VISIT HEREFORDSHIRE

brought to you by Herefordshire County BID

Annual General Meeting 2026

A year of delivery. A strong platform for the future.

November 2026

Welcome and Opening Remarks

VISIT HEREFORDSHIRE

brought to you by Herefordshire County BID

Jo Hilditch - Co Chair

Agenda

01 Welcome and opening remarks

02 Receive the financial statements for the year ended 31 March 2026

03 Board appointments and governance

04 Chief Executive’s Report

05 Closing remarks

FINANCIAL STATEMENTS

Year ended 31 March 2026

Sarah Kaye FCCA CTA

ACCOUNTS

Balance Sheet & Financial Statement

Herefordshire County BID Ltd (Registered number: 13952117)

Balance Sheet
31 March 2026

	Notes	2026 £	£	2025 £	£
FIXED ASSETS					
Tangible assets	4		**4,071**		4,153
CURRENT ASSETS					
Debtors	5	**32,024**		24,962	
Cash at bank		**429,520**		547,435	
		461,544		572,397	
CREDITORS					
Amounts falling due within one year	6	**93,672**		104,082	
NET CURRENT ASSETS			**367,872**		468,315
TOTAL ASSETS LESS CURRENT LIABILITIES			**371,943**		472,468
CREDITORS					
Amounts falling due after more than one year	7		-		149,500
NET ASSETS			**371,943**		322,968
RESERVES					
Income and expenditure account			**371,943**		322,968
			371,943		322,968

The financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the Board of Directors and authorised for issue on 10 November 2026 and were signed on its behalf by:

Herefordshire County BID Ltd

Notes to the Financial Statements - continued
for the Year Ended 31 March 2026

4. **TANGIBLE FIXED ASSETS**

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 April 2025	**2,352**	**3,718**	**6,070**
Additions	-	**1,422**	**1,422**
Disposals	-	**(880)**	**(880)**
At 31 March 2026	**2,352**	**4,260**	**6,612**
DEPRECIATION			
At 1 April 2025	**847**	**1,070**	**1,917**
Charge for year	**301**	**851**	**1,152**
Eliminated on disposal	-	**(528)**	**(528)**
At 31 March 2026	**1,148**	**1,393**	**2,541**
NET BOOK VALUE			
At 31 March 2026	**1,204**	**2,867**	**4,071**
At 31 March 2025	1,505	2,648	4,153

5. **DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2026 £	2025 £
Trade debtors	**1,200**	3,482
Other debtors	**30,824**	21,480
	32,024	24,962

6. **CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2026 £	2025 £
Trade creditors	**37,065**	37,374
Other creditors	**56,607**	66,708
	93,672	104,082

7. **CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR**

	2026 £	2025 £
Other creditors	-	149,500

ACCOUNTS

Company Information and Governance

Company

Private company limited by guarantee
Registered in England and Wales

Registered office

11 Corn Square
Leominster HR6 8YP

Company number

13952117

Directors

- P M Darnley
- Mrs J Hilditch DL
- G P Jones
- Mrs K Morgan
- F Myers MBE
- M J F Pudge
- A J N Blandford
- E J O'Driscoll

Directors standing down

Ella Pilladge

Applications for Director posts

Max Smith – Herefordshire Wildlife Trust
Cllr Lesley Wilkinson – Ledbury Town Council

CHIEF EXECUTIVE'S REPORT

VISIT HEREFORDSHIRE

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Diane Mansell - Chief Executive

Achievements in Numbers (2022–2026)

VISIT HEREFORDSHIRE

Turning your Levy into economic growth, business support and lasting impact.

