Tourism Develo	opment Project worl	(programme Augi	ust 2016 - July 2017	(working document)
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Last updated 20 Nov 2016

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AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	11	
		plan for stakeholders in	nc Cheltenham tourism									
						Estab	olish regular communica	tions channels with Che	eltenham Tourism Busin	esses		
			Develop KPI's and ongoing e			on methods						
	Carry out research to u	inderstand market poter Cheltenham	ntial and perceptions of									
			based on the action	s of Creative Tourist								
			Creation of a 3 year marketing strategy				Work with the Trust and others to develop a programme to support the brand and tourism strategy					
		Review an	d clarify the working rel	ationship with Cotswold	ls Tourism							
			Review and clarify t	he relationship with Ma	arketing Gloucester							
			Establish the best rou	te forward for deliverin	g tourism marketing inc Trust	luding appropriate object	ctives for Cheltenham					
									Implement consult	ant exit plan for sustai	hable tourisr	
			Review funding o	opportunities to create a	a sustainable destination	n management and marl	keting operation					
						Work with key partners to identify and bid for funding						
Work with the Chelter			nutally beneficial plan									
		Work with the Chelter	enham Trust, to support the short-term tourism marketing plan									
			Work with Cheltenh	am Trust on developme	ent of digital assets							
					along with stories a	nd offer (events and						
						. <u></u>	uct themes to support t	he narrative				
						Creation of video and	l photography to suppo	rt the brand narrative	1	1		
					land & VisitBritain on ing for Cheltenham							
				plans and position								
				plans and position			Implemer	t tourism marketing pla	in for 2017			
				plans and position					in for 2017 tion to channel partners	s such as travel and tran	isport sites	
				plans and position		Establish cross prom between Cheltenhan	Engage in otional opportunities			s such as travel and trar	nsport sites	
	AUGUST Meet key stakeholders the C Review Place Making S might fit with the	AUGUST SEPTEMBER Meet key stakeholders and develop a contact the Cheltenham tourism ind Review Place Making Strategy and how that might fit with the Tourism Strategy Review Place Making Strategy and how that might fit with the Tourism Strategy Carry out research to u Carry out research to u	AUGUST SEPTEMBER OCTOBER Meet key stakeholders and develop a contact list of those involved in the Cheltenham tourism industry Develop and implement plan for stakeholders in businesses and or stakeholders in the cheltenham frust tourism resources and plans Review Cheltenham Trust tourism resources and plans Including research with the Chelter in the cheltenham BID - Establish a working relationship & n including research development Work with the Cheltenham BID - Establish a working relationship & n including research development Vork with the Cheltenham frust or stakeholders in the	AUGUST SEPTEMBER OCTOBER NOVEMBER Meet key stakeholders and develop a contact list of those involved in the Cheltenham tourism industry Image: Cheltenham tourism industry Review Place Making Strategy and how that might fit with the Tourism Strategy Develop and implement a communications plain for stakeholders inc Cheltenham tourism businesses and cabinet members Cerry out research to understand market potential and perceptions of Cheltenham Creation of a concise 3 based on the action rep Cerry out research to understand market potential and perceptions of Cheltenham Creation of a concise 3 based on the action rep Cerry out research to understand market potential and perceptions of Cheltenham Creation of a concise 3 based on the action rep Cerry out research to understand market potential and perceptions of Cheltenham Creation of a concise 3 based on the action rep Cerry out research to understand Creation of a concise 3 based on the action rep Cerry out research to understand Creation of a concise 3 based on the action rep 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Appendix 2

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