

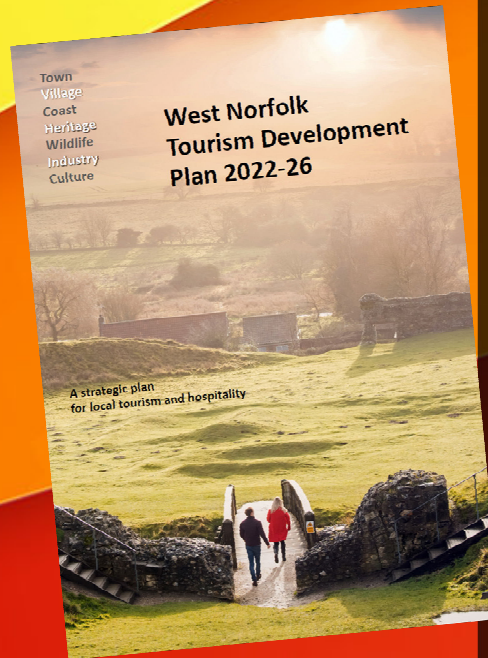


Borough Council of
King's Lynn &
West Norfolk



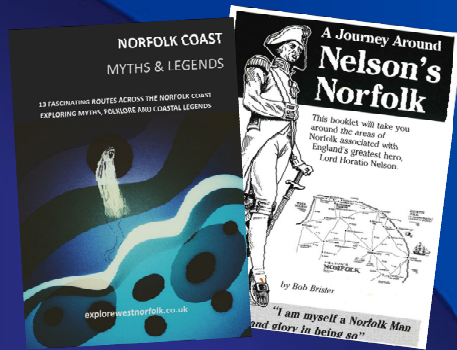
Tourism Informal Working Group: Action Plan

Brief Overview
19th November 2024



Six Workshops in 2023 for Six Strategic Aims

1. Employment, Skills & Training.
 2. Sustainable Tourism.
 3. Infrastructure: Travel, Connectivity & Parking..
 4. Visitor Accessibility.
 5. Innovation & Digitisation.
 6. Experiential Tourism & Developing the Cultural Product.
- All workshops now complete, and all actions forming a complete plan.



Example Action Set: **Experiential Tourism & Developing the Cultural Product**

	Spring	Summer	Autumn	Winter
ET & DCP 1: Enhance maritime content and promote KL as weekend heritage destination		Continue Production of <i>Norfolk Coast Myths & Legends</i>	Finish Production of <i>Norfolk Coast M&L</i>	Launch Event for NCM&L
ET & DCP 2: Grow & promote Explore West Norfolk platform	Add new KLWW Pilgrimage Trail to EWN	Add new trails to EWN	EWN: paid promotions	EWN: paid promotions
ET & DCP 3: Support dev of interactive light and projection-based installations (esp. out of season)			Input to KL Culture & Heritage Strategy	Input to KL Culture & Heritage Strategy
ET & DCP 4: Promote Guildhall complex				
ET & DCP 5: Encourage growth of small-scale festivals and open air concerts		Return of KL Hanse Festival	Explore Love Your Town scheme	Input to KL Culture & Heritage Strategy
ET & DCP 6: Promote awareness of, and possible participation in, the West Norfolk Tourism Forum	WNTF Business Event '24		WNTF AGM Event '24	

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www.visitwestnorfolk.com
www.explorewestnorfolk.co.uk

Thank You

