



# **VisitEngland 2025/6 Strategy and Business Plan 2025-26**

# VisitEngland's Strategic Priorities for 2025/26: Support regional growth

Lead the regenerative growth of England's visitor economy	Success measures
<p><b>Lead England's visitor economy landscape to achieve regional and local growth</b></p> <ul style="list-style-type: none"> <li>• Drive international readiness and enable the use of AI across England's Local Visitor Economy Partnership (LVEPs) through the LVEP programme</li> <li>• Support regional visitor economy growth objectives through amplifying the success of the pilot DDPs in the North East and West Midlands, informing any future roll-out and partnership working with Mayoral Combined Authorities</li> </ul>	<ul style="list-style-type: none"> <li>• LVEP growth, internationalisation and training</li> </ul>
<p><b>Deliver best practice and priority programmes, working with LVEPs and partners</b></p> <ul style="list-style-type: none"> <li>• Provide world-leading support and guidance on accessible/inclusive and regenerative tourism.</li> <li>• Showcase and celebrate excellence through quality schemes, training and awards programmes, sharing learnings and reviewing future role and support.</li> </ul>	<ul style="list-style-type: none"> <li>• Number trained and satisfaction</li> <li>• Utilisation and impact of supports</li> </ul>
<p><b>Tell England's brand story</b></p> <ul style="list-style-type: none"> <li>• Launch and embed a new England brand and proposition, with a toolkit so that England is consistently represented regionally, locally and by industry in their marketing.</li> <li>• Develop compelling content on visitengland.com and other owned and earned channels, to increase awareness and drive inspiration to visit England's regions.</li> </ul>	<ul style="list-style-type: none"> <li>• Industry adoption and perception of brand</li> <li>• Social media reach and PR message take outs</li> </ul>
<p><b>England Business Events</b></p> <ul style="list-style-type: none"> <li>• Enable English destinations across the country to meet and engage with international business event audiences to win impactful business events in priority growth sectors.</li> </ul>	<ul style="list-style-type: none"> <li>• RFPs outside of London</li> <li>• Stakeholder engagement</li> </ul>

# Strategic priority 1: lead England's visitor economy landscape

Objective	Business Plan
<p>Drive <b>international readiness and enable the use of AI</b> across England's Local Visitor Economy Partnership (LVEPs) through the LVEP programme.</p>	<ul style="list-style-type: none"><li>• Create a strong pipeline of international ready product and opportunities, through developing dedicated LVEP travel trade plans and supporting partnership resource.</li><li>• Support an AI LVEP pilot, data and insights programme to ensure granular and timely data and a training offer to upskill staff in priority areas e.g. accessibility, travel trade.</li><li>• Supporting LVEPs with Mayoral Combined Authority engagement and key activities (data as above, strategic leadership, upskilling to ensure effective delivery partners).</li></ul>
<p>Support regional visitor economy growth objectives through <b>amplifying the success of the pilot DDPs in the North East and West Midlands</b>, informing any future roll-out and partnership working with Mayoral Combined Authorities.</p>	<ul style="list-style-type: none"><li>• Build on the successful VE and VB amplification programme to support the work of the North East and West Midlands DDPs, including brokering in-market support and advice, travel trade opportunities and consumer PR, as well as maximising domestic owned and earned marketing channels and supply-side development activities to support.</li><li>• Extract and share successes and learnings across the visitor economy, particularly with LVEPs and Mayoral Combined Authorities as a blueprint for regional visitor economy growth and how VisitEngland and VisitBritain can support.</li></ul>

# Strategic priority 2: Deliver best practice & priority programmes working with LVEPs and partners

Objective	Business Plan
<p>Provide world-leading support and guidance on <b>accessible/inclusive and regenerative tourism</b>.</p>	<ul style="list-style-type: none"> <li>• Accessibility Kick-Start Programme for LVEPs to support their role in leading accessible and inclusive tourism development and promotion. Build knowledge and expertise working with Access and Inclusion UK through webinars and drop-in clinics.</li> <li>• Continue to collaborate with LVEPs to increase in businesses with Access Guides through VisitEngland’s partnership with AccessAble, improving information for this important audience and driving business growth. Utilise low-cost partnership opportunities such as Purple Tuesday to promote accessible tourism growth potential.</li> <li>• Build on the regenerative tourism programme with Global Destination Sustainability (GDS) Movement, supporting LVEP Core Cities to improve their sustainability performance through participation in the GDS global index</li> <li>• Embed principles and best practice from the VisitEngland regenerative tourism guide for LVEPs and their SMEs, as a crucial part of the LVEP programme.</li> <li>• Deliver additional case studies and toolkit content that is helpful to LVEPs and their SMEs.</li> </ul>
<p><b>Showcase and celebrate excellence</b> through quality schemes, training and awards programmes, sharing learnings and reviewing future role and support.</p>	<ul style="list-style-type: none"> <li>• Drive quality in the sector through encouraging LVEPs and DDPs to promote the VisitEngland Quality Schemes, including the free entry level scheme, ‘Visitor Ready’.</li> <li>• Support the delivery of 21 LVEP Regional Awards through advice, guidance and tools and deliver the VisitEngland Awards for Excellence competition and event in 2025.</li> <li>• Drive innovation in Awards for Excellence event delivery through a new model of delivery including increased ticket sales and sponsorship for 2026.</li> <li>• Build on the online VisitEngland Learning Academy for LVEPs, to ensure LVEPs and their SMEs are trained in priority skill areas, including international readiness and working with the travel trade to drive business growth.</li> <li>• Review tools such as Business Advice Hub to consider how they can support regional and local growth through the LVEPs.</li> </ul>

