, Population Division / Foresight Factory

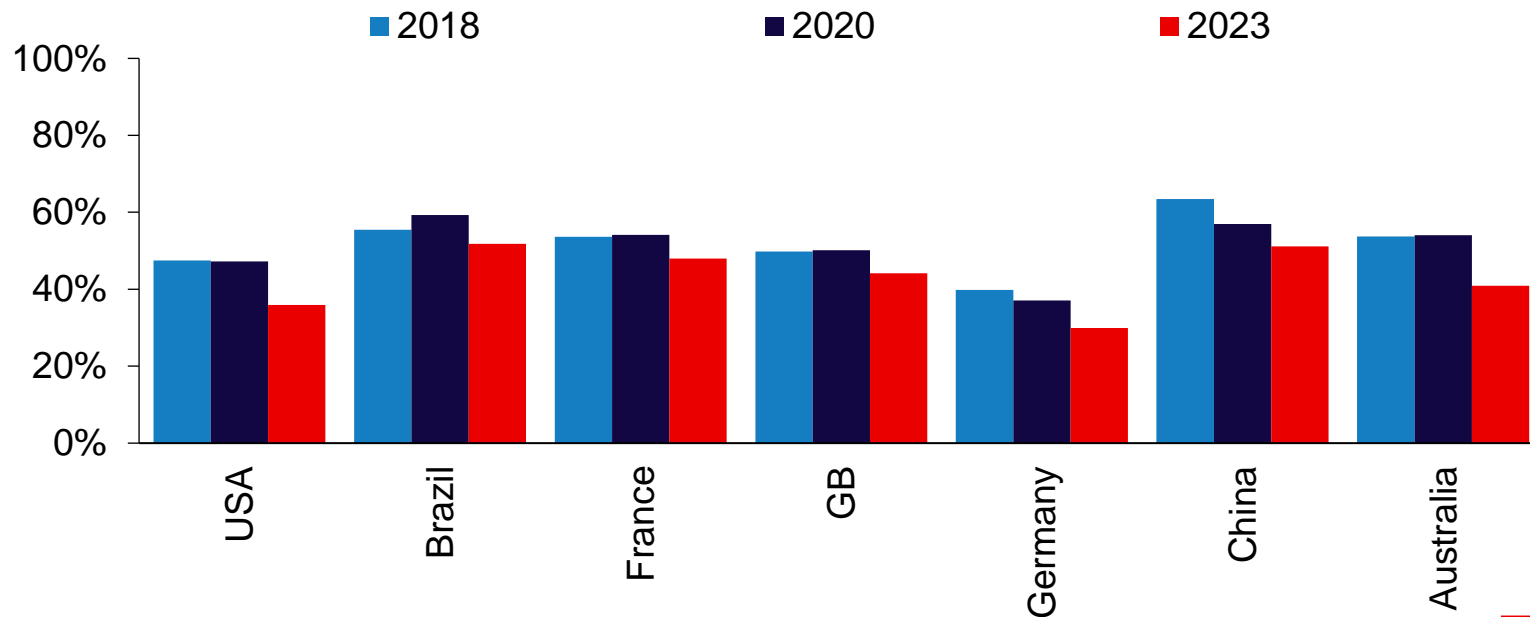
**Climate considerations
will play an
increasingly important
role in travel choices by
2030**



Ledbury

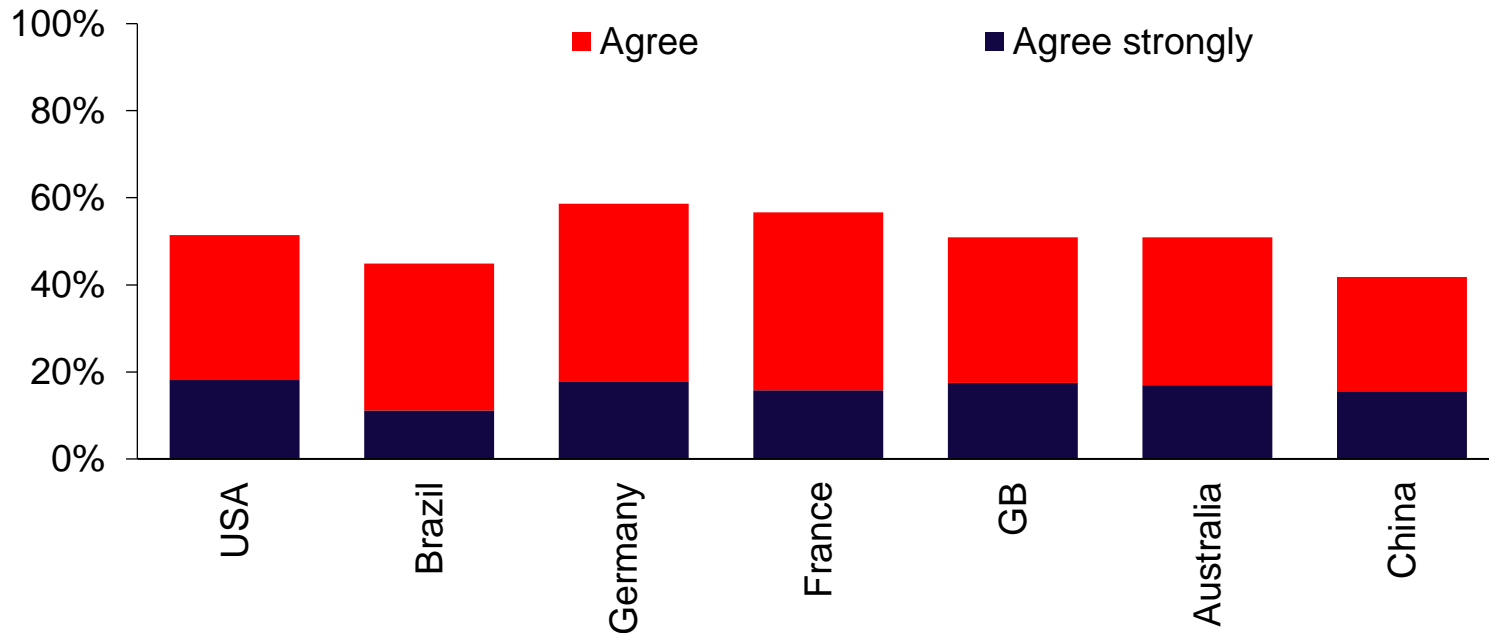
Over-tourism will likely accelerate demand away from famous sites

The number of global consumers going on holiday to visit famous tourist sites is in decline across key markets

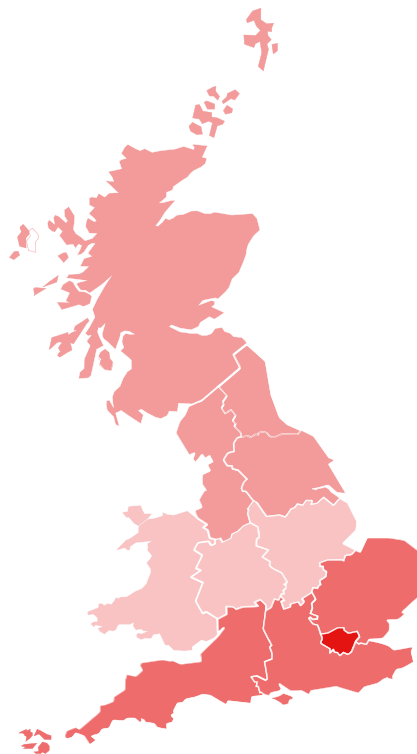


As a result, expect a rising interest in off the beaten track destinations & experiences

"When taking a vacation, I enjoy travelling to less well-known destinations" % who agree/agree strongly



Visa spending data indicates the level of regional imbalance in tourism spend



Inbound tourism spend share within Britain in 2023

Scotland
11%



Northern
England
9%



The Midlands
5%



Wales
2%



Southern England
18% (excl. Grt.
London)

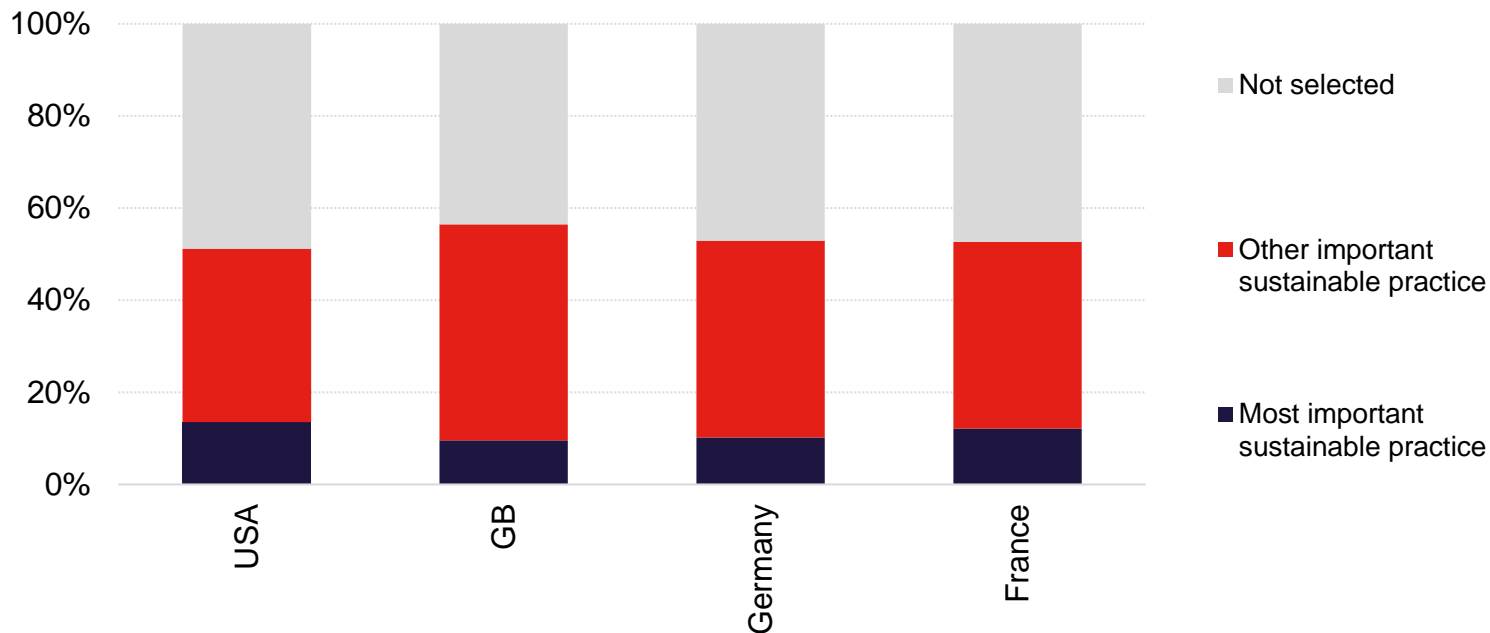


Greater London
60%



Growing interest in regenerative travel propositions & experiences

"Which of these sustainable practices, if any, do you think are important for brands to adopt?" Helping to regenerate natural resources e.g. replanting forests