Growing Our Visitor Economy

Tourism accounts for **24.6%** of the County's Economy



Visitors
6.2m
+59% since 2021

Visitor Days
8.4m
+45.9% since 2021

Overnight Visitor Economy
£555.4m
+50.8% since 2021
67% of the visitor economy value comes from overnight stays

Nearly
8,000
Tourism Jobs Supported
+38% since 2021





Business Support

£368,366	Business savings identified
£66,607	Invested through the Market Town and Rural Support Fund
6,896	Business support sessions
4,621	SEEDL training courses completed
3	Tourism Conferences delivered



Film & Screen Tourism

£841k Direct spend in Herefordshire by Hamnet Filming

300+ Cast and crew filming Hamnet in Herefordshire

National Recognition & Investment

£1.74m Levy collected in the First Term and reinvested into the local business environment

+£329k
External funding secured
Equivalent to an extra 18.9% on top of Levy investment

2 National industry accreditations achieved

+ VisitEngland's nationally recognised Local Visitor Economy Partnership accreditation



Industry Development

219 Visit Herefordshire Tourism Award Finalists

9 VisitEngland Awards for Excellence Winners

4 Gold, 1 Silver, 4 Bronze for Herefordshire Businesses

Digital Growth



4m
Number of times the content on Facebook was played or displayed in the last 12 months

2m
Number of views on Instagram in the last 12 months

Visit Herefordshire App
Powered by Outdooractive

400+
Points of interest added

2.96m
Impressions in the first 6 Months

85
Trails uploaded



1.7m
Website users on visitherefordshire.co.uk

2.1m
Website sessions

806
Tourism businesses promoted online

+76%
Increase in users since 2022

963,120
Business page views

92%
From outside Herefordshire

35,496
Itinerary downloads

208
Countries and territories reached through Visit Herefordshire Digital Platforms

Together, We Delivered

Securing National Recognition & Strategic Influence

1. Secured VisitEngland's nationally recognised **Local Visitor Economy Partnership Status**, placing Herefordshire among England's 37 accredited destination organisations and positioning Visit Herefordshire as the recognised voice of the visitor economy in Herefordshire.
2. Developed and launched Herefordshire's first **Destination Management Plan (2025-2035)**, creating a shared roadmap for tourism growth.
3. Utilised industry-leading insight tools, including **STEAM** (Scarborough Tourism Economic Activity Monitor) and **Place Informatics** to measure visitor behaviour, spend, footfall and economic impact.
4. Strengthened relationships with VisitEngland, VisitBritain, Herefordshire Council, the Herefordshire Cultural Partnership and other destination partners.
5. Secured **£329k in external income, equivalent to an additional 18.9% on top of Levy investment**, increasing the total resources available to support Levy Payers to over £2.07m. Without Herefordshire County Business Improvement District this extra investment wouldn't have been possible.
6. Achieved **British BIDs Accreditation and BID Foundation Industry Standards Kitemark**, recognising excellence in governance, transparency, management and validating high standards of accountability and business engagement.

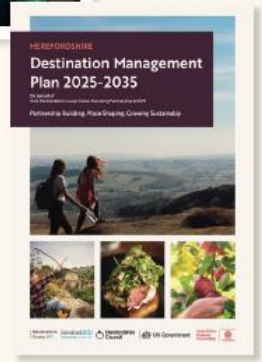


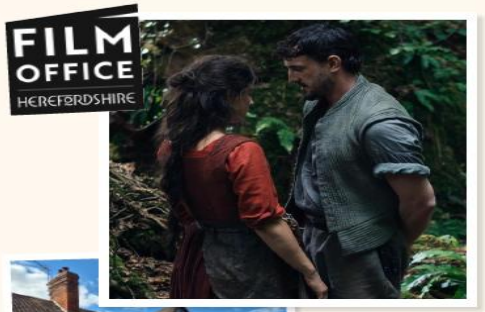
Visit Herefordshire Local Visitor Economy Partnership



