

Test Valley Tourism Presentation

OSCOM

30TH August 2023

Current Position

- Background
- Physical Assets
- Social Media Assets
- Marketing and Communication
- Budget



Strategic Context (1)

- 2023 Socio Economic Analysis
 - visitor economy contributed £21M of spend each year over the period 2017 to 2019
 - 161,000 trips to Test Valley per year (2017-2019)
 - On average, visitors spent £130 per trip
- Enterprise M3 Rural Work
 - Support new sustainable and sensitive development
 - Improve physical and digital infrastructure
 - Support growth in 'high quality' roles
 - Enhanced business support for micro/small business

Strategic Context (2)

- Interim Economic Development Strategy (2019-2023)
- Corporate Plan (2023-2027) and new Economic Strategy will look to:-
 1. promote the borough,
 2. secure inward investment and
 3. develop our existing businesses
- Local Plan and Local Plan Review
- Hotels Review (2019)

External Partners



- Tourism South East – Visitor Information Centre – 10,374 walk in visitors
- Marketing Collective – Test Valley Visitor Guide
- RM Communications – quarterly PR activity



Future

- Rural Prosperity Fund
- UK Shared Prosperity Fund
- Tourism Review