# Strategic priority 3: Tell England's brand story

Objective	Business Plan
Launch and embed a <b>new England brand and proposition</b> , with a toolkit so that England is consistently represented regionally, locally and by industry in their marketing.	<ul style="list-style-type: none"><li>• Develop an England brand proposition to support growth priorities over the next 5 years.</li><li>• Conduct audience research of the domestic travel market to identify the segments in England that offer the best prospects for growth across English destinations, and their motivations, interests, and barriers to domestic seaside breaks. Create a common framework and tool for DDPs and LVEPs.</li></ul>
Develop <b>compelling content</b> on visitengland.com and other owned and earned channels, to increase awareness and drive inspiration to visit England's regions.	<ul style="list-style-type: none"><li>• Programme of low/no-cost domestic marketing across social media content, influencer/PR activity, website and SEO that directly supports DDP &amp; LVEP priorities focused on cross-cutting major national themes linked to consumer drivers.</li><li>• Media engagement events and press visits delivered to provide national platforms for LVEPs to engage with major domestic media and influencer contacts at scale.</li></ul>

# Strategic priority 4: England business events

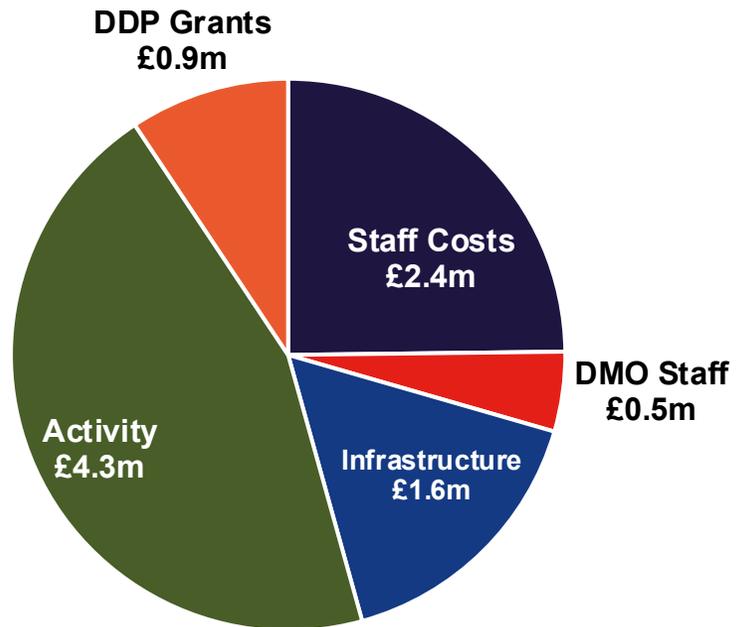
Objective	Business Plan
<p>Enable English destinations across the country to meet and engage with international business event audiences to <b>win impactful business events</b> in priority growth sectors.</p>	<ul style="list-style-type: none"><li>• Deliver a programme of international trade shows with LVEPs, educationals and trade missions, with supporting marketing activity, partnerships and engagement.</li><li>• Launch the new Ambassador Alliance programme as an umbrella for LVEP/Convention Bureau academic and sectoral ambassadors to amplify wider sector strengths and advocacy at national level and support bids/conversion.</li></ul>

# Strategic priority 5: Advocacy & engagement

Objective	Business Plan
Engage to win support from, and for, the tourism industry, aligning to our objectives to help industry growth	<ul style="list-style-type: none"><li>• Develop a strategic engagement plan to support delivery of VisitEngland and new Government priorities</li><li>• Engage with Mayors and MPs to advocate for the LVEP landscape and the visitor economy as a driver for regional growth</li><li>• Deliver the 2026 English Tourism Week Campaign working in partnership with LVEPs and the wider industry</li></ul>
Be a trusted advisor to Government, advising on policy development and support the delivery of Government's growth strategy for tourism	<ul style="list-style-type: none"><li>• Share insights, data and expertise to inform Government tourism strategy development and inform the work of the Visitor Economy Council.</li></ul>
Consistently communicate our key corporate messages, showing our value and impact to external stakeholders and building advocates.	<ul style="list-style-type: none"><li>• Share key messages on corporate channels including website, social media, newsletter and via English Tourism Week to drive increased reach and engagement and advocacy</li></ul>

# VisitEngland Budget 2025-26

Expenditure £9.6m



Activity Breakdown £4.3m