VisitEngland

British BIDs Leading the BID Industry ACCREDITATION







Hamnet © Universal Studios 2026

Filmed in Weobley! © Sharon Amery

Film & Screen Tourism

1. Established the **Herefordshire Film Office** in partnership with Herefordshire Council, to reach new audiences and raise the profile of the County.
2. Secured the landmark production of Hamnet, showcasing Herefordshire to national and international audiences. **300+ cast and crew were in the County over 6 weeks, generating £841k in direct spend by Universal Studios.**
3. Leveraged the **'Hamnet Effect'** attracting new **'Set-Jetting'** audiences to generate tourism interest and extensive media coverage.
4. Featured in **VisitBritain's 'Starring GREAT Britain'** screen tourism campaign, positioning Herefordshire alongside some of the UK's most iconic film and television destinations.
5. Positioned Herefordshire as a **'Film-Friendly'** destination for future productions.
6. Developed partnerships with VisitEngland / VisitBritain, **Creative England** and industry stakeholders to support screen tourism growth.

Delivering High-Impact Marketing, PR & Digital Innovation

1. Developed Visit Herefordshire into a **strong destination brand** showcasing what the County has to offer.
2. Secured extensive national media coverage through PR, journalist and influencer activity, including coverage in ***The Times, Green Traveller, The Sunday Times, The Telegraph, The Guardian, BBC Travel, Condé Nast Traveller*** and ***Mail on Sunday.***
3. Created flagship campaigns including **Roasts & Rambles, Herefordshire Food Safaris** and **the Stargazers' Guide to Herefordshire.**
4. Produced visitor itineraries, trails and inspirational content that encourage longer stays and increased visitor spend.
5. Established the **Visit Herefordshire website** as the County's primary visitor information platform, showcasing more than 806 tourism businesses.
6. Launched the **Visit Herefordshire Outdooractive App**, and expanded Herefordshire's representation on the Outdooractive platform; providing access to over 85 trails and 400 visitor points of interest with international reach and multilingual content.
7. Grew **strong social media engagement** across multiple channels.
8. Utilised **digital insights, visitor intelligence and marketing data to improve campaign performance** and business support.

Investing in Businesses, Places & Communities

1. Invested over £66k through the **Market Town and Rural Support Funding.**
2. Funded market town **initiatives including, free parking, seasonal events, Christmas lighting, late-night shopping, Summer of Fun, Halloweenfest and local food & drink events.**
3. **Invested in AI and digital technologies** to strengthen visitor infrastructure, improve wayfinding and signage, and create more connected trail and tourism experiences.
4. **Promoted local destinations** through initiatives including Destination Bromyard, Ledbury town maps, Kington & Leominster marketing campaigns and Ross-on-Wye Christmas Lights.
5. Launched the **Visit Herefordshire Tourism Awards**, celebrating excellence and creating a pathway to the **VisitEngland Awards for Excellence.**
6. Established the annual **Visit Herefordshire Tourism Conference**, attracting more than 200 businesses each year and creating opportunities for collaboration, networking, learning and industry engagement.
7. Delivered **extensive business support** through one-to-one engagement, consultations, workshops, networking events and roadshows.
8. Identified significant business savings through the **Place Support Partnership** programme.
9. Invested in workforce development through **SEEDL**, specialist online training programme.
10. Developed the **Herefordshire Producers Campaign**, placing local producers and creative businesses at the heart of the County's destination brand.
11. Introduced additional benefits for Levy Payers, through the **Employee Discount Scheme.**
12. Delivered **weekly e-newsletters**, keeping businesses informed of opportunities, funding, training and sector developments.

VISIT HEREFORDSHIRE

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Second Term Business Plan 2027-2032

