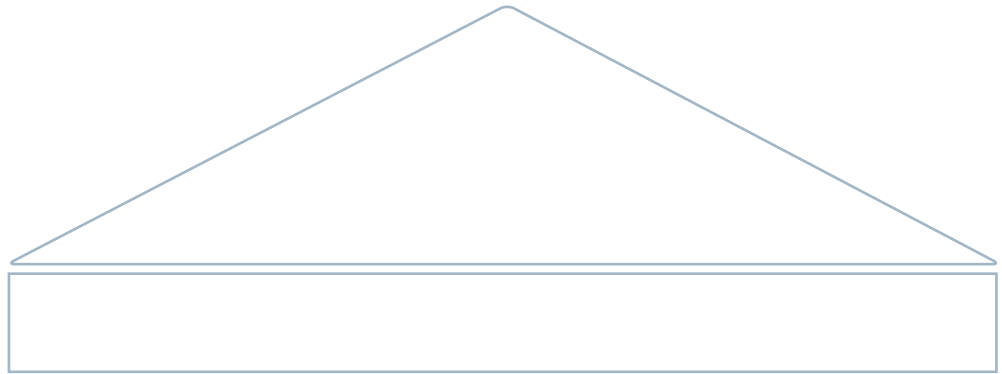




The plan below summarises our achievements to date and our future-forward plans



PHASE 1

FOUNDATIONS

CURRENT INHIBITORS & THREATS

Opened engagement with Stakeholders, update May 2014 ✓

**ESTABLISHING AN EVIDENCE BASE
UNDERSTANDING ECONOMIC CONTRIBUTION OF SECTOR**

Volume and value needed to demonstrate importance of BT ✓
National study estimates expenditure at £1.3bn. Reports August 2014 ✓
Closely involved with plans to improve tourism data and research at national level ✓

**MARKETING
CORPORATE CHAMPIONS INITIATIVE**

Corporate Champions initiative soft launch October 2014, launch Dec 2014 ✓
Achieved support from all key Government agencies ✓
Liaison with sector Leadership Groups started ✓
Budget agreed – all marketing collateral being planned ✓
Process agreed for handling enquiries ✓

**LEADERSHIP & COLLABORATION
INDUSTRY COMMUNICATION & ENGAGEMENT**

Name and logo in use ✓
Communications and Engagement launches July 2014 ✓
Industry facing website goes live ✓
Press announcement ✓
Newsletter ✓
In touch with regional groups ✓

**BUILDING
CAPABILITIES**

PHASE 2

**STRATEGIC
ACTION**

**IMPROVING THE CUSTOMER JOURNEY
NOW PLANNING THE STRATEGIC ROLE FOR BTFS IN RELATION TO :**

Food & Drink (2015 Year of Food & Drink)
Accessibility
Accommodation

CAPABILITY

**BUILDING CAPABILITIES AND COMPETENCIES
NOW PLANNING THE STRATEGIC ROLE FOR BTFS IN RELATION TO :**

Sustainability
Quality & Accreditation
Sales & Marketing
Skills

