



**Cumbria Tourism**

**Cumbria Tourism – Members’ Event**

**The Way Forward – Evidence, Priorities and Support**

**Thursday 18<sup>th</sup> November 2021 (Carus Green Golf Club, Kendal and Virtual)**

**AGENDA**

- |       |                                                                                                                                                                                    |
|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 09:00 | <b>Networking and Coffee</b>                                                                                                                                                       |
| 10:00 | <b>Open &amp; Welcome</b><br>Jim Walker, Cumbria Tourism Chair                                                                                                                     |
| 10:10 | <b>Realising our Potential</b><br>Nick de Bois, Chair of Visit England Advisory Board and author of the independent review of Destination Management Organisations                 |
| 10:35 | <b>Government’s Tourism Sector Recovery Plan</b><br>Hanna Ostling, Head of Tourism Sponsorship and Strategy at DCMS                                                                |
| 11:00 | <b>National and local Visitor and Business Insight</b><br>Helen Tate, Cumbria Tourism Research Manager                                                                             |
| 11:20 | <b>Cumbria Tourism’s Focus in 2022 and beyond</b><br>Gill Haigh, Managing Director<br>Rachel Tyson, Head of Marketing & Partnerships<br>Gemma Procter, Sustainable Tourism Officer |
| 11:45 | <b>Q&amp;A Panel – chaired by Cumbria Tourism Chair, Jim Walker</b><br>Hanna Ostling, Gill Haigh, Helen Tate, Gemma Procter                                                        |
| 12.15 | <b>Summary &amp; Close</b>                                                                                                                                                         |
| 12:30 | <b>Networking and Lunch</b>                                                                                                                                                        |