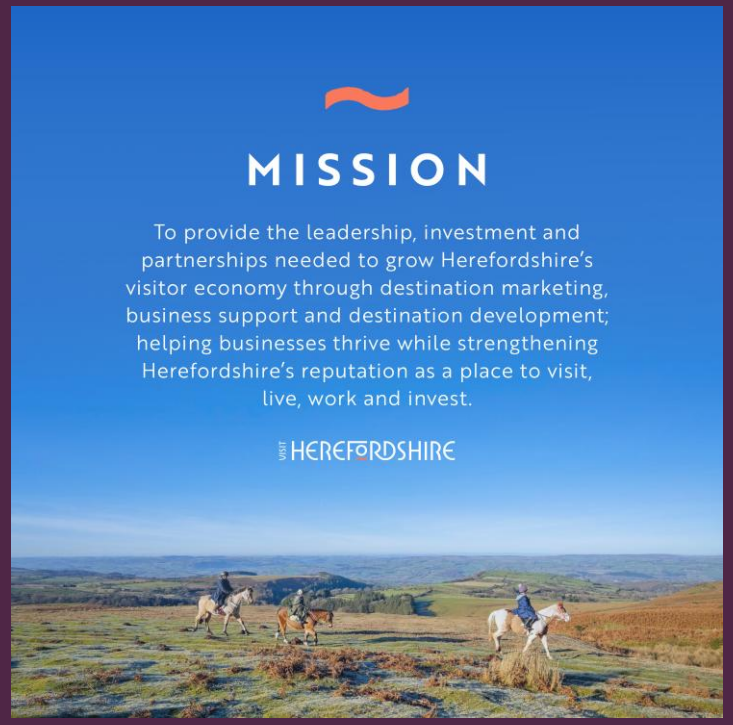
Growing a Record-Breaking Visitor Economy



GROWING A RECORD-BREAKING VISITOR ECONOMY 2027-2032

Vision. Mission. Ethos.







PILLAR 1

Attracting Visitors and New Audiences

PURPOSE: To grow visitor numbers, increase visitor spend and attract new audiences by positioning Herefordshire as England's most authentic rural escape.

Key Projects

1. **Destination Marketing & PR**
   Deliver integrated destination marketing campaigns, PR and influencer activity utilising new content, photography and videography.
   Linked Strategies:
   > Destination Management Plan 2025-2035, Priorities 2 & 4 – Grow the Volume of Overnight Visitors / Reinforce the Distinctive Destination Brand and Identity.
   > Herefordshire Cultural Partnership Strategy 2025-2030

2. **Herefordshire Producers Campaign**
   A flagship initiative designed to champion the County's producers & creatives as a core part of the visitor experience and destination brand. The campaign will showcase Herefordshire's creative industries and food & drink offer through immersive farm-to-fork visitor experiences, including farm tours, orchard walks, cultural experiences and seasonal events, storytelling, trails, and partnerships that connect producers with visitors and local independent businesses.
   Linked Strategies:
   > Destination Management Plan 2025-2035, Priorities 2, 5 & 6 – Grow the Volume of Overnight Visitors / Drive Forward a Regenerative Approach to Tourism / Nurture Our People and Businesses.

3. **Developing the Stargazers' Guide to Herefordshire**
   Including Starlight Walks, Starry Stays and Supper & Stargazing experiences.
   Linked Strategies:
   > Destination Management Plan 2025-2035, Priorities 2 & 5 – Grow the Volume of Overnight Visitors / Drive Forward a Regenerative Approach to Tourism.

4. **Strengthen the Visit Herefordshire brand**
   Through alignment with VisitEngland and VisitBritain campaigns, visitor events and targeted destination marketing.
   Linked Strategies:
   > Destination Management Plan 2025-2035, Priorities 2 & 4 – Grow the Volume of Overnight Visitors / Reinforce the Distinctive Destination Brand and Identity