Domestic Sentiment Tracker – February 2025



Released February 2025

81%

Proportion
intending a UK
overnight trip at
any point in the
next 12 months

33%

Preference for
UK over overseas
in the next 12
months

30%

Top potential
barrier to taking
overnight trips in
the UK over next
six months is 'UK
Weather' and
'Rising Cost of
Living'

27%

Reduce the
number of day
trips due to cost-
of-living crisis



VisitEngland

VisitBritain - attracting international audiences



Eastnor Castle

Rebuilding Inbound Value

Position Britain as a dynamic, diverse, sustainable and inclusive destination, prioritising regional and seasonal dispersion and improved productivity.

Connect & Distribute

Supporting Herefordshire's International Strategy - Linking buyers and suppliers through familiarisation visits and trade shows

Inspire

Launch of new and innovative marketing campaigns

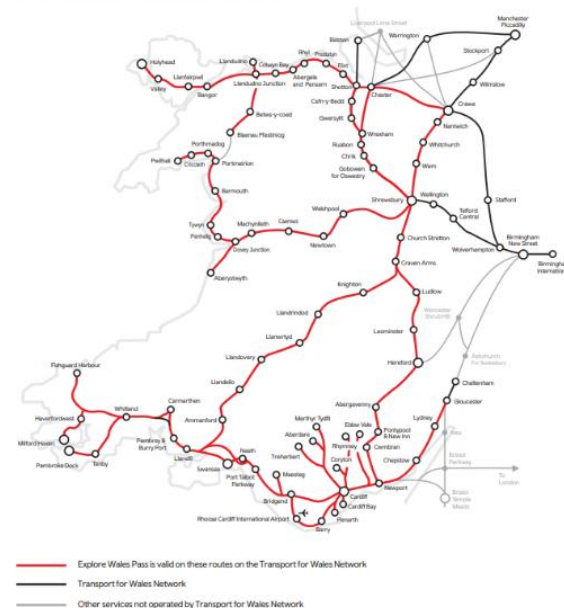
Convert

Working with Airports, airlines and booking agents

Connect and Distribute – Supporting Experience Herefordshire's international strategy



EXPLORE WALES PASS



****LVEP Benefit – Border partnership with Visit Wales and new LVEP International support programme****

Inspire – Adopting a creative approach to offset challenge

- Our audience are familiar with Britain, especially London. Despite our efforts, Britain is still not viewed as a welcoming destination and there is little urgency to visit. It is viewed as a museum of things to see one day.
- We need to get international consumers visiting Britain this year, not one day. We need to win hearts and minds.
- Competition is also fiercer than ever with competitors outspending Britain to win their share of the inbound market.
- We need a bold, creative, ownable platform that breeds ideas and content that will drive fame, cut-through and create talkability across multiple years inspiring international consumers to consider and book a trip to Britain.

Inspire - Campaign live in 5 priority markets

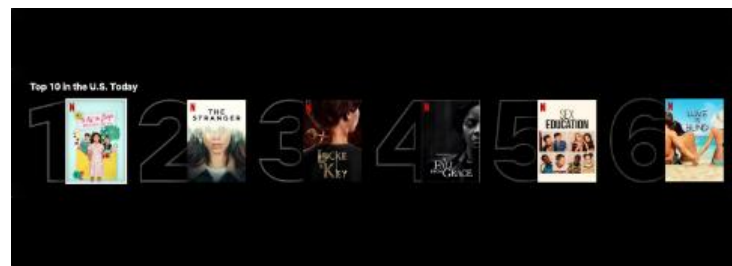


New VisitBritain campaign taps into film set travel trend and targets Gulf markets



Ways into film & TV

- **What's been filmed** in your destination or at your business?
- What **stories, products & experiences** can you talk about on the back of film & TV and integrate into your tour programmes?
- Think creatively about **milestones & anniversaries** – how do you lean into these on social or through PR?
- **What's in production now?** Keep an eye on series being commissioned for season 2 & beyond



****LVEP Benefit – Visit Herefordshire can feed this through to VisitEngland/VisitBritain on your behalf****

Introducing our Content Framework

This is our strategic approach to storytelling, clearly aligned across channels for B2C & B2B audiences, to help build our destination brand.



Drawing on priority themes and products identified by LVEPs



Using global audience and channel insights, research & trends



Delivered as themes through an annual Content Calendar



Supporting Starring Great Britain through newsjacking and film-inspired content

Our 2025 Content Calendar



Winter January – February 2025

Winter Charm Awaits

Let the magic of Britain's winter charm be the star of an upcoming trip. Step into the scenes of popular films and TV shows, savour the cosy vibes of British pubs and tearooms, or explore museums and galleries without the crowds for a more authentic, relaxed adventure. Discover all the excitement Britain has to offer in 2025 by transforming holidays into set-jetting adventures.

The stories we will be telling

- What's on, what's new, what's time-limited in 2025
- Embrace **charming getaways** involving gastropubs, walks and cosy stays

Key moments we will focus on

- New Year celebrations (1 Jan)
- Valentine's Day (14 Feb)
- International Women's Day (8 March)
- Dark Skies Festivals (various dates)

Starring GREAT Britain content

- Starring GREAT Britain launch – filming locations and film & TV experiences
- *Bridget Jones: Mad About the Boy* movie release (14 Feb)
- Film & TV Awards (various dates)



Spring March – May 2025

The Great Outdoors

Set off on an outdoor adventure in Britain. Stroll through enchanting gardens nestled in bustling cities, explore the tranquil countryside with thrilling agritourism experiences, or embark on a coastal escapade along its breathtaking shores.

The stories we will be telling

- Discover the **natural beauty** of Britain's coast and countryside
- Uncover the **British gardens** and hidden **green spaces in cities**
- Discover Britain's **agritourism** and **voluntourism** offerings and connect with the locals

Key moments we will focus on

- Music Festivals (various dates)
- Pride Celebrations (various dates)

Starring GREAT Britain content

- The great outdoors in film & TV
- *The Salt Path* movie release (25 April)
- *Mission: Impossible – The Final Reckoning* movie release (21 May)



Summer June – August 2025

Cool Green Summer

Embark on an epic summer adventure in Britain, ticking off the bucket list while making a positive impact. Escape to the coast and countryside, where regenerative tourism and eco-conscious festivals await. Or stay cool in Britain's cities and be immersed in summer events that celebrate the best of British culture - think Pride, regattas and carnivals!

The stories we will be telling

- Escape the honeypots and explore hidden gems by **train**
- Savour quieter city vibes with **budget-friendly experiences**
- Make a difference on a **green escape** at the coast or the countryside

Key moments we will focus on

- Music Festivals (various dates)
- Pride and Carnival Celebrations (various dates)
- Rail200 (all year)

Starring GREAT Britain content

- Show off a cool green Summer through film & TV
- *Jurassic World: Rebirth* film release (2 July)
- *Outlander Season 8 – part 1* release (Aug)



Autumn November – December 2025

Bringing People Together

Celebrate the spirit of togetherness this festive season. Where cherished traditions and modern celebrations bring people together, light festivals illuminate the night, Christmas markets warm the heart, and classic holiday films come to life.

The stories we will be telling

- Experience **holiday traditions** in Britain
- Soak up the **winter experiences, displays and events**, and enjoy **top-notch shopping**
- Connect with the locals at **festive markets**

Key moments we will focus on

- Christmas markets & other holiday celebrations (various dates)
- Christmas (25 Dec)
- Light festivals and trails (various dates)

Starring GREAT Britain content

- Bring holiday favourites of film & TV to life
- *Wicked: For Good* film release (21 Nov)



Autumn September – November 2025

Romantic Escapes

Feel the benefits of travel in the off-season, create unforgettable memories and fall in love with Britain's vibrant landscapes and cityscapes. Embrace the autumn magic with rejuvenating wellness retreats, farm-to-table dining, captivating stargazing experiences, and the enchanting settings of beloved period dramas.

The stories we will be telling

- Experience a modern take on Britain's **history and heritage**
- Unwind, reconnect and recharge with **wellness experiences and seasonal dining**
- Embrace the beauty of the **dark skies**

Key moments we will focus on

- Halloween (31 Oct)
- Jane Austen 250th Anniversary (16 Dec)
- Dark Skies Festivals (various dates)

Starring GREAT Britain content

- Uncover romantic escapes through film & TV
- *Downton Abbey 3* movie release (12 Sept)



Summer June – September 2025

Summer of British Sports

Get ready for a summer filled with British sporting events. Whether it's the roar of a crowd at a renowned stadium, the immersion of a virtual world, the excitement of dressing up for the races, or just the thrill of being active, Britain offers unforgettable experiences that place all fans right at the heart of the action.

