



VisitEngland™

VisitEngland Business Plan 2023/24

VisitEngland 2023/24 corporate priorities

Lead and enable a sustainable and resilient visitor economy in England

EMBED THE NEW DMO LANDSCAPE

- Build out the **Destination Management Organisation (DMO) Accreditation framework** and demonstrate the benefits to Local Visitor Economy Partners (LVEPs) and government.
- Deliver the new **Destination Development Partnership (DDP)**, unlocking the benefits to local visitor economies.
- Shift how VisitBritain/VisitEngland works with the **new DMO landscape**.

DEVELOP & DELIVER A SUSTAINABLE TOURISM STRATEGY FOR ENGLAND

- Champion the **sustainable and accessible tourism** agenda for England.
- Develop the **England consumer brand** collaboratively with industry.
- Enable English destinations to **win more international business events**, connecting destinations with international buyers.
- Support **SME growth and upskill** the sector.

How we will measure success

- Delivery of DMO review – accrediting Local Visitor Economy Partnerships (LVEPs). Impact of the DDP Pilot.
- Business Events enquiries and wins for English destinations.
- Satisfaction with VisitEngland's industry support.

23/24 Key Deliverables: The English Visitor Economy

Lead and enable a sustainable and resilient visitor economy in England

Corporate Priority	VisitEngland Objective	Deliverables
EMBED THE NEW DMO LANDSCAPE	Build out the Destination Management Organisation (DMO) Accreditation framework and demonstrate the benefits to Local Visitor Economy Partners (LVEPs) and Government	<ul style="list-style-type: none"> • Circa. 40 LVEPs created with growth action plans being implemented locally and supported nationally (tools, advice and expertise, best practice sharing and networking). • LVEP Education Programme to support staff skills development including working with travel trade, e-commerce and digital skills. • Build the England brand framework outlining how LVEPs will adopt the brand. • Monitoring and performance framework in place to capture progress and challenges.
	Deliver the new Destination Development Partnerships (DDP), unlocking the benefits to local visitor economies.	<ul style="list-style-type: none"> • Amplification plan and activity delivered by VB/VE to support national and DDP ambitions.
	Shift how VisitBritain / VisitEngland works with the new DMO landscape .	<ul style="list-style-type: none"> • Develop and implement a plan across VB/VE services and activity. Assess opportunities, challenges and requirements (for both VB/VE and LVEPs).

23/24 Key Deliverables: The English Visitor Economy

Corporate Priority	VisitEngland Objective	Deliverables
DEVELOP & DELIVER A SUSTAINABLE TOURISM STRATEGY FOR ENGLAND	Develop the sustainable visitor economy strategy for England	<ul style="list-style-type: none"> Work collaboratively across industry and the new visitor economy landscape to develop and implement a strategy for England.
	Develop the England consumer brand collaboratively with industry	<ul style="list-style-type: none"> Develop the England brand proposition. Integrate sustainable and accessible tourism messaging and product. Expertise, tools and frameworks for industry to effectively marketing England. Partnership approach developed to incentivise and drive forward take-up.
	Champion the sustainable and accessible tourism agenda for England	<ul style="list-style-type: none"> Share and build VE's expertise and capacity. Develop and refresh tools, guidance and best practice for SMEs and industry to ensure best-in-class. Embed sustainable and accessible tourism messages and principles across VE activities including brand, training and business advice, product and funding criteria.
	Support SME growth and upskill the sector	<ul style="list-style-type: none"> Rebuild the Business Advice Hub as a go-to resource helping SMEs to grow by signposting to VE's advice, support and training alongside external resources. Champion quality, innovation and good practice through the Quality Schemes and Awards for Excellence Programme. Increase sales and bookability through expanding TXGB across the nations and integration with the VB retail platform. Grow England Academy programme to offer support, advice and training for SMEs promoted through holistic B2B marketing.
	Enable English destinations to win more international business events , connecting destinations with international buyers	<ul style="list-style-type: none"> Build pipeline of events for England. Promote and support English cities (or LVEPs) through activities, marketing promotion and communications. Work with identified LVEPs to build capacity and capability.