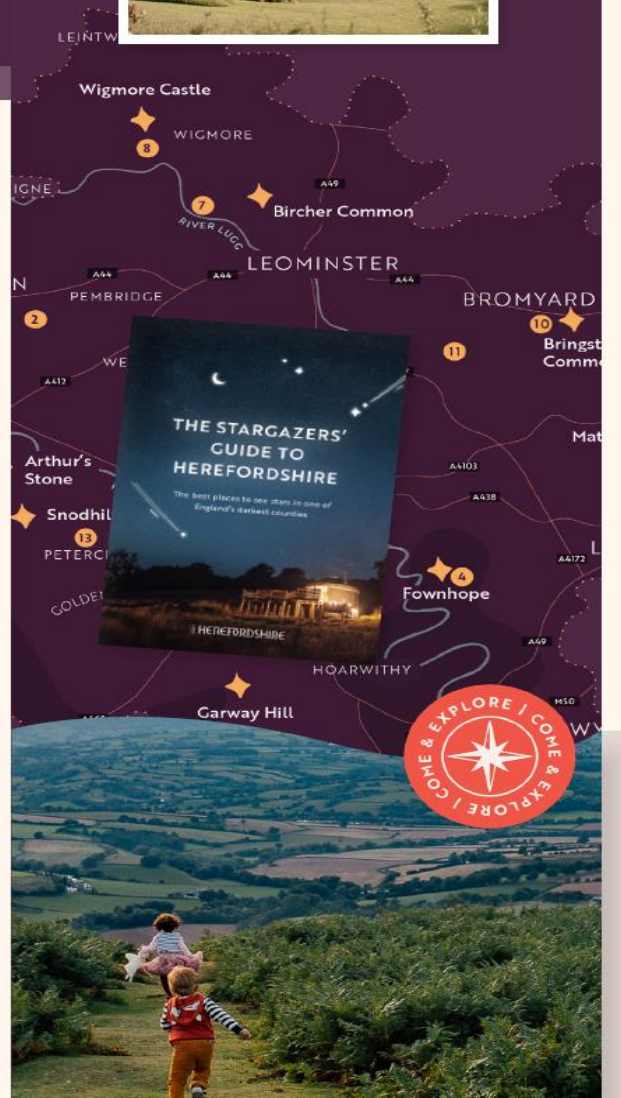
5. **Investing in our digital platforms**
   Invest in digital infrastructure and innovation, including the Visit Herefordshire website, Visit Herefordshire Widget, AI integration, social media and digital content.
   Linked Strategies:
   > Destination Management Plan 2025-2035, Priority 4 – Reinforce the Distinctive Destination Brand and Identity.



Herefordshire Producers Campaign

Wild by Nature







Crumplebury
© Charlie Britz Photography



Brinsop Court Estate

6. **Develop the Rural Romance weddings campaign**
   Positioning Herefordshire as a leading countryside wedding destination and showcasing the County's unique venues, accommodation, suppliers and experiences to attract couples, increase visitor spend and generate year-round economic benefits for local businesses.
   Linked Strategies:
   > Destination Management Plan 2025-2035, Priority 2 – Grow the Volume of Overnight Visitors.

7. **Promote accessibility and inclusivity**
   Ensuring Herefordshire remains a welcoming and appealing destination for all visitors.
   Linked Strategies:
   > Destination Management Plan 2025-2035, Priority 1 – Embed Partnership Working & Advocate for the Visitor.

8. **Grow a sustainable, year-round visitor economy**
   By increasing off-peak and overnight stays, extending the tourism season, strengthening business resilience, and showcasing Herefordshire's unique heritage and culture.
   Linked Strategies:
   > Destination Management Plan 2025-2035, Priority 2 – Grow the Volume of Overnight Visitors.
   > Herefordshire Cultural Partnership Strategy 2025-2030

Outcomes

- Greater destination awareness
- Increased visitor numbers
- Increased overnight stays
- Increased visitor spend
- New visitor audiences

PILLAR 2

Working Together for Business Growth

2

PURPOSE: To support Levy Payers to achieve more together by growing visitor spend, supporting business growth, improving workforce skills, increasing opportunities for local sourcing and collaboration, and ensuring the benefits of the visitor economy are shared across Herefordshire's businesses, market towns, villages and rural communities.

Key Projects

1. **SEEDL Learning Platform**
   Invest in workforce development and skills through SEEDL learning platform.