The stories we will be telling

- Champion the **world of women's sports**
- Experience the thrill of unmissable British **sporting events**
- Be at the forefront of **virtual sports** or uncover your next **real-life sporting adventure**

Key moments we will focus on

- Women's Rugby World Cup (22 Aug - 27 Sept)
- Annual sporting events (various dates)

Starring GREAT Britain content

- Experience a British sporting summer through film & TV
- *F1* movie release (25 June)

Our 2025 Content Calendar: example



Spring March – May 2025



The Great Outdoors

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Key themes across all our channels:
web, social, PR, B2B, corporate,
partner

Newsjacking opportunities

Drumbeat of Film & TV content

The type of content we'd love to hear about

We are particularly interested in hearing about the following – please share this through to Visit Herefordshire:



What's new & hot! Tell us about Britain's newest openings, seasonal highlights, or reimagined experiences. Your latest news can provide hooks to excite visitors, refresh our consumer website VisitBritain.com with the latest buzz and feature in press releases to grab global attention.



Starring Great Britain – our new global campaign celebrates Britain as the real star of the show. From legendary filming locations to behind-the-scenes stories, we are using the magic of the screen to inspire visitors to explore everything our nations and regions have to offer. Do you have a product linked to film and TV genres, or know about a production happening nearby?



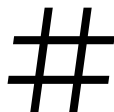
People Stories - We are interested in hearing about passionate people from the tourism economy who can help us communicate what's great about Britain, in all its diversity. They might be a brilliant local guide, a charismatic expert, or someone pioneering a new experience for international visitors. If they have a great story to tell, we would like to hear more.

Applying the content themes to your channels

The more we align our messaging, **the louder our voice and the bigger the impact**, so please pick up our themes in ways that work for your own channels.



Can you create content to match these themes on your own website through itineraries, listicles or features?



Can you create social reels, posts or stories inspired by these themes?



Can you as businesses amplify the themes even further?

Our primary consumer social channel is Instagram. When posting content for international audiences, please tag us **@lovegreatbritain**, and if posting film & TV-related content, include the hashtag **#StarringGREATBritain**



VisitEngland

Adopting a regenerative approach



Symonds Yat

What is regenerative tourism?



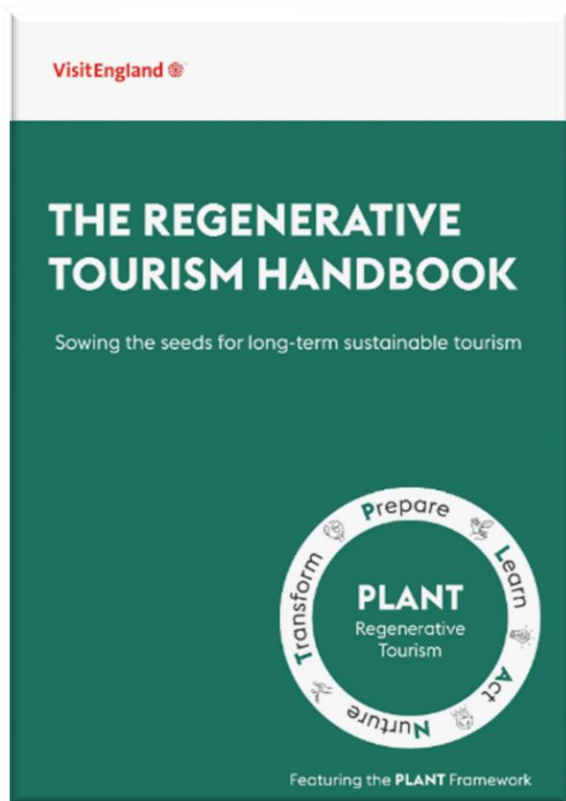


Principles aligned to UN Sustainable Development Goals

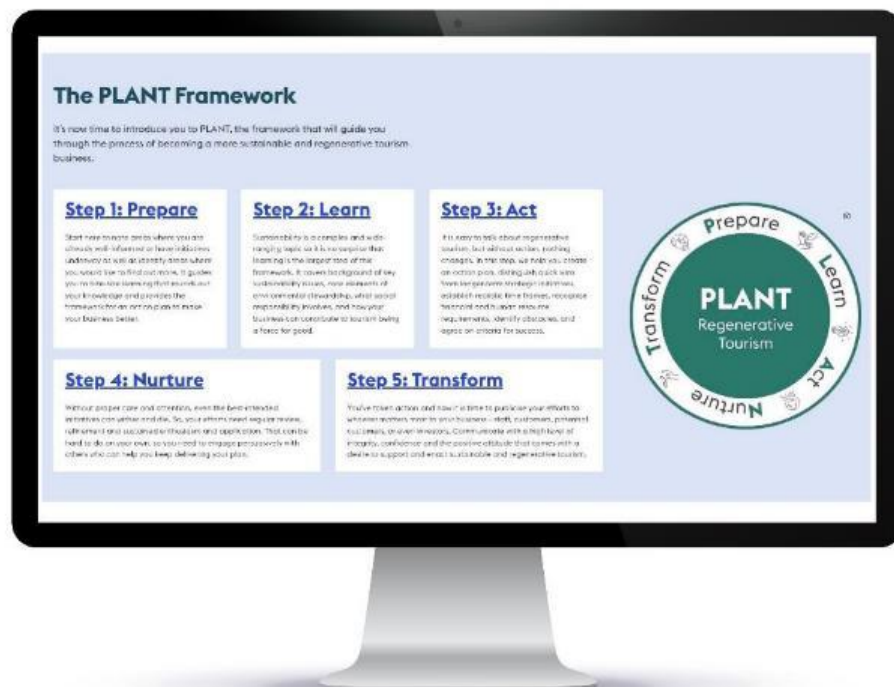
In brief the regenerative tourism principles include ideas such as:

- **Holistic understanding** - acknowledging that everything is connected to everything else
- **Collaboration** - partnerships leading to more effective outcomes
- **Diversity** - helping to reduce risk and enhancing resilience
- **Inclusion** - involving local communities to strengthen the overall ecosystem
- **Transforming and inspiring** - creating experiences for guests that are life-changing through immersion in cultural heritage, folklore, gastronomy, landmarks and wildlife
- **Environmental responsibility** - taking good care of the environment through sensitive management of natural resources and protection of fragile landscapes and wildlife
- **Cultural stewardship** - protection of local cultural heritage, traditions and knowledge passed down the generations

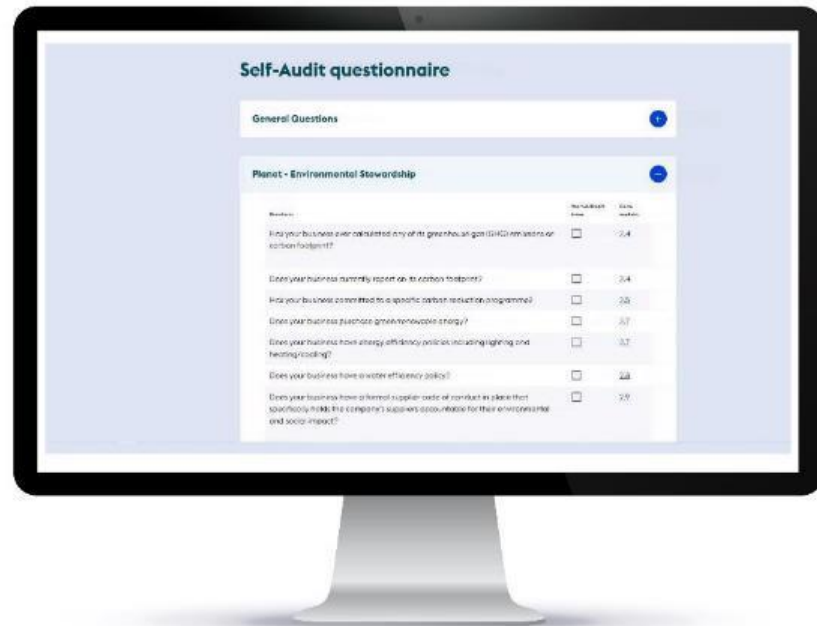
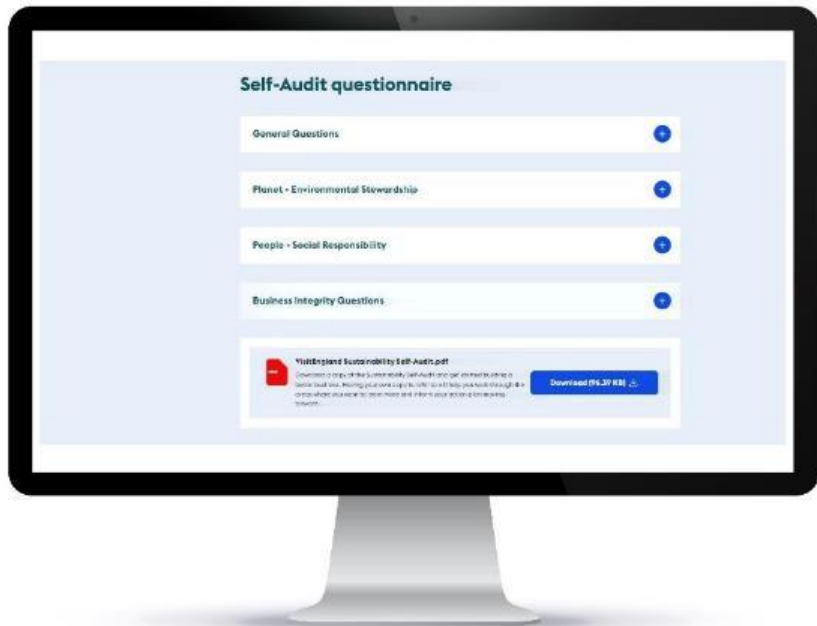
Regenerative Tourism Handbook (Guide online)



JUST LAUNCHED!



