Good Morning

Help shape the future of the Visitor Economy in Shropshire.

Shropshire Council and Visit Shropshire are in the process of developing a new Destination Management Plan (DMP) to guide the future of tourism for the next three years, and we want to hear your views.

After gathering information from workshops, interviews, desk research, and surveys, the draft DMP is now ready for your review.

The new plan aims to increase the value of tourism by boosting overnight stays, establishing effective county-wide partnerships, and ensuring a sustainable visitor economy through restorative tourism practices. Additionally, it seeks to enhance the county's accessibility and its welcoming atmosphere for all visitors.

The draft DMP also highlights the need to expand serviced accommodation, create a distinct county identity, and implement integrated marketing strategies. Improving data collection and regional collaboration are essential to support the vision of a resilient and thriving visitor economy that benefits local communities, the wider economy, and the environment.

Once approved, the DMP's objectives and principles will be adopted and implemented by the broader Visitor Economy sector, not just by specific bodies like Shropshire Council and Visit Shropshire. A tactical plan will need to be written, and external funding secured to achieve some of the plan's goals.

We invite you to share your thoughts by Monday, 2 February 2026. Please follow the link to download the current draft and access the Consultation Survey

https://getinvolved.shropshire.gov.uk/consultations/help-shape-the-future-of-tourism-in-shropshire/

Alternatively, from 9th December you can read a copy in your local library and fill in a printed copy of the survey. Your Shropshire Local venue can also direct you to the survey.

The development of the Destination Management Plan has been 100% funded by the UK Government through the UK Shared Prosperity Fund.

We look forward to receiving your valuable feedback.

Regards

Pauline