



**VisitWest**

**What does  
2024 hold in  
store...?**



visit  
**BRISTOL**

VISIT  
BATH

**BATH AND BRISTOL**



**VisitWest**

# Creating new routes to market





**VisitWest**

# Working with the Travel Trade and Product Development



Helping  
your  
business  
develop



Local  
businesses &  
Experiences

**VisitWest**

Visit West



DMCs  
Visit Britain



Bringing together travel trade buyers for a half day of pre-scheduled one-to-one meetings with local businesses. Includes a 'Travel Trade Ready' webinar to make the most of this opportunity.



# BATH UND BRISTOL



# VisitWest

## ITB Berlin 5 – 7 March 2024





## Working with the domestic group market



## Domestic Group Market

**British Tourism & Travel Show 2024**

NEC, Birmingham, 20-21 March (two days)

**Group Leisure & Travel Show 2024**

Stadium MK, Milton Keynes, 3 October (one day)







**VisitWest**

## Business Events



visit  
**BRISTOL**

VISIT  
BATH

**BATH AND BRISTOL**

# New market development

**VisitWest**

## February

Meet GB Association Conference

## March

East Coast USA Trade Mission

## April

Great Ambassadors Network Group (GANG)

## May

SW Famtastic Spectacular

## June

The Meetings Show and Familiarisation Visit





**VisitWest**

**Reaching consumers**



visit  
**BRISTOL**

VISIT  
BATH

**BATH AND BRISTOL**

**VisitWest**

**CLASSIFIED**

**New  
VisitBristol.co.uk**



VISIT  
BATH

BATH AND BRISTOL

# Content Calendar

Updated quarterly –  
next update April 2024



February			
Event/theme	Bath	Bristol	Notes
Key theme	LGBTQ+ History Month	LGBTQ+ History Month	
Accom	Countryside places to stay	City centre places to stay	
Things to do		Beautiful Villages near Bristol	
Food + Drink	Wine tasting + tours	Gluten free places to eat	
Seasonal	Half term events and activities	Half term events and activities	
What's On	Rebalance Bath, Six Nations	Light Festival, Six Nations	

March			
Event/theme	Bath	Bristol	Notes
English tourism week			
Key theme			
Accom	Update: Hen party accommodation Accessible attractions/days out		
Things to do		Wellbeing - spa, outdoors, eating	
Food + Drink	GF places to eat	Halal places to eat	
Seasonal		Easter, Mother's Day, International Women's Day, Neuro diversity / sign language weeks	
What's On	Easter, Mother's Day		

April			
Event/theme	Bath	Bristol	Notes
Key theme	Outdoors	Active + adventure	
Accom	Group-friendly places to stay	Places to stay for groups	
Things to do	Gardens + parks, cycling	Cycling, walking, outdoor	
Food + Drink		Harbourside/waterside places to eat	
Seasonal	Easter, World Heritage Day	Easter	
What's On			

May			
Event/theme	Bath	Bristol	Notes
Key theme	Bridgerton	Alfresco, outdoors	
Accom	Cottages and apartments blog		
Things to do	Evening activities in Bath	Waterfalls and natural wonders near Bristol	
Food + Drink	Halal places to eat		
Seasonal	May half term & bank holidays	May half term & bank holidays Walkfest, Crimefest, Foodies, South Glos food fest, May Half Term, bank holidays, Forbidden	
What's On	Bath Festival, Bathscape, Bath Fringe	World Film Fest, Weston Wallz	

