



INFORMATION ITEM

REPORT OF	MEETING	DATE	ITEM NO
DEVELOPMENT SERVICES DIRECTORATE	TOURISM AND LEISURE COMMITTEE	22 JUNE 2017	11
EASTER TOURISM AND LEISURE HOTELIERS BRIEFING			

PUBLIC ITEM

This item is for consideration in the public part of the meeting.

SUMMARY OF INFORMATION

A one hour pre-Easter tourism briefing was held at the Chadwick Hotel, St Annes on the sea, on Monday 10th April to an audience of approximately 70 guests. The briefing was aimed at Fylde tourism businesses, including accommodation providers to allow an update on tourism promotional developments by the Tourism and Cultural Services Manager. Topics included web, social media and print information and for an update by key 2017 event organisers of their summer plans. Additionally, representatives from Lowther Pavilion and Lytham Hall presented their event plans and upcoming activity to tourism businesses. The invite was sent out via a business database to rural based businesses and also via STEP and the Lytham Business Partnership. Feedback and comments on the day were excellent and it was felt a good briefing forum and a good networking opportunity. It is envisaged to hold two such events each year (pre-Easter and September / October) and members of the T&L Committee will be invited to all such future briefings

SOURCE OF INFORMATION

Tim Dixon - Tourism and Cultural Services Manager

LINK TO INFORMATION

The Powerpoint presentation can be viewed using the link provided:

[Presentation](#)

WHY IS THIS INFORMATION BEING GIVEN TO THE COMMITTEE?

To provide an information update on the presentation given. Members of the Tourism & Leisure Committee will be invited to future briefings of this nature.

FURTHER INFORMATION

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