



LANGPORT TOWN COUNCIL

Tourism and Marketing Strategy

proposed first draft September 2019

Our vision

Our vision is to position Langport as