

Subject:	Update on development of the City visitor economy strategy		
Date of Meeting:	8 March 2018		
Report of:	Executive Director Economy, Environment & Culture		
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Ward(s) affected:	All		

1. PURPOSE OF REPORT AND POLICY CONTEXT

- 1.1 The committee will receive a presentation on the progress of developing a new visitor economy strategy for the city.
- 1.2 The Economic Development & Culture Committee agreed in March 2017 that the City Council would develop a new strategy to support the Visitor Economy. The strategy will link to the Economic Strategy and Inward Investment and Trade Strategy being developed concurrently for the Greater Brighton Economic Board and the Cultural Framework being developed with the Arts & Creative Industries Commission. It will include a framework for developing a Destination Management Plan with the tourism sector.

2. RECOMMENDATIONS:

- 2.1 That the committee notes and comments upon the content of the presentation and the plans for consultation and the further development of the Destination Management Plan, together with the intention to bring a report to its meeting on 21 June 2017, seeing approval to adopt the strategy.