Regenerative Tourism Handbook (Guide online)



****LVEP Benefit – Destination level regeneration tourism toolkit and sharing national best practice****

In Conclusion

Four main actions for you!

- 1. Work with Visit Herefordshire as we support LVEPs with their internationalisation strategies**
- 2. Connect in with #StarringGREATBritain**
- 3. Feed your content aligned to the content calendar to Visit Herefordshire**
- 4. Do the Self Audit Questionnaire in the Regenerative Tourism toolkit**

Thank You

nicola.said@visitengland.org

For latest updates,
subscribe to our
industry newsletter here:



Connect to our socials:





in association with
VISIT HEREFORDSHIRE



Diane Mansell

Herefordshire County BID and Visit Herefordshire

CEO

Our Team?

The BID Board is a volunteer board made up of business leaders from across the county. Further to this there is a BID CEO, Business Liaison Manager and part time Marketing Manager who will carry out the day-to-day execution of the Business Plan.



Diane Mansell

CEO

diane@herefordshirecountybid.co.uk



Tara Emery

Business Liaison Manager

tara@herefordshirecountybid.co.uk



Sky Cole

Marketing Manager

Marketing@herefordshirecountybid.co.uk

A full list of Board members and areas of representation can be seen here

<https://www.herefordshirecountybid.co.uk/board-and-governance/>

What Does The Visitor Economy Mean To Herefordshire?

UNITED KINGDOM
HEREFORDSHIRE

Local Visitor
Economy
Partnership

Recognised by

VisitEngland

Roam our wild landscapes, mooch around our characterful market towns, eat fabulous food and enjoy amazing experiences.

Explore Herefordshire

Key

-  Railway station
-  Canoe launch point
-  Cycle hire
-  Herefordshire Trail
154 mile circular walking route
-  Black & White Trail
Drive, cycle or take the bus
-  Mortimer Trail
30 mile walk to Ludlow
-  Shopping area
-  Information Point

A Closer Look...



Bromyard

The traditional town of Bromyard sits pretty on a hilltop with far-reaching views. Among its Tudor timber-framed buildings and Georgian shopfronts, you'll find cosy cafes, bakeries and butchers, retro shops and several tempting pubs. For foodies, there's a nearby Michelin-starred restaurant plus artisan cider producers and a vineyard, whilst the Bromyard Downs and Brington Common are great for walkers.

'Town of books'

Hay-on-Wye

Packed with character and cool boutiques, including its famous bookshops. Great for walking and canoe trips. Easy access to the Golden Valley and Black Mountains.

'Paradise for walkers'

Kington

Wander around the small cluster of shops, galleries and places to eat before walking to Hergest Ridge for spectacular views. A great base for visiting open gardens and touring the Black and White Villages.

'Magically remote'

Golden Valley

A wild landscape from the magnificent peaks of the Cat's Back, Black Hill and Moccas Wood to the mosaic of rolling hills and meadows. Dotted with remote castles and churches, Neolithic stones and artisan cider producers.

'Riverside, foodie & historic'

Hereford

Hugged by the River Wye, historic Hereford sits at the heart of the county. Visit the iconic cathedral and museums, mooch around the shops, sample fantastic food or take a canoe trip.

'Active Adventures'

Symonds Yat

Ideal for adventure lovers thanks to the abundance of outdoor activities including watersports, cycling and walking. There are breathtaking views in every direction but don't miss the panorama from Symonds Yat Rock.



'Foodie heaven'

Bromyard

Hilltop town with a lovely traditional High street. Great for food lovers - visit artisan cider makers, a brewery and vineyard as well as the region's only Michelin-star restaurant.

'Stylish shopping'

Ledbury

Home to fabulous independent shops, the celebrated Ledbury Poetry Festival and pretty heritage buildings. Nearby, find cider producers, a vineyard and super walks, including the Malvern Hills and Marcle Ridge.

'Canoeing country'

Ross-on-Wye

Riverside delight with stunning views and super shopping, especially vintage. Glorious walks and canoe trips on the doorstep, plus cider makers and a vineyard.

What Does The Visitor Economy Mean To Herefordshire?

Stats from STEAM Report		2021 (Covid Restrictions Lifted July)	2022	2023	2024
Economic Impact	Total economic impact of tourism	£470m	£637m	£736m	£773m
	Total visitor days	5.7m	7.7m	8m	8.05m
	Staying visitor days	2.5m	3.04m	3.04m	3.05m
	Number of day visitors	3.2m	4.7m	4.9m	5.01m
	Number of FTE jobs supported by tourism spend	6,085	7,489	8,014	7,965
Economic Impact by Sector	Accommodation	£41m	£55m	£62m	£66m
	Food and Drink	£164	£225m	£263m	£276m
	Recreation	£29m	£35m	£40m	£42m
	Shopping	£79m	£107m	£122m	£128m
	Transport	£38m	£53m	£61m	£64m
	Other	£120m	£160m	£185m	£195m

What Does Herefordshire Figures Mean

Stats from STEAM Report		2024	% Change
Economic Impact	Total economic impact of tourism	£773m	+0.2%
	Total visitor days	8.05m	+0.3%
	Staying visitor days	3.05m	+0.4%
	Number of day visitors	5.01m	+0.4%
	Number of FTE jobs supported by tourism spend	7,965	-0.6%
Economic Impact by Sector	Accommodation	£66m	+5.5%
	Food and Drink	£276m	+5.2%
	Recreation	£42m	+5%
	Shopping	£128m	+5%
	Transport	£64m	+5.1%
	Other	£195m	+5.1%

2024 figures are on a par with 2023.

Given the very challenging climate for tourism in 2024, including continued cost of living impacts and a wet summer, this is a good result.

What Does Herefordshire Figures Mean Compared to West Midlands

Stats from STEAM Report		2024	% Change
Economic Impact	Total economic impact of tourism	£773m	+0.2%
	Total visitor days	8.05m	+0.3%
	Staying visitor days	3.05m	+0.4%
	Number of day visitors	5.01m	+0.4%
	Number of FTE jobs supported by tourism spend	7,965	-0.6%
Economic Impact by Sector	Accommodation	£66m	+5.5%
	Food and Drink	£276m	+5.2%
	Recreation	£42m	+5%
	Shopping	£128m	+5%
	Transport	£64m	+5.1%
	Other	£195m	+5.1%

The national GB Tourism Survey results for West Midlands showed:

- 14% fall in staying visits
- 10% fall in day visits.

What Does Herefordshire Figures Mean Compared to Other Rural Locations

Stats from STEAM Report		2024	% Change
Economic Impact	Total economic impact of tourism	£773m	+0.2%
	Total visitor days	8.05m	+0.3%
	Staying visitor days	3.05m	+0.4%
	Number of day visitors	5.01m	+0.4%
	Number of FTE jobs supported by tourism spend	7,965	-0.6%
Economic Impact by Sector	Accommodation	£66m	+5.5%
	Food and Drink	£276m	+5.2%
	Recreation	£42m	+5%
	Shopping	£128m	+5%
	Transport	£64m	+5.1%
	Other	£195m	+5.1%

The national GB Tourism Survey results for Rural destinations in England showed:

- 6% drop in staying visits
- 18% decline in day visits.

Place Informatics:

Data collection allowing the county to record insights about visitors to Herefordshire. Based on phone GPS signals we can monitor the coming and going of individuals into all the market towns and other specified areas and compare month on month; year on year.

This data is freely available to all Levy Payers and Volunteer Members and can be used as a resource for grant funding and creating plans for marketing .



Footfall & Movement

Discover why changes in footfall occur – view daily, weekly and monthly visitor numbers



People Behaviour Insights

Monitor foot traffic patterns and understand where people go across streets, retail, car parks and green spaces



Visitor Demographics

Identify visitor demographics – including social grade, age, gender and education estimates



Benchmark & Compare

Benchmark your monthly performance against neighbouring towns, your region and the UK



Communications & Performance

Use town centre data and reports to communicate effectively with key stakeholders



Investment & Funding

Provide support for funding initiatives and measure the impact following investment

VISIT HEREFORDSHIRE

**Local Visitor
Economy
Partnership**

Recognised by



VisitEngland

The Visit Herefordshire LVEP aims to transform Herefordshire's Visitor Economy through a unified vision, strategic planning, and collaborative partnerships.

The Destination Management Plan (DMP) serves as the primary tool for achieving this transformation.

HEREFORDSHIRE

Destination Management Plan 2025-2035

On behalf of
Visit Herefordshire Local Visitor Economy Partnership (LVEP)

Partnership Building. Place Shaping. Growing Sustainably



Herefordshire
County BID

HerefordBID
Investing in our City

Herefordshire
Council

UK Government

Local Visitor
Economy
Partnership

Recognised by
VisitEngland

Working together
to drive sustainable
growth of our
visitor economy



THE VISION is to cultivate a vibrant tourism sector in Herefordshire that offers distinctive and unforgettable visitor experiences. We aim to stay true to the essence of Herefordshire as a place, generating diverse employment opportunities, benefiting our local communities, and safeguarding our environment and heritage. Our goal is to increase visitor numbers, particularly those who are inclined to spend with our local retailers and service providers. A crucial aspect of this vision is to boost the number of visitors who stay for more than one day. This Destination Management Plan (DMP) outlines the roadmap to achieving this success.

