



PRESS RELEASE

EXCITING FUTURE FOR VISIT HEREFORDSHIRE

The Board of Visit Herefordshire is pleased to announce that the future of the organisation has been secured by joining forces with Herefordshire & Worcestershire Chamber of Commerce. The Destination Management Organisation for Worcestershire is currently operated by The Chamber. The new arrangement will provide a sustainable and financial future providing expertise and support in marketing Herefordshire as a destination.

Following future budget cut announcements by Herefordshire Council on 6th February 2015, Visit Herefordshire, the County's official Destination Management Organisation, had it confirmed that no further funding would be available from April 2016.

With tourism bringing in over £466 million into the county's economy and attracting over 5 million visitors annually, the Visit Herefordshire Board conducted a Strategic Review on "The Way Ahead". Identifying resources needed to enable Herefordshire to compete successfully against other destinations was key. The review looked at best practice, alternative business models, the need for investment to improve services and the range of products on offer.

Alan Curless, Chairman of Visit Herefordshire, said "Funding challenges nationally are set to continue for Destination Management Organisations and tourism development. The investment required in Herefordshire is beyond our reach. A Herefordshire Destination Management Plan is essential giving future direction, with additional investment for Value and Volume research alongside website development, investment into new App technology as well as renewal of exhibition and event materials. To enable us to develop we need investment and are therefore looking to integrate strategically with a partner organisation".

Having carried out the search we were delighted that Herefordshire & Worcestershire Chamber of Commerce are willing to take on Visit Herefordshire.

The Chairman of Visit Herefordshire said "The Board are thrilled with the new arrangement, they are delighted that they were able to identify a viable and sustainable future for Visit Herefordshire, building on the success to date which will be continued and enhanced in the future".

It is anticipated that the alliance will take place in May 2015, when Visit Herefordshire will vacate the premises in King Street, Hereford and move to the Town Hall, Hereford.

END

Additional Information

Visit Herefordshire is a not-for-profit company that became the trading arm of a charitable trust – The Herefordshire Trust – in August 2013. **Visit Herefordshire** is the official tourism Destination Marketing Organisation (DMO) for Herefordshire and works closely with more than 300 businesses in the county to support and promote the tourism economy.

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