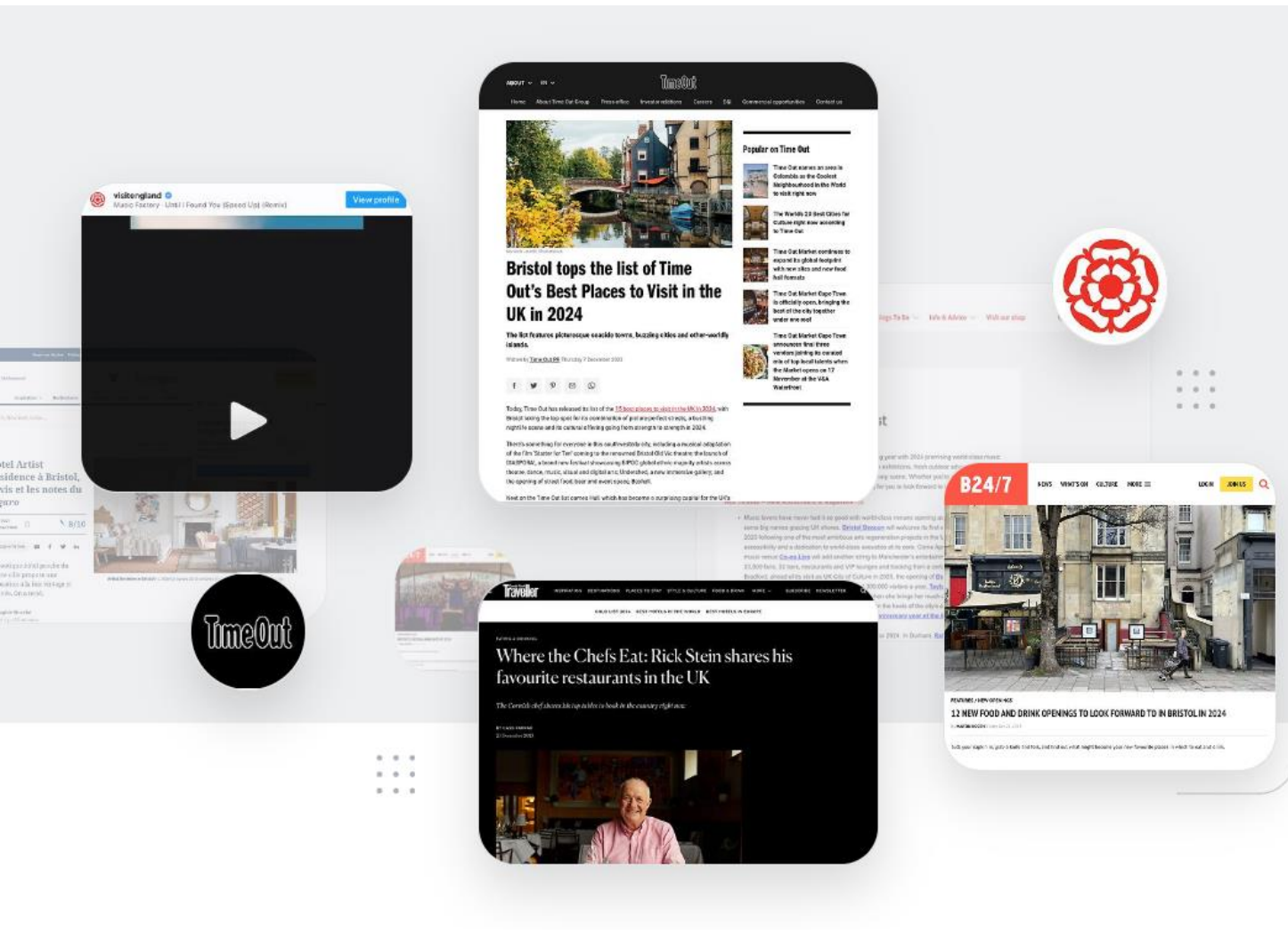
<https://www.visitwest.co.uk/about-us/latest-opportunities-and-events>

## Press Trips

UK – City AM, Sunday Post

International Consumer –  
USA, Australia, Canada,  
Brazil, Spain

Group Travel World  
M&IT






## Product Development

- Sustainable experiences
- Film and TV associations
- Food & Drink
- Literary influences

# Latest Opportunities



<https://www.visitwest.co.uk/news/read/2022/07/visit-west-newsletters-what-are-they-and-how-to-sign-up-b2670>



INDUSTRY WEBSITE | [ABOUT US](#)

## Your Weekly Visitor Economy Newsletter

This week's update includes:

