

'Branding the Broads'

*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. That way the hope to create a new awareness and perception of the Broads, ensuring that it is understood by all as a unique destination. A toolkit of marketing resources are now available for use in promotional material to enable all Broads businesses to unite in one clear message.*