

## ITEM PSB5 Supplement

**Oxfordshire Tourism Initiatives to work towards achieving the LAA target of ‘increasing the value of tourism to the local economy in Oxfordshire through increasing the worth of tourism activity for local businesses...’**

Finalised Tourism Target (agreed by Tourism Officers Group 29<sup>th</sup> August 2007)

<b>Outcomes</b>	<b>Indicators</b>	<b>Targets</b>	<b>Funding Streams</b>
Increase the gross value added of the Oxfordshire Economy by developing tourism	Key Indicators: <ul style="list-style-type: none"> <li>▪ understand current market through research</li> <li>▪ length of stay</li> <li>▪ Web statistics – unique hits</li> <li>▪ Value to local economy for local businesses</li> <li>▪ TIC – satisfaction data</li> </ul>	Increase the value of tourism to the local economy through increasing the worth of tourism activity for local businesses from the 2005 baseline of £1,467,586,000.	SEEDA (via Tourism South East, Oxfordshire County Council, and the 5 District Councils)

The activities that have been discussed and agreed by the tourism officers group to work towards achieving the target will focus on projects within the four main areas listed below. There are both short and longer term project ideas. The initial budget provided by OCC for these activities stands at £30,000 for 2007-8.

1. Research
2. Improve local knowledge/ Host Familiarisation Trips
3. Training
4. Oxfordshire Itineraries– focus on customer orientation

Further details on specific projects is available.

Tourism Officers Group

29<sup>th</sup> August 2007