Vision & Targets



Targets

PHASE 1 FOUNDATIONS



YEARS 1 & 2 (2025 & 2026)

Building the foundations, delivering quick wins, embedding a new model of partnership-working and piloting collaborative tourism marketing and development projects.

PHASE 2 REALISATION



YEARS 3, 4 & 5 (2027-2029)

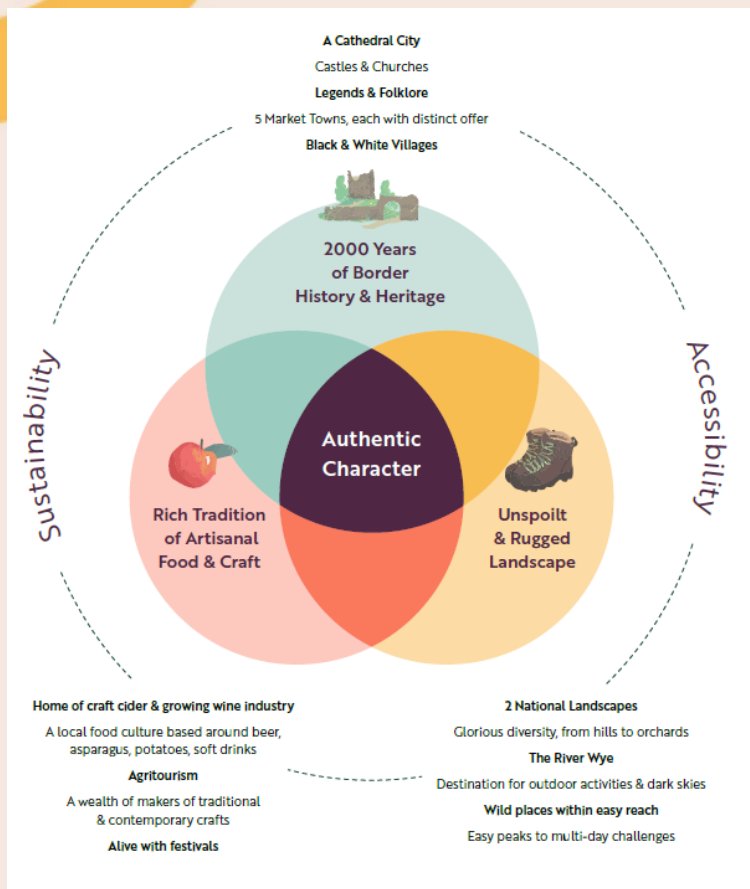
The visitor economy will start to benefit from the initial delivery of the DMP. The opening of the new Hereford Museum & Art Gallery will be of particular importance as the spotlight will be shining on the county during this period.

PHASE 3 CAPITALISATION



YEARS 6, 7, 8, 9 (2030-2034)

Accelerated economic growth.



Destination Herefordshire: The Proposition

To achieve our vision and targets, the need for a strong proposition is a given.

Herefordshire has a real sense of place and a distinctive history, landscape and tradition of food and drink.

The refined visitor proposition for 2025 onwards distills everything that makes Herefordshire special into three brand pillars.

The county's authentic character sits at the very heart, with year-round cultural events, sustainability and accessibility threaded throughout.

Priorities for Action



- Priority 1: Embed partnership working & advocate for the visitor
- Priority 2: Grow the volume of overnight visitors
- Priority 3: Strengthen and extend the renaissance of Hereford
- Priority 4: Reinforce the distinctive destination brand and identity
- Priority 5: Drive forward a regenerative approach to tourism
- Priority 6: Nurture our people and businesses
- Priority 7: Get the basics right

LVEP Advisory Board

The LVEP Advisory Board will be a volunteer board made up of business leaders from across the county who will carry out the day-to-day execution of the Destination Management Plan.

Lead Organisations



Funded by Herefordshire Businesses




VISIT **HEREFORDSHIRE**

brought to you by


 **Herefordshire
County BID**

What Are The Aims Of Herefordshire County BID?

- To develop and deliver an overarching countywide strategy to support the Visitor Economy – **Destination Management Plan 2025-2035**
 - To increase footfall, dwell time and spend – **STEAM data showing an increase in the economic impact to the County**
 - To promote Herefordshire as a destination to visit, live and work - locally, regionally and nationally – **Visit Herefordshire**
 - To manage and fund the Visit Herefordshire website, content creation and PR campaigns – **Visit Herefordshire**
 - To work with partners to develop and extend key visitor and leisure developments – **Destination Management Plan**
 - To support visitor economy businesses in an ever-changing economic environment – **Place Support Partnership and SEEDL**
 - To attract other businesses/ partnerships to join Visit Herefordshire – **Volunteer Membership**
 - To source external funding - **£190,855 in the financial year of 2024/2025**
 - To secure Local Visitor Economy Partnership status – **Secured April 2024**
 - To build regional networks to create a VisitEngland Tier 1 Destination Development Partnership – **Working with Visit Worcestershire, Visit Shropshire, Cotswolds+ and VisitEngland/ VisitBritain**
- 


Drop-In sessions / Monthly Roadshows

65 have been delivered in the Market Towns and 4 Roadshows delivered in rural locations to showcase HCBID projects, giving access to the HCBID Team, and creating networking opportunities for our Levy Payers.




Herefordshire
County BID

Funded by Herefordshire Businesses



Drop-in Sessions

www.HerefordshireCountyBid.co.uk



VISIT HEREFORDSHIRE

HEREFORDSHIRE

[See & Do](#)

[Eat & Drink](#)

[Stay](#)

[Trip Ideas](#)

[What's On](#)

[Information](#)



[Home](#) > [Ledbury](#)



'Heritage charm & modern style'

Ledbury

- ◆ Irresistible independent shops & cafes
- ◆ Home to Ledbury Poetry Festival
- ◆ Moments from the Malvern Hills

Top Highlights

[View more](#)

Eastnor Castle

A fun day out for the whole family and always something new to discover! Children, grown-ups and dogs welcome!



The Heritage Centre Ledbury

A beautiful old museum in the famous cobbled lane with displays that tell the story of the town's heritage buildings.



The Master's House

The Master's House has been at the heart of Ledbury life for over 500 years. Today it's home to the library and more!



16th Century Painted Ledbury

These exceptional Tudor wall paintings, discovered in 1989, provide a fascinating glimpse in history.



VISIT HEREFORDSHIRE



Spring



Summer



Autumn



Winter

SEASONAL OFFERINGS

Ledbury in the spring

Start the season with 'Daffodil Weekends' which celebrate the wild daffodils which thrive here. Hop on the aptly named Daffodil Line bus (a year-round service) to roam the 'golden triangle'. May brings Blossomtime, when the orchards burst into bloom and there's a weekend of festivities devoted to all things apple and pear. Eastnor Castle is just the spot for Easter fun whilst Hellens Manor hosts internationally-acclaimed musicians for a week of classical concerts. Take a hike, following in the footsteps of famous poets or exploring the Malvern Hills National Landscape. Alternatively, learn a new skill from pottery to printmaking.

[Discover What's On](#)

Shopping

Tour the stylish selection of independent shops.

Explore Shops



Hay Wines

Independent wine merchants stocking small producers dedicated to creating wines of expression, vibrancy and quality.



D.T.Waller. The Family Butcher

We at Wallers butchers have been serving food lovers for over 40 years from the beautiful market town of Ledbury.



Ledbury Flower Farmer

Growing and selling British seasonal scented flowers, including pick your own, in Ledbury.

VISIT HEREFORDSHIRE

Trip Ideas & Itineraries

Get the inside track with our trip ideas & itineraries, lovingly put together by local experts.

[See more Itineraries](#)



**The Long Weekender:
Ledbury**



**Exploring Big Apple
Country: Day Hike on the
Herefordshire Trail**



**Discover Herefordshire's
Vineyards**

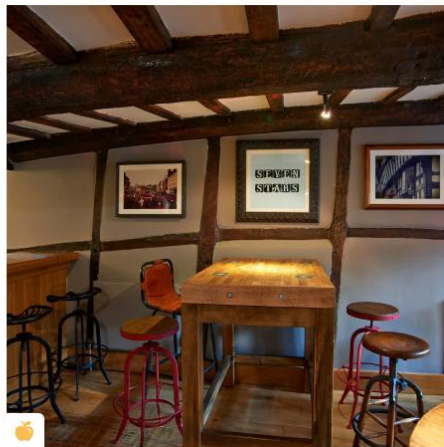
Food & Drink

[View more](#)



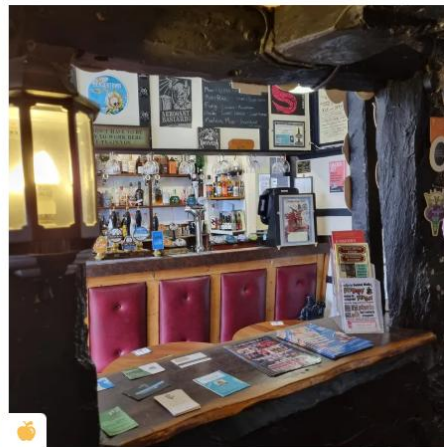
The Feathers Hotel, Eatery & Coffee House

As a much-loved part of Ledbury's history, The Feathers Hotel is a cosy, truly traditional Coaching Inn



The Seven Stars

A historic inn at the heart of Ledbury. Enjoy the best local food and drink and accommodation, with friendly service.



Prince of Wales, Ledbury

Ledbury's finest real ale pub serving local ciders, Herefordshire CAMRA Pub of the Year 2013



The Talbot

The Talbot is one of Ledbury's most characterful hostelrys, dating back f

VISIT HEREFORDSHIRE



Places to Stay

From cool treehouses, historic hotels and dog-friendly cottages to farm stays, quirky cabins and camping adventures, Herefordshire is packed with beautiful boltholes.

