

Appendix Two

Tourism Enterprise Programme

Note: Current activity based on projects running from 2002 to 2005; new proposals as part of the extended / developed programme; without additional investment are those projects which will utilise current revenue budgets from Herefordshire Council with contribution from the private sector.

Current activity	New proposals to RRZ	Without additional investment
Walking Festival	✓ With accompanying market and accommodation package	
Winter Walking Festival	✓	
Overseas marketing	✓	
Tourism Forums	✓	✓
Flavours of Herefordshire campaign	✓	✓
Business and marketing advice	✓	
Business toolkit		
Disability audits for tourism businesses	✓	
Visitor survey and Economic Impact Assessment	✓	
Bed Occupancy survey	✓	
Environment training and advice	✓ With accompanying campaign	
Cider cycling route campaign	✓	
Black and White Villages marketing campaign		
Business advice		
Cycle hire initiative		
Film Herefordshire	✓	
Conference desk	✓ plus events	
Travel Trade manual	✓ include cross border working	
IIP support for businesses		
Training package		
Brand development		
Distribution of the Visitor Guide	✓	
Short break campaigns	✓	✓ financed by the private sector
Media campaign by consultant	✓	
Media familiarisation trip	✓	✓ in regional partnership

National / regional exhibitions		✓ in regional partnership
Web site hosting	✓	✓
Web site development	✓ with e-marketing campaigns	
Web site training for businesses		
Publications: Gardens Camping and Caravan Festivals and Events Attractions Activities Churches		✓ Some elements with private sector support
Bedroom Browser	✓	✓ with private sector support
Public transport initiatives		
Market town information		
Investment in TICs		
Community tourism projects	✓	
	Group visits	
	Value of Tourism Study	
	Customer Satisfaction Survey	
	Out of County Customer Research	
	Sporting and historic breaks campaigns	
	Family / Children's breaks	
	Festival Marketing	
	Ross on Wye International Festival support	
	Campaign for Gardens	
	Disability Awareness	
	Industry and TIC awareness days	
Literature distribution and storage facility	✓	✓