



Businesses brand the Broads as “Britain’s Magical Waterland”

Tourism businesses are working together to promote all that is best about the Broads in a new campaign which brands the area as ‘Britain’s Magical Waterland’.

The Broads Tourism Forum has been working with the Broads Authority to create a new image for the area which is one of Norfolk’s biggest tourism assets and one of the country’s most popular destinations for boating holidays as well as a national angling hotspot and a haven for some of the UK’s rarest birds and wildlife.

The results will be unveiled on Thursday 1st July in Norwich along with a drive to improve quality and visitor experience through the UK’s first gold standard scheme to improve customer service.

The campaign describes the Broads, which is a member of the National Park family, as “a magical place where land and water, people and nature meet.”

The launch will be held in two hour long sessions at The Forum in Norwich at 3pm and 6pm for invited guests from the tourism and business community and members of the media. A series of presentations will explain the thinking behind the brand and its importance and will unveil the new Broads tourism website www.enjoythebroads.com.

Ian Russell, chairman of the Broads Tourism Forum, explains: “We need to create a new awareness and perception of the Broads, ensuring that it is understood by all as a unique destination. It is vital that we promote the Broads in a way that is consistent, contemporary and recognises the needs of tomorrow’s visitor, playing to our strengths and working towards the recognition of the Broads as a destination for all seasons.”

A toolkit of marketing resources will be available for use in promotional material to enable all Broads businesses to unite in one clear message.

The first customer service training scheme in the country, a Welcome Host Gold course, which puts special emphasis on destination knowledge, will be launched in conjunction with East of England Tourism.

The Broads Authority will also be refining and re-launching its Broads Quality Charter - a guide to good service and eating - to ensure Broads hostelrys are among the best.

As green tourism becomes increasingly important to visitors, more businesses will be encouraged to take part in the Broads Authority's Green Tourism Business Scheme which is already well established throughout the Broads. The Authority and the Tourism Forum are exploring the idea of extending this to a green grading scheme for hire boats which will give hire yards the opportunity to enter this relatively new market in an affordable way.

The funding to brand the Broads and set up the new www.Enjoythebroads.com website has come from the European Regional Development Fund's Interreg Two Seas programme as part of a project called STEP, (Sustainable Tourism in Estuary Parks), which promotes green tourism.

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