

AMBITIONS	ISSUES, BARRIERS & OPPORTUNITIES
Use technology	broadband
	Wi-Fi (church towers)
Ease of access	Public transport (joined up)
Awareness of the area / know the area	
Coordinated approach	4 x local authorities
	One place to go for info
	Optimised
	Profile customers – single, couple, family, event, retired, foodies
	Profile customers – activities, locations, suggested itineraries, videos of places
Central data depository	
Conversion to spend £	
Infrastructure	Rural transport (issue)
German visitors who want 'wilderness'	Encourage returners (opportunity)
Connections 'Bath-Wells-airport'	Product knowledge
Itinerary	
Digital	4G
Cruise liners	
Research / intel	Who / where?
Festivals	
Learn / experience	
Transport	Electric charging points
ROI – add value	