- **This Week's Top Stories**
- **Visit West Activity**
- **Content Call Out**
- **Latest Transport Updates**
- **Latest News from the Local Visitor Economy**
- **Latest Events & Festivals Updates**





## Visit West Event Programme

- South Gloucestershire Visitor Economy Group
- Explore North Somerset
- Attractions & Experience Forum
- Bath GM Forum
- Food and Drink Forum
- Groups and Travel Trade Forum
- Gold and Partner Member Event
- Skills and Employability Forum

<https://www.visitwest.co.uk/working-with-us/latest-opportunities-and-events/visit-west-member-events>

# Skills and Employment

**VisitWest**



*People are fundamental to an excellent visitor experience. Recruiting and retaining the right people with the right skills and attitudes can be a challenge.*

*Part of the solution must be providing excellent conditions of employment, and opportunities for advancement.*

# The West of England Good Employment Charter



The [Good Employment Charter](#) is a voluntary and free accreditation scheme, raising standards for teams and organisations in the West of England. We are on a mission to help employers provide a more rewarding, inclusive, and sustainable work environment for all their employees.



Our Charter comprises of seven characteristics of good employment.



Developing  
People



Health &  
Wellbeing



Secure Work



Real Living  
Wage



Engagement  
& Voice



Flexible Work



Recruitment

The Charter includes a range of support to help you on your good employment journey, including resources, events and funded support.

Interested employers should get in contact with the friendly team at [charter@westofengland-ca.gov.uk](mailto:charter@westofengland-ca.gov.uk) to complete a Digital Action Plan and make a pledge relevant to your organisation.

**Join 150+ Supporters today including:**

- **Box-E**
- **Flourish Foodhall and Kitchen**
- **Kaleidoscope Collection**
- **Novotel Bristol**

# Visit West became an accredited Living Wage employer in October 2022

So far, 63 employers in the visitor economy are Living Wage accredited:

- 6 Cultural organisations
- 27 Hospitality employers
- 21 Retailers
- 6 Online retailers
- 3 Tourism organisations



94\* per cent of accredited businesses say the real Living Wage has benefited their business.

## Benefits include:

- A stronger business reputation
- Standing out as an employer
- Attracting and keeping staff
- Improved staff wellbeing and commitment

\*This figure is the result of a survey of 1532 accredited real Living Wage

[www.livingwage.org.uk](http://www.livingwage.org.uk) or  
[livingwage@bristol.gov.uk](mailto:livingwage@bristol.gov.uk)

8th February 2024 | 11:00-12:30 PM | Free webinar

# Bridge to Employment

Supporting refugees into sustainable employment

A free webinar to learn more about Bridging to Employment, a programme created to support refugees into sustainable employment

**ACH**



- Talk from Sam Bass, a Senior Associate at Newfield's Law, specialising in Immigration law, covering Sponsor Licencing, Immigration Compliance, and Right to Work Checks; it will be particularly useful for anyone currently employing, or thinking about employing, foreign nationals.
- Talk from Julia Dixon-Barrow and David Jepson at ACH on inclusive and accessible recruitment of refugees/migrants
- Register interest:  
<https://events.teams.microsoft.com/event/Ob568ef2-0058-405f-a497-05ef7105ecc1@7314e273-f989-4ed1-ab93-8f7682d5ace2>



## Sustainability

- Awards
- Initiatives
- Workshops
- Green Grants Programme





TRANSCEND TO THE  
**OUTERVERSE**

**A DIMENSION  
BEYOND  
IMAGINATION**

**WAKETHETIGER.COM**

# WAKE THE TIGER

AMUSEMENT PARK

- New 1,000 sq.ft added
- 15 new spaces
- Incl. segment of a real plane
- A 15ft giant head
- And 2 mega slides
- Re-opens Friday 2nd Feb
- Tickets on sale now
- Annual Memberships now available
- Check out our socials for more info



@wakethetiger





And beyond...

15-24 MARCH 2024

# ENGLISH TOURISM WEEK



#EnglishTourismWeek24 VisitEngland™

**Celebrating the  
industry, its people and  
its value**