**Enclosure 6**

**Tourism Working Group: Report on Activity for Full Town Council Meeting 20.10.22**

Tourism linked shops, attraction managers, informed residents, and established interest Groups who wish to promote Kenilworth's considerable assets, encourage Tourism and increase footfall are all welcome. The next meeting is **Monday 12th December 11-12.30pm on Webex.**

- The Visit Kenilworth/Trail Leaflets will be reprinted in December, and continue to be delivered on request to local venues as well as other tourism hotspots in Warwickshire. Local hospitality venues continue to be added to the website and new trails are being developed.
- At the last meeting in early October Helen Peters of Shakespeare's England reported on progress with a list of businesses joining under the agreed Gold membership (until Sept 2023), and the metrics of website traffic. AD joined with SE in producing a Press Release which has been added to the website with some photographs, and is a featured item on the Homepage, and the Chamber of Trade is publicising the membership. If was decided far more promotion is necessary and a list of suggestion was created eg radio promotion, social media, and physical methods such as notice boards/maps should not be discounted. It is hoped that the establishment of 5 Hubs under the Wayfinding Implementation Strategy will expand the digital information by means of QR codes etc. More featured items are planned on the Visit Kenilworth site.
- The TWG and local businesses have been invited to the next Tourism Forum – locally at the Holiday Inn on **Wednesday 19th October .**

**Next Meeting: Monday 12th December at 11-12.30pm Webex**

**Chair, Cllr Alix Dearing 13.10.22.**

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