



VisitWest

Next Steps...

meet  
**BRISTOL**  
& BATH  
Convention Bureau

visit  
**BRISTOL**

VISIT  
BATH

**BATH AND BRISTOL**



## Screen Tourism

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- Partnership work with Set Jetters
- Maximising opportunities with new productions
- And embracing the returners
- New content to share



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# Trade Shows and Events

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- The Nordics, Benelux, UKInbound Convention & ITB next
- New programme for 2026/7 under review
- Domestic groups
- Educational Travel
- International
- Stand share opportunities
- CRM Development

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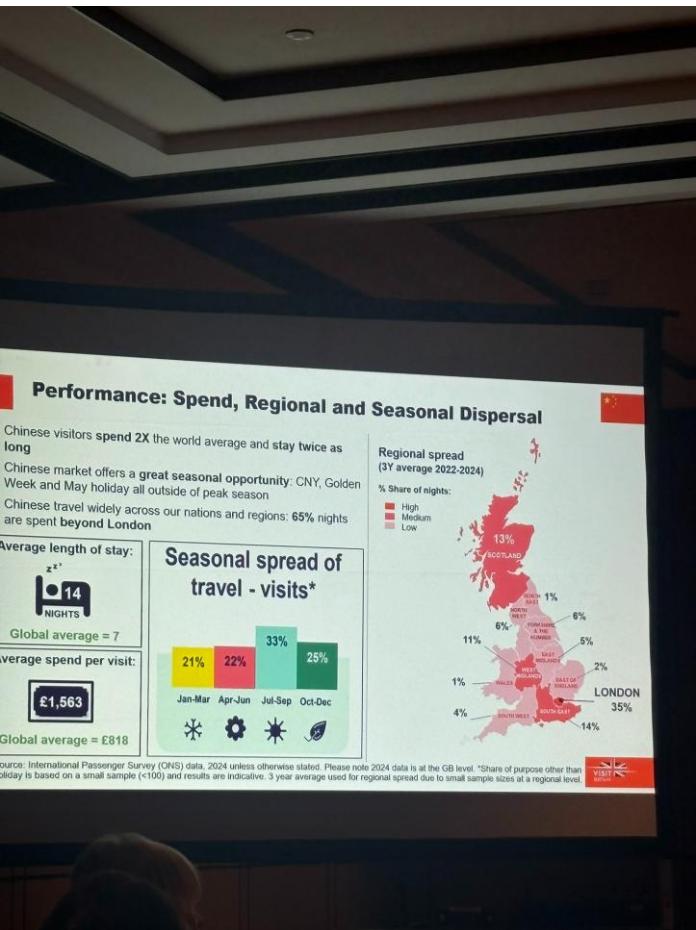
**BATH AND BRISTOL**

## Business Events

- The Meetings Show and CHS Manchester
- IBTM Barcelona
- European Sales Mission
- In destination educational programme for buyers
- Development of incentive and association programme
- New 360 Venue & Itinerary Proposal



## China



- New Red Note social channel
- Hosted press and trade visits
- Product Development
- Bloomberg



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New B2B websites

Convention Bureau

Visit West

Travel Trade



VISIT  
BATH

BATH AND BRISTOL

# Strategy & Policy

## Consultation – Tourism Visitor Levies

England Tourism Growth Strategy & new Tourism Strategy for the West of England

A photograph of a woman with short, light-colored hair and sunglasses, wearing a pink fuzzy scarf and a camouflage jacket. She is holding a large yellow poster that reads "BLOOD AND BUTCHERY IN BEDMINSTER" in bold black letters. Below the title is a black and white photograph of a person in a cage. The poster also includes the text "THEATRE WALKS" and "tickets → showofstrength.org.uk".

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# Awards (shortlist)

UKInbound – DMO of the Year

UKInbound – Young Excellence, Joella

Visit England Tourism Superstar –  
Sheila Hannon



*Stuff*