[View Top Places to Stay](#)

Home > What's On In Herefordshire



What's On in Herefordshire

For a small county, Herefordshire is surprisingly big on festivals and events. From international heavyweights, like Hay and Ledbury Poetry Festival to eclectic events in stunning settings.

Music festivals cater for all tastes from folk to electronica, whilst our county-wide celebration of contemporary art will take you on a tour of local studios.

Explore all corners of our county at one of our walking festivals, sample the best Herefordshire produce at our buzzing food and cider festivals, or experience the traditional delights of a country show.

List

Map

Upcoming Events

All Time

Events in 2025

April
 May
 June
 July
 August
 September
 October
 November
 December

Events in 2026



Radical Care Artist Talk Series - Hereford College of Arts
 Radical Care is a programme of free public talks presented by Hereford College of Arts and Meadow Arts.

Radical Care Artist Talk Series - Hereford College of Arts
 Radical Care is a programme of free public talks presented by Hereford College of Arts and Meadow Arts.



CYANOTYPE WORKSHOP
 With Alison Scrimgeour
 Come and learn the technique of Cyanotype printing which you will then use to create your own cyanotype. You will learn how to make cyanotypes and how to use the technique to create your own cyanotype. The session is suitable for all ages and experience levels. (All materials, materials and printing) £150 (Includes materials, printing and printing)

Richards Castle
 25 March - 30 November

Cyanotype Workshops - Richards Castle
 Come and learn how to make your own beautiful botanical blueprints through Cyanotype, the oldest photographic technique



The Weir Garden, Swanshill
 28 March - 26 September

Priority habitat tour with our rangers
 A tour with our rangers to learn how 65 hectares of land have been transformed to become new homes for wildlife.



VISIT HEREFORDSHIRE



What's On in Herefordshire

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List

Map

Event name

All locations

Upcoming Events

All Time

Events in 2025

April

May

June

July

August

September

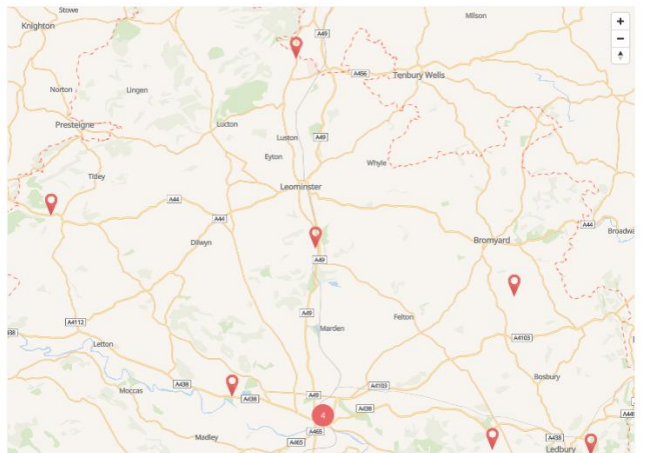
October

November

December

Events in 2026

January



VISIT HEREFORDSHIRE

feel a world away

A photograph of three white horses running in a field. The horses are in motion, and the background shows a body of water and distant hills under a clear blue sky.

Explore our Website

A QR code that, when scanned, likely leads to the official Herefordshire website.

A close-up photograph of a hand holding a ripe red apple. The apple is still attached to a small branch with green leaves.


A photograph of a group of people walking in a field. They are walking away from the camera towards a line of trees in the distance.

A photograph of a person walking a dog in a field. The dog is a large, brown, shaggy breed, and the person is walking towards the camera.

VISIT HEREFORDSHIRE

- BID E-Newsletters - 3189
- Visit Herefordshire Consumer - 7566

VISIT HEREFORDSHIRE



Winter Delights


Find independent shops in historic towns & rural corners

Take the pressure off this season and enjoy a relaxed mood around our market towns and rural shopping destinations. As you wander along pretty, historic streets and medieval alleyways, you'll stumble upon interesting, independent places to shop, eat and stay. Or, drive out into the countryside to discover some very special shopping destinations in unexpected places.

It's the perfect way to enjoy the final run up to a considered Christmas.

Discover Shopping Itineraries

VISIT HEREFORDSHIRE



Wild Swimming Spots



Five glorious places to swim (and stay)

Whether you're a seasoned wild swimmer or just fancy dipping your toe into this popular pastime, Herefordshire has a tempting selection of open-water options.


For secluded swims, there's holiday cottages which come complete with a private lake. Or, experience a day as you go 'swim and sauna' with the most glorious views. Newbies, meanwhile, can gain confidence on a wild swimming weekend, exploring lakes, rivers and waterfalls with an experienced instructor.

Hardy types will love a reinvigorating dip in chilly waters as we enter autumn but novices are advised to book ahead for warmer weather in 2025.

Take Me Wild Swimming



Herefordshire
County BID




Business Spotlight Information

Instagram's New Grid


What You Need to Know and How to Adjust Your Posts


Instagram has started to roll out updated layouts of its grid, and you might have already noticed the change.

Traditionally, Instagram posts have appeared as square images with a 1:1 ratio, meaning the width and height are equal. However, Instagram is now introducing a new 4:5 ratio for grid posts, which offers a taller, more cinematic look.



1:1








4:5


What Does This Mean for Your Feed?

Herefordshire
County BID



Information For Businesses





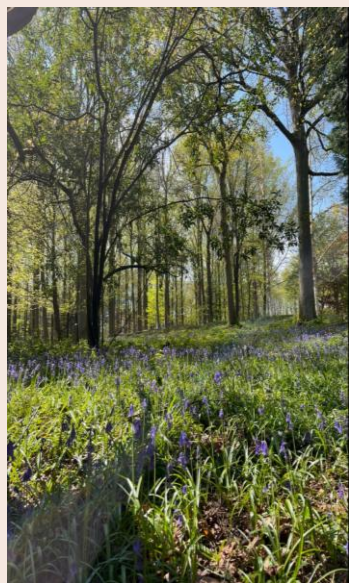
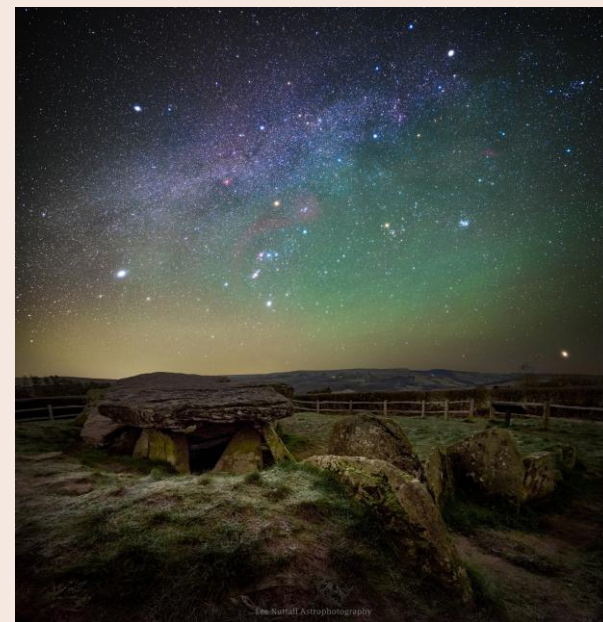
The VisitEngland Awards for Excellence 2025 date is confirmed

VisitEngland has announced that this year's VisitEngland Awards for Excellence will be held at the Brighton Dome Corn Exchange on 4 June.

The 35th national awards will see finalists from 21 regional competitions, including the Visit Herefordshire Tourism Awards, recognised as Gold, Silver and Bronze winners across 16 core categories. Award categories range from the 'Experience of the Year' to the 'Taste of England'.

Social Media Performance

Media Platform	Date	Followers	Date	Followers
LinkedIn	22 April 2024	1,070	23 April 2025	1,570
Facebook VH	22 April 2024	11,348	23 April 2025	12,361
Facebook BID	22 April 2024	134	23 April 2025	208
Instagram	22 April 2024	14,924	23 April 2025	16,575
Threads	22 April 2024	2,226	23 April 2025	3,012



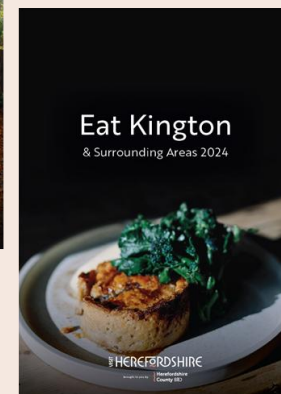
Visit Herefordshire Map Leaflets



Grant Funding Opportunities

The HCBID has a grant fund for Market Towns and Rural Locations

- Increase footfall, dwell time and spend
- Promote Herefordshire as a destination to visit, live and work
- Develop stronger partnerships across the county to deliver more opportunities for the Herefordshire Visitor Economy
- Deliver promotional campaigns to highlight the range and quality of businesses within Herefordshire



Place Support Partnership

Herefordshire
County BID



ELECTRIC

GAS

WATER



MERCHANT

INSURANCE

TELECOMS

Reduce your business costs

Free advice and support to all Herefordshire Businesses

Herefordshire County BID has commissioned Place Support Partnership to help you save money on your business costs.

This includes savings on new contracts, advice on navigating the cost-of-doing-business crisis, and how to achieve the best value on essential services like gas, water, insurance, electricity, telecoms and merchant fees.

Let us help you

- Improve cashflow
- Improve profitability
- Free up capital to invest
- Become cost efficient



SCAN HERE TO
FIND OUT MORE!

To start saving, call 03330 156 289
email Info@herefordshirecountybid.co.uk
or visit www.herefordshirecountybid.co.uk



Herefordshire
County BID
Funded by Herefordshire Businesses



£210,000 worth of cost savings have been identified for businesses already



SEEDL Learning Hub

Offering free, unlimited access
to over 200 live courses

Supporting workforce development across the Visitor
Economy.

