

## Tourism Working Party

### Why?

Henley is a great place to visit with lots going on but having recently travelled to many new places over the holiday; I don't feel the town is on the map for Tourism as well as it could be. For example, how would outside people know what is on offer in the town? Look on Trip Advisor for ideas and half of what goes on in the town isn't even mentioned!

When tourists arrive in the town, what do they have to help them navigate to all the places they should see? How many tourists only visit the ice cream shop and a pub?

The idea behind the Tourism working party is to generate more interest in people visiting the town and also helping them to see ALL the great places when they are here.

### Who?

Members of the JPC, Court Leet, Heritage Centre, Arts Festival, Christmas Lights Committee, Music Festival, reps from each of the schools, reps from the Golf Club and Warwickshire College, reps from each of the community organisations, the church and reps from the business community. (And any other interested party that I have forgotten!)

I would like to be Chair of the working party to co-ordinate.

### When?

Start as soon as possible.

### How?

Once the working party is agreed by JPC, EF to contact all interested parties and arrange the initial meeting to get everybody's ideas and thoughts.

The working party will then meet on a monthly basis and report back to JPC at each meeting.