

Tourism Informal Working Group Action Plan 2024 to 2026

Action Plan for IWG Themes
Employment, Skills and Training
EST 1: <i>Create a digital Tourism Ambassadors Course</i>
EST 2: <i>Increase involvement in Job Fairs and careers support events</i>
EST 3: <i>Help boost work experience within the sector</i>
EST 4: <i>Support improvements to transport</i>
EST 5: <i>Support staff skills in tourism industry</i>
Sustainable Tourism
ST 1: <i>Explore tourism levy options</i>
ST 2: <i>Promote sustainable tourism schemes</i>
ST 3: <i>Survey councils re: all-year-round tourism</i>
ST 4: <i>Promote responsible travel</i>
ST 5: <i>influence Highways & Planning policies for sustainable tourism</i>
ST 6: <i>Encourage waterways tourism</i>
Infrastructure - Travel, Connectivity and Parking
ITCP 1: <i>Work to integrate tourism into other policies</i>
ITCP 2: <i>Seek to influence Car Parking Strategy</i>
ITCP 3: <i>Explore NORA Park & Ride idea/links with Active Travel Hub</i>
ITCP 4: <i>Improve cycling and walking infrastructure</i>
ITCP 5: <i>Support visitor behaviour change for sustainable travel</i>
ITCP 6: <i>Consider toilet-related improvements in KL</i>
Visitor Accessibility
VA 1: <i>Align with gov plans for accessible tourism</i>

VA 2: <i>Create an Accessibility section on www.visitwestnorfolk.com</i>
VA 3: <i>Encourage businesses to become more accessible</i>
VA 4: <i>Grow west Norfolk presence on AccessAble platform</i>
VA 5: <i>Promote existing disability awareness training to businesses</i>
VA 6: <i>Co-ordinate approach to Changing Places Toilets</i>
VA 7: <i>Progress other measures for increasing accessible landscapes and paths</i>
Innovation and Digitisation
I&D 1: <i>Consider free wifi provision in KL town centre</i>
I&D 2: <i>Utilise digital totems in towns to promote tourism</i>
I&D 3: <i>Explore using VR and AR for tourism/heritage content</i>
I&D 4: <i>Promote ongoing digital support for tourism businesses</i>
Experiential Tourism and Developing the Cultural Product
ET & DCP 1: <i>Enhance maritime content & promote KL as heritage destination</i>
ET & DCP 2: <i>Grow and promote Explore West Norfolk platform</i>
ET & DCP 3: <i>Support dev of interactive light & projection based installations (esp. out of season)</i>
ET & DCP 4: <i>Take holistic approach to promoting the Guildhall complex as unmissable experience</i>
ET & DCP 5: <i>Encourage growth of small-scale festivals and open air concerts</i>
ET & DCP 6: <i>Promote awareness of, and participation in, cultural/tourism business support/forums</i>