Over 2000 licenses have been sent out

In 2024, 882 live courses and 463 on-demand courses
were completed.

Herefordshire County BID, in partnership with
SEEDL.com, now provides over 200 live virtual
subjects, held on interactive webinars to support
varying working schedules.

COURSES INCLUDE:

- ✓ **Leadership**
- ✓ **Customer Service**
- ✓ **Office 365**
- ✓ **Mental Wellness**
- ✓ **Communication**
- ✓ **Retail**
- ✓ **Hospitality**
- ✓ **Health & Safety**



Find out more now by
scanning the QR code.

in partnership with

} Herefordshire
County BID



Helping people Learn, Perform & Succeed.

FREE Advertising Opportunities - Levy Payers & Volunteer Members

- Visit Herefordshire Radio isn't just for listeners; it's also an essential marketing tool for local businesses.
- Offering FREE, affordable and tailored advertising packages, the station is the perfect way for businesses to reach a highly engaged audience in Herefordshire.



Key Features Of Visit Herefordshire Radio:

- **Great Music:** Enjoy a diverse range of tunes from popular hits to classic favorite's
- **Local Events :** Stay up-to-date with what's going on, from local festivals to hidden gems
- **Community-Focused:** Learn more about and support the region's Visitor Economy businesses
- **Free App:** Download Visit Herefordshire's Radio app on your mobile device today for easy listening anywhere, anytime
- **Listen FREE on your computer, DAB Radio, Google / Alexa device or SEEDL training platform:** You can stream it directly

Places to visit on a foodie break in Herefordshire

Trip idea

4-5 Days

Food and drink breaks

Central & Midlands

The lowdown: A tempting foodie break on the border of England and Wales, including vineyards, a cider circuit and Michelin stars

What to expect? Amazing eats, artisan tipples, top restaurants: these are the tastiest places to visit in Herefordshire

Snack, sip and scoff your way around on a foodie break in beautiful [Herefordshire](#) - a region of lush vineyards, artisan cheesemakers, organic cideries and idyllic farms. Its bounty is served wherever you venture from Hereford's market stalls to Hay-on-Wye's Michelin-starred dining, and delectable delis galore. If you're looking for tasty places to visit in Herefordshire, this four-day itinerary whisks you straight to its most delicious locations - plus outdoor activities to help counteract those calories! Whether blending your own gin or devouring the ultimate roast in an old drovers' inn, these are the top foodie things to do in Herefordshire.

VISIT
BRITAIN



VisitEngland

Food and drink breaks



Places to visit on a foodie break in Newcastle

Come hungry and thirsty for the best food, bars, restaurants and drinking spots in the town.



Places to visit on a foodie break in Lancashire

From small-batch gins and organic cheeses, to the best restaurants in Lancaster - here's how to plan the tastiest three-day getaway.



Places to visit on a foodie break in Herefordshire

Four-day foodie breaks on the England-Wales border, with a few adventures to help you burn off that cider and cheese.

[Find more food and drink breaks](#)

A four day break in Herefordshire

Trip idea

4-5 Days

Food and drink breaks

Central & Midlands

The lowdown: Four days in Herefordshire that combines fun things to do with unique places to stay

What to expect? The best attractions in Herefordshire, including treetop hideaways, cider trails and food with a view

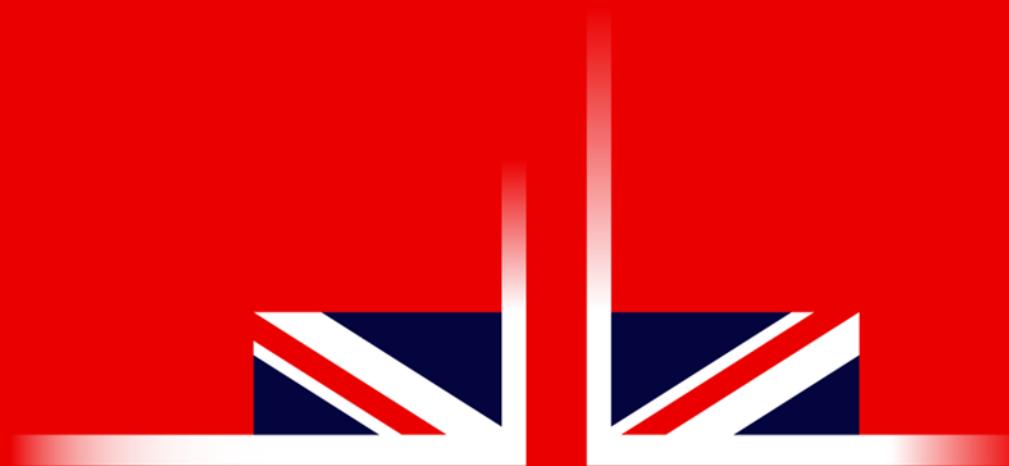
Have you ever wondered what things you can do in [Herefordshire](#), [W](#) and where you can find the best places to stay? This lush county west of the Midlands borders Wales and Shropshire and is one of England's best-kept secrets. Read on to discover more about Herefordshire's laid-back villages, boutique distilleries, and organic farm shops. You can spot that famous house where Netflix's Sex Education was filmed while kayaking near Symonds Yat. And that's before you get to the foodie aspect of your visit, where farm to fork dining plays a huge role at the county's top-rated restaurants and pubs.



FILM
OFFICE

HEREFORDSHIRE

The logo is set within a black rectangular box with a white diagonal stripe running from the top-left corner to the bottom-right corner. The text 'FILM OFFICE' is in a large, bold, white sans-serif font. Below it is a thin white horizontal line, and then the word 'HEREFORDSHIRE' is in a smaller, white, stylized serif font. The entire logo is centered on a light pink background. There are decorative elements on the background: a yellow curved shape in the top-left corner and a purple curved shape in the bottom-right corner.



**VISIT
BRITAIN**



VisitEngland



Film Locations in Herefordshire

Visit star locations in our county



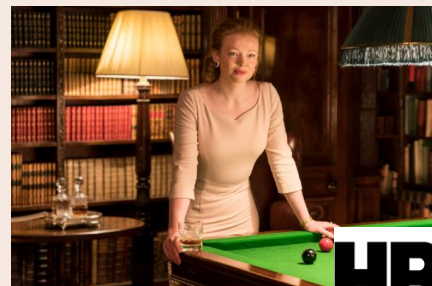
BBC
FOUR



NETFLIX



BBC



HBO

Visit Herefordshire Film Office



The Sex Education House in the Wye Valley

Showcase Your Location

Be the star of the show! Register as a filming location and your venue will be promoted to location scouts.

It's a booming industry with opportunities for all types of location, from period properties and amazing open spaces to country churches and historic market towns.

We've partnered with Filming in England and it's free to register on their [Locations Directory](#). We recommend you provide as much information as possible when filling in the forms and be sure to supply sharp images which show off the key features of your location. A small detail can make all the difference.

Images need to be in landscape format and shot in good, natural light. Extra information such as parking and access are also very helpful.

Your aim is to make it as easy as possible for your location to stand out from the crowd.

Register as a filming location



Eastnor Castle stars in Succession

Find A Location In Herefordshire

We're pleased to be working with the [Filming in England](#) team, part of [Creative UK](#), who can help you find the ideal location in Herefordshire.

Our small city, Hereford, sits at the heart of the county and is closer than you think, only 56 miles north of Cardiff, 58 miles west of Birmingham and 70 miles north of Bristol.

What will you find in Herefordshire:

- Ancient woods, hills and wide open spaces
- Wye Valley & Malvern Hills National Landscapes
- Period properties from Georgian mansions to Tudor cottages
- Charming market towns & rural Black and White villages
- Contemporary homes & cabins
- An iconic Cathedral, historic churches & age-old castles
- A wide range of restaurants and even an American diner
- Working farms

Explore Herefordshire locations

Free Support For Filmmakers

Herefordshire County BID is here to help. We're keen to encourage film crews to the county and will happily share our knowledge and contacts.

Let us know your accommodation, catering or transport needs, and we will help with the heavy-lifting.

Get in touch with us



Coppett Hill features in Harry Potter and the Deathly Hallows - Part 1

Secure Permissions

Speak to the Film team at Herefordshire Council to ensure all your paperwork and permissions are correct. Contact Filming@herefordshire.gov.uk

Where filming is planned to take place on the highway or on council land and is intended for public broadcast, you will require permission from Herefordshire Council before proceeding. You can do this by using the Filming in Herefordshire online form. [Click here for more information.](#)

They will provide advice and consider all filming requests on a case-by-case basis.

Please note that as a condition of this licence you must:

- Hold public liability insurance to a value of £5 million
- Not impede traffic, livestock or pedestrian flow on the highway
- Location specific risk assessment/s
- This confers no rights or permissions to film people or their property.

If you intend to film with drones, please also [view the filming with drones](#) info page.



