

**VISITOR ECONOMY STRATEGY AND DESTINATION MANAGEMENT PLAN  
2018-23**

**GREEN GROUP AMENDMENT**

To amend recommendation 2.1 and add recommendation 2.3 as shown below in ***bold italics*** below:

- 2.1 That the Committee ***notes the value of the Visitor Economy to the city and*** adopts the Visitor Economy Strategy (VES) Destination Management Plan (DMP) which is attached in the appendices to this report.
- 2.2 That the Committee notes the outline Destination Management Plan (DMP) attached at Appendix Two to this report and the intention to work with partners to establish a Destination Experience Group to further progress this work.
- 2.3 That the committee recognises the value of all visitors to the city and continues, alongside important work on 'target leisure markets' outlined in the strategy, to improve the visitor experience for everyone***

Proposed by: Cllr Druitt

Seconded by: Cllr Mac Cafferty

Recommendation if carried to read:

- 2.1 That the Committee notes the value of the Visitor Economy to the city and adopts the Visitor Economy Strategy (VES) Destination Management Plan (DMP) which is attached in the appendices to this report.
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- 2.3 That the committee recognises the value of all visitors to the city and continues, alongside important work on 'target leisure markets' outlined in the strategy, to improve the visitor experience for everyone

