

WEST OF ENGLAND PARTNERSHIP

9th MARCH 2007

Report by Chief Executive

WEST OF ENGLAND: TOURISM DEVELOPMENT PLAN

Purpose of the Report

1. This report contains the Executive Summary of the recently produced Tourism Development Plan. The intention is to advise the Partnership of the production of the Plan and of its purpose.
2. Consultants on behalf of the four unitary authorities and SW Tourism have produced the Tourism Development Plan. The Executive Summary contains a detailed overview of the Plan conclusions.

Recommendation:

That the Partnership endorses the West of England Tourism Development Plan as the basis for tourism planning in the sub region.