   Linked Strategies:
   - Destination Management Plan 2025-2035, Priority, 6 – Nurture Our People and Businesses.
   - Herefordshire Cultural Partnership Strategy 2025-2030

2. **Develop a Travel Trade offer**
   Working with tour operators, coach companies and travel intermediaries to attract new visitors and increase overnight stays. Support product and experience development through workshops and peer learning, focused on storytelling, sustainability, product development, increasing visitor spend, tourism products and collaborative offers that encourage longer stays and higher visitor spend.

   Linked Strategies:
   - Destination Management Plan 2025-2035, Priority 2, 5 & 6 – Grow the Volume of Overnight Visitors / Drive Forward a Regenerative Approach to Tourism / Nurture Our People and Businesses.



Old Downton Lodge



SEEDL PSP PLACE SUPPORT PARTNERSHIP

3. **Provide businesses support**
   Through regular roadshows, drop-in sessions, one-to-one engagement and networking opportunities. Sharing market intelligence and performance insights through STEAM (Scarborough Tourism Economic Activity Monitor), Place Informatics, footfall analysis and visitor spend reporting to support businesses future planning.

   Linked Strategies:
   - Destination Management Plan 2025-2035, Priority 6 – Nurture Our People and Businesses.

4. **Place Support Partnership**
   Helping businesses reduce costs, improve resilience and increase profitability.

   Linked Strategies:
   - Destination Management Plan 2025-2035, Priority 6 – Nurture Our People and Businesses.









5. **Strengthen business communication**
   Increase engagement through the weekly e-newsletter by including campaigns, events, industry updates, opportunities and best practice.

   Linked Strategies:
   - Destination Management Plan 2025-2035, Priority 1 – Embed Partnership Working & Advocate for the Visitor.
   - Herefordshire Cultural Partnership Strategy 2025-2030

6. **Increase visibility**
   By offering businesses opportunities through destination marketing, digital promotion, PR activity and campaign participation.

   Linked Strategies:
   - Destination Management Plan 2025-2035, Priorities 2 & 4 – Grow the Volume of Overnight Visitors / Reinforce the Distinctive Destination Brand and Identity.
   - Herefordshire Cultural Partnership Strategy 2025-2030



Outcomes

- More prosperous businesses
- Increased data support
- Increased workforce resilience and skills
- Enhanced collaboration
- Increased local sourcing

PILLAR 3

Authentic Herefordshire as an Economic Engine for Tourism

3

PURPOSE: To harness Herefordshire's distinctive rural identity, we will promote independent businesses, locally produced food & drink, culture, heritage and landscapes as powerful drivers of economic growth. By connecting rural areas, villages, market towns and the city of Hereford, we will encourage visitors to explore more, stay longer and spend more, creating lasting benefits for businesses and communities across the County.

Key Projects

1. **Develop the Outdooractive platform**
   Including rural/town experience connectors, cultural experiences, trails and themed journeys that link landscapes, villages, market towns and the city of Hereford encouraging visitors to stay longer and explore more.
   Linked Strategies:
   > Destination Management Plan 2025-2035, Priority 2 & 4 – Grow the Volume of Overnight Visitors / Reinforce the Distinctive Destination Brand and Identity.

2. **Celebrate Herefordshire's Working Landscapes**
   Through interpretive content and storytelling that showcases rural life and heritage & culture as part of the visitor experience.
   Linked Strategies:
   > Destination Management Plan 2025-2035, Priority 5 – Drive Forward a Regenerative Approach to Tourism.
   > Herefordshire Cultural Partnership Strategy 2025-2030
   > Wyescapes and Ridge to River initiatives

3. **Slow Tourism Campaign**
   Develop the Slow Tourism campaign featuring nature, wellbeing and retreat experiences that encourage visitors to explore more of the County throughout the year. This will include spas, fishing, golf and water-based experiences that encourage longer stays and attract higher-value visitors.
   Linked Strategies:
   > Destination Management Plan 2025-2035, Priority 2 & 5 – Grow the Volume of Overnight Visitors / Drive Forward a Regenerative Approach to Tourism.



Fisherman's Arms

AGRI - TOURISM

4. **Position Herefordshire as a Leading Agri-Tourism Destination**
   Support farm diversification and rural enterprise development by promoting farm-based experiences, accommodation, food & drink businesses, and rural enterprises that create new income opportunities, support diversification, and contribute to a stronger year-round visitor economy. Helping businesses diversify, attract new visitors, increase visitor spend and strengthen the County's distinctive rural visitor offer.
   Linked Strategies:
   > Destination Management Plan 2025-2035, Priorities 5 & 6 – Drive Forward a Regenerative Approach to Tourism / Nurture Our People and Businesses.
   > Wyescapes and Ridge to River initiatives



Hereford Indie Food Festival



Fair Oak Cider



Hamnet
© Universal Studios 2026

Ryeford Ponds Glamping



Aymestrey Lodges



Orchard Escapes @ Pitch Farm

5. **Roll-out the Herefordshire Explorer Accommodation Visitor Folders**
   Produce a suite of promotional materials such as maps / guides to accommodation providers, helping visitors discover local experiences, attractions, businesses and places to explore; to strengthen the Visit Herefordshire brand and improve visitor information.
   Linked Strategies:
   > Destination Management Plan 2025-2035, Priorities 4 – Reinforce the Distinctive Destination Brand and Identity.

6. **Attracting Repeat and Extended Stays**
   Support the promotion of events, festivals and experiences that attract visitors, extend stays and encourage repeat visits.
   Linked Strategies:
   > Destination Management Plan 2025-2035, Priorities 2 & 4 – Grow the Volume of Overnight Visitors / Reinforce the Distinctive Destination Brand and Identity.

7. **Herefordshire Film Office**
   Further development of the Herefordshire Film Office and screen tourism opportunities.
   Linked Strategies:
   > Destination Management Plan 2025-2035, Priorities 2 & 4 – Grow the Volume of Overnight Visitors / Reinforce the Distinctive Destination Brand and Identity.

8. **Promote Regenerative Tourism**
   Visit Herefordshire will seek opportunities to work with programmes such as Wyescapes and Ridge to River, to promote regenerative tourism, nature connection, landscape recovery and public understanding of the County's farming and natural heritage. Supporting sustainable and regenerative tourism that enhances the County's environment, landscapes, communities and cultural assets, while creating long-term economic value.
   Linked Strategies:
   > Destination Management Plan 2025-2035, Priority 5 – Drive Forward a Regenerative Approach to Tourism.
   > Wyescapes and Ridge to River initiatives.

Outcomes

- Stronger rural economies
- Increased year-round visits
- Focused agri-tourism opportunities
- Increased visitor dispersal across the County
- Stronger connections between rural and urban areas

PILLAR 4

Investment in Tourism

4

PURPOSE: To secure the investment, partnerships and strategic leadership needed to attract additional funding, strengthen destinations, support businesses and deliver the long-term ambition of a £1 billion visitor economy for Herefordshire by 2035.

Key Projects

1. **Market Towns Support Fund**
   Helping to deliver market town initiatives such as marketing, events and place making activities.
   Linked Strategies:
   > Destination Management Plan 2025-2035, Priorities 1 & 2 – Embed Partnership Working & Advocate for the Visitor / Grow the Volume of Overnight Visitors.

2. **Deliver the Visit Herefordshire Tourism Conference**
   Bringing together businesses, partners and industry experts to share knowledge, best practice and opportunities.
   Linked Strategies:
   > Destination Management Plan 2025-2035, Priorities 1 & 6 – Embed Partnership Working & Advocate for the Visitor / Nurture Our People and Businesses.

