

Visit Cornwall

PRESS RELEASE

Monday 18th November, 2024

For immediate release

Visit Cornwall to host two-day Tourism Summit

Visit Cornwall is pleased to announce the return of their Tourism Summit, set to take place at the Alverton Hotel in Truro on Wednesday 15th January and Thursday 16th January, 2025. This highly anticipated event, the first since 2020, will bring together industry leaders, tourism professionals, and business owners for two dynamic days of insights, networking, and strategic discussions to drive the future of tourism in Cornwall.

The event is open to all. Whether you're a tourism business owner, manager, marketer or stakeholder in Cornwall's tourism industry, this event offers an opportunity to learn from some of the most respected voices in the sector, as well as offering peer support from other tourism businesses in Cornwall.

Visit Cornwall Chair, Jon Hyatt, commented: "We are delighted to announce the return of our Tourism Summit for 2025 and look forward to gathering with tourism businesses from across the county for two days of insights and strategies from industry experts, whilst also having the invaluable opportunity to make connections and discuss key local issues facing the sector, driving the vision and shaping the success of Cornwall's visitor economy for 2025 and beyond."

The conference will begin on Wednesday 15th January with a full day dedicated to business owners, managers, and decision-makers. Our lineup of speakers and expert panels will focus on key trends, challenges, and opportunities in the tourism sector.

Attendees will hear from:

- **Patricia Yates**, CEO of VisitBritain/VisitEngland, giving an update on the priorities of VisitBritain/VisitEngland, as well as the emerging new tourism strategy for England.



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- **Kate Nicholls OBE**, CEO of UK Hospitality, with an update on the challenges facing the hospitality sector following the last trading year and the impact of the most recent budget.
- **Lord Hutton**, Chair of the Cornwall Economic Forum, bringing us up to date with the rolling priorities emerging for Cornwall on the growth agenda and the visitor economy.
- **Patrick Richards**, Founder and Director of TerraVerde, will present the challenges and opportunities in transitioning to a low and/or net zero visitor economy.

The second day is tailored to those involved in the marketing of their tourism or hospitality business and how they can use the latest data, trends and strategies to navigate some of the challenges facing the sector today. There will be practical tips and guidance on how to increase reach, build better marketing relationships and boost revenue through exclusive access to data insights from the Visit Cornwall team.

The morning will follow a similar structure to day one, with sessions led by:

- **Tom Chartres-Moore** and **Amy Ralston** from Stephens Scown. More and more marketers are looking to use AI in their marketing – for copywriting to customer service. Tom and Amy will address the legal considerations if you are using AI in your marketing.
- **Chris Thompson**, CEO of You Smart Thing, will be taking you through some exclusive regional data, giving you an insight into the locations people are searching for, how people are moving around the county and how this can be incorporated into your marketing to make it more targeted.
- **Rob Edlin** from Niddocks, and non-executive Visit Cornwall director. The Visit Cornwall website attracts 4 million visitors each year. Rob will be taking you through the data – giving you a valuable insight into what people are looking for and when, with practical guidance on how to time your marketing efforts and where.
- **Robin Tjolle**, VisitEngland Regional Development Lead for the South West, and **Abi Steel**, Visit Cornwall Tourism Manager, who will be presenting the opportunities for Cornish businesses to work with the travel trade.
- **Nick Hall**, Founder & CEO of the Digital Tourism Think Tank, will be sharing global trends and best practices, giving you tips on how to use tech to your advantage to take your business to the next level. He'll also be sharing some of the new technology you can use within your marketing to make it more targeted, efficient and to deliver better outcomes.



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Afternoon Workshops - Thursday 16th January

In the afternoon, Nick will lead interactive workshops, allowing attendees to explore the latest digital tools and techniques in a hands-on environment. This is an opportunity to develop practical skills, understand emerging trends, and position your brand for growth in today's competitive digital landscape.

Additional speakers will be announced in the lead-up to the event, with programme updates and the latest information available at www.visitcornwall.com/tourism-summit

Tickets are now on sale via the Visit Truro ticket office. Booking through Visit Truro is a great way to support the local economy, as funds stay within Cornwall rather than benefiting national or international companies.

More information and a link to the booking page can be found on the Visit Cornwall website: www.visitcornwall.com/tourism-summit

Tickets are priced at £55 per person per day. Discounted rates are available for those with an active Visit Cornwall membership, with tickets priced at £39.50 per person per day. This cost includes refreshments throughout the day, as well as lunch.

This event has been part-funded by the UK Government through the UK Shared Prosperity Fund, and from the generosity of our sponsors, including Great Western Railway (GWR), our preferred travel partners.

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Notes to editors:

UK Shared Prosperity Fund



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The UK Shared Prosperity Fund aims to improve pride in place and increase life chances across the UK investing in communities and place, supporting local business, and people and skills. For more information, visit <https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus/uk-shared-prosperity-fund-prospectus>



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