The OK Diner served as a film location for the 2024 series of Dr Who

Filming in England

ABOUT LOCATIONS CREW SUPPLIERS STUDIOS & BUILD SPACES RESOURCES FILMING IN ENGLAND PARTNERSHIP NEWS

LOCATIONS

83 locations

Sort By: Last Modified Display: 2

Location Categories

Enter or select categories

Location Name / ID

Location Name

Location ID

Location #10279815

Location #10274714

Location #10275075

Location #10273213

Location #10275181

Location #10275089

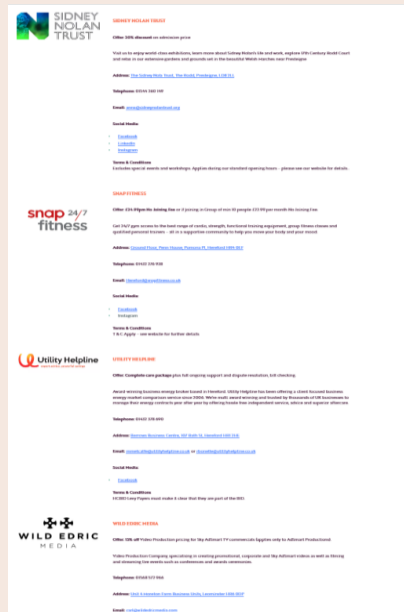
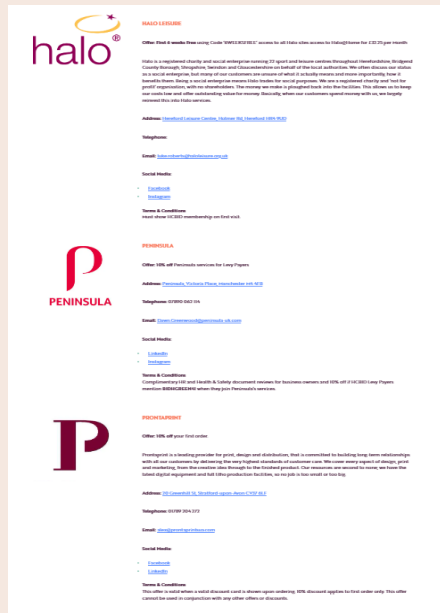
Location #10274894

Location #10274820



Employee / Employer Discount Card

Currently 21 Offers and
more in development



Visit Herefordshire Ambassador Programme



- To promote HCBID / Visit Herefordshire to support the delivery of the company's aims and objectives.
- To Build a supportive network of businesses, partner organisations and influencers to increase brand visibility
- Ensure active engagement with key stakeholders and businesses spreading the message far and wide.
- Promoting and supporting the delivery of HCBID/ Visit Herefordshire projects

Proud supporters of

VISIT **HEREFORDSHIRE**

brought to you by  Herefordshire
County BID



VISIT HEREFORDSHIRE

TOURISM AWARDS

2024

Sponsored by

HELLO
Starling





TOURISM AWARDS 2024

HEREFORDSHIRE

1. Accessible & Inclusive Tourism Award - Courtyard
2. B&B and Guest House of the Year - Temple Bar Inn
3. Business Events Venue of the Year - Left Bank Village
4. Visitor Attraction of the Year - Small Breeds Farm
5. Ethical, Responsible & Sustainable Tourism Award - Riverside
6. Experience of the Year - Oldfield Forge
7. International Tourism Award - Hereford Cathedral
8. Hotel of the Year - Old Downton Lodge
9. New Tourism Business of the Year - Newton Court
10. Pub of the Year - New Inn

11. Camping, Glamping and Holiday Park of the Year - Rookery Woods
12. Self-Catering Accommodation of the Year- Trevase Cottages
13. Taste of England - Riverside
14. Unsung Hero of the Year - Simon Lockett – Golden Valley Pilgrim Way
15. Judges Commendation – Restoration of the Year - Rowden Mill Station
16. Judges Commendation – Taking Herefordshire to the World - Beefy Boys
17. Judges Commendation – Off the Grid Pioneer - The Fold
18. Judges Commendation – Innovative Accessibility - One Acre Wood
19. Judges Commendation – Accessibility Community Champion - Ali Allen, The Walking Hub
20. Judges Commendation – Conversation Community Champion - Rowan Griffiths, Hergest Croft Gardens



VISIT HEREFORDSHIRE
**TOURISM
AWARDS**
2024

Winner

Visit Herefordshire's
Business of the Year

The Riverside
at Aymestrey









Herefordshire finalists



**Awards for
Excellence
2025**

TOURISM AWARDS

2025

HEREFORDSHIRE



This is to certify that the:

**VISIT
HEREFORDSHIRE
TOURISM AWARDS**

Have met the criteria necessary to earn the:

**AWARDS
TRUST MARK
OUTSTANDING**

Awarded by

**THE INDEPENDENT AWARDS
STANDARDS COUNCIL**

Valid from: 25/04/2025

Until: 24/04/2026

A handwritten signature in black ink, appearing to read "Chris Robinson".

CHRIS ROBINSON

Co-Founder, The Independent Awards
Standards Council
Managing Director, Boost Awards

Reasons to hold the accreditation.

- **Enhanced Credibility:** The Trust Mark signifies adherence to a voluntary code of conduct, boosting the credibility of your awards program
- **Transparency:** It ensures transparency in the judging process, which is crucial for attracting entrants
- **Marketing Advantage:** Accredited programs can use the Trust Mark logo in their marketing, enhancing visibility and trust
- **Feedback Mechanism:** Provides a structured feedback mechanism for entrants, helping them understand why they did not win
- **Ethical Standards:** Promotes ethical standards, including non-disclosure agreements for judges and clear scoring systems





TOURISM AWARDS 2025

HEREFORDSHIRE

Categories

- Accessible and Inclusive Tourism Award
- B&B and Guest House of the Year
- Business Events Venue of the Year
- Visitor Attraction of the Year
- Regenerative Tourism Award
- Experience of the Year
- International Tourism Award
- Hotel of the Year
- New Tourism Business of the Year
- Pub of the Year
- Camping, Glamping and Holiday Park of the Year (If entering this category do not enter Self-Catering Accommodation of the Year)
- Self-Catering Accommodation of the Year (If entering this category do not enter Camping, Glamping and Holiday Park of the Year)
- Taste of Herefordshire
- Unsung Hero Award
- Wedding Venue of the Year (Herefordshire Only Category)
- Retailer of the Year (Herefordshire Only Category)



Key Dates:

- Application Stage – 21 March 2025 – 31 May 2025
- Round 1 Judging – 1 June 2025 – 30 June 2025
- Round 2 Judging – 1 Aug 2025 – 30 Sep 2025
- Finalists Announced – Nov 2025
- Visit Herefordshire Tourism Awards Evening – 25 Feb 2026

**HELLO
Starling**

The logo for Herefordshire County BID is displayed within a dark purple square. It features the text 'Herefordshire County BID' in white, with a stylized orange bracket to the left of 'Herefordshire'. Below this, in smaller text, is 'In association with' followed by the 'VISIT HEREFORDSHIRE' logo, which includes a small orange icon.

Volunteer Membership

Raise your business profile and visibility, benefit from PR, promotional campaigns and feature on Herefordshire marketing and social media platforms


The Herefordshire County BID is funded and led by Levy paying Herefordshire tourism businesses formed to support the economic development of Herefordshire's tourism sector. Visit Herefordshire is our visitor facing brand.

You too can be part of the plan by engaging and taking advantage of the momentum through joining forces with us to make Herefordshire even greater!

The Herefordshire County Destination BID/ Visit Herefordshire is offering all tourism providers in Herefordshire a chance to join us to be part of a much bigger visitor economy picture.

SO, HERE'S YOUR CHANCE...

Become a member of Herefordshire County Destination BID



Lunch Will Be Served In The Hummingbird Bar



1:00 – 1:50 PM -

Session 1 – Breakout Sessions

(Main Room, Box 3–5, Box 6–8)

Breakout 1 – *Visit Herefordshire Tourism Awards Training – Hints, tips and application guidance*

Breakout 2 – *Get Fully Booked – Using your own website to get bookings*

Breakout 3 – *Place Informatics – Learning more about Herefordshire County BIDs footfall counters*

1:50 – 2:00 PM -

Changeover

2:00 – 2:50 PM -

Session 2 – Breakout Sessions

(Main Room, Box 3–5, Box 6–8)

Breakout 4 – *Visit Herefordshire Tourism Awards Training – Hints, tips and application guidance*

Breakout 5 – *Get Fully Booked – Using your own website to get bookings*

Breakout 6 – *Place Informatics – Learning more about Herefordshire County BIDs footfall counters*

2:50 – 3:15 PM -

Drinks Break

3:15 – 4:30 PM -

Dark Skies Tourism – What you can do as a business to take full advantage of Herefordshire's Dark Skies

Yolande Watson – CPRE Herefordshire & Founder of Dark Skies Herefordshire

Shelia Jones – Upperfields Farm,

Richard Fishbourne – Bugs and Beasties

4:30 – 5:00 PM -


Networking and Marketplace

**Herefordshire
County BID**

in association with
VISIT HEREFORDSHIRE


Breakout Session One

1.00 – 1.50

- Breakout 1 – *Visit Herefordshire Tourism Awards Training – Hints, tips and application guidance (Box 3-5)*
 - Breakout 2 – *Get Fully Booked – Using your own website to get bookings (Box 6-8)*
 - Breakout 3 – *Place Informatics – Learning more about Herefordshire County BIDs footfall counters to guide marketing and business planning (Main Room)*
- 

Breakout Session Two

2.00 – 2.50

- Breakout 1 – *Visit Herefordshire Tourism Awards Training – Hints, tips and application guidance*
 - Breakout 2 – *Get Fully Booked – Using your own website to get bookings*
 - Breakout 3 – *Place Informatics – Learning more about Herefordshire County BIDs footfall counters to guide marketing and business planning*
- 

2:50 – 3:15 PM - Drinks Break


3:15 – 4:30 PM - Dark Skies Tourism – What you can do as a business to take full advantage of Herefordshire's Dark Skies

Yolande Watson – CPRE Herefordshire & Founder of Dark Skies

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4:30 – 5:00 PM - Networking and Marketplace



Closing Remarks

Joanna Hilditch and Glenn Jones

Herefordshire County BID Co-Chairs





**Herefordshire
County BID**

in association with
VISIT HEREFORDSHIRE

Where can I find more details?

Full details can be found on:

Herefordshire County BID / Visit Herefordshire LVEP

www.herefordshirecountybid.co.uk

Visit Herefordshire

www.visitherefordshire.co.uk