3. **Deliver the Visit Herefordshire Tourism Awards**
   Celebrating excellence, raising standards and showcasing the County's leading tourism businesses giving a pathway to access the VisitEngland Awards for Excellence.
   Linked Strategies:
   > Destination Management Plan 2025-2035, Priorities 4 & 6 – Reinforce the Distinctive Destination Brand and Identity / Nurture Our People and Businesses.

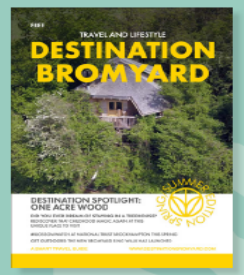
4. **Develop the Visit Herefordshire's Local Visitor Economy Partnership**
   Ensuring the County remains aligned with national tourism priorities and opportunities. Champion the visitor economy through advocacy, representation, partnership working and cross-county collaboration. Ensuring the needs of tourism businesses are reflected in local, regional and national decision-making and delivery.
   Linked Strategies:
   > Destination Management Plan 2025-2035, Priority 1 – Embed Partnership Working & Advocate for the Visitor.

5. **Visit Herefordshire Tourism Matters Podcast**
   Develop the business-to-business communications programme, including the Visit Herefordshire Tourism Matters Podcast, to share industry intelligence, promote best practice, highlight opportunities and strengthen collaboration across Herefordshire's visitor economy.
   Linked Strategies:
   > Destination Management Plan 2025-2035, Priorities 1 & 6 – Embed Partnership Working & Advocate for the Visitor / Nurture Our People and Businesses.

6. **Strengthen and develop partnerships**
   Maximise investment, influence and promotional opportunities.
   Linked Strategies:
   > Destination Management Plan 2025-2035, Priority 1 – Embed Partnership Working & Advocate for the Visitor.

7. **Secure external funding and sponsorship**
   Maximise the value of every Levy pound invested. We will work with key stakeholders to develop and deliver joint funding initiatives, leveraging partnership working, collective resources and collaborative investment to achieve greater impact.
   Linked Strategies:
   > Destination Management Plan 2025-2035, Priorities 1 & 6 – Embed Partnership Working & Advocate for the Visitor / Nurture Our People and Businesses.













The Riverside at Aymestrey



Oldfield Forge

8. **Work with the Herefordshire Cultural Partnership**
   Support cultural strategy, investment and programming that strengthens place-shaping, community wellbeing and the County's distinctiveness as a rural destination.
   Linked Strategies:
   > Destination Management Plan 2025-2035, Priorities 1, 4 & 5 – Embed Partnership Working & Advocate for the Visitor / Reinforce the Distinctive Destination Brand and Identity / Drive Forward a Regenerative Approach to Tourism.
   > Herefordshire Cultural Partnership Strategy 2025-2030:
   i. **Children and Young People** - Promote family-friendly events, festivals and cultural experiences that encourage participation in arts, culture, heritage and creative activities by children and young people.
   ii. **Cultural Democracy** - Help raise the profile of cultural experiences across rural areas, villages, market towns and the city of Hereford, helping ensure culture is visible, accessible and enjoyed by residents and visitors alike.
   iii. **Creative Economy** - Through marketing, promotion, partnership development and destination campaigns, Visit Herefordshire will support artists, creative businesses, festivals and cultural organisations, helping strengthen the economic contribution of the creative sector.
   iv. **Cultural Tourism** - Showcase the County's arts, heritage, festivals, food & drink, and distinctive rural character to attract new visitors, encourage longer stays and increase visitor spending.

Outcomes

- More investment attracted into Herefordshire
- Stronger market towns and visitor destinations
- Better visitor experience and destination infrastructure
- Increased collaboration and partnership working
- Greater recognition of Herefordshire's tourism businesses
- Increased cultural and creative tourism activity
- Enhanced influence and representation for the visitor economy
- Progress towards a £1 billion visitor economy by 2035

Questions & Closing Remarks

VISIT HEREFORDSHIRE

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Jo Hilditch - Co Chair

Herefordshirecountybid.co.uk

Visitherefordshire.co.uk