

**BOURNEMOUTH
AND POOLE TOURISM
MANAGEMENT BOARD**

The aim of the Board is to develop and assist delivery of a shared vision for a prosperous tourism industry in Bournemouth & Poole that will enable the residents, businesses and visitors to enjoy the benefits of being in a market leading resort.

Priorities for 2018

1. Joint Working – to ensure that the status of the Resort Director role is maintained and the best calibre person appointed within a given timeframe
2. International Education – Expand Bournemouth and Poole’s profile internationally as educational tourism destinations and fully engage in the Government consultation.
3. To ensure that Tourism has a voice and input in both Bournemouth and Poole’s Local Plans.
4. Skills Shortage – Ensure full engagement with the Government, Dorset LEP and Visit Britain to address issues including staffing, work opportunities for international students and skill shortages within tourism related industries.
5. Funding – identifying funding opportunities and streams particularly through the industrial strategy
6. To promote as widely as possible the importance of the contribution that tourism directly and indirectly has on the local economy and how it benefits residents.
7. To work with transport and a range of relevant stakeholders to address the issues surrounding congestion, wayfinding and public transport and in particular the impact of roadworks across the conurbation

NB These priorities are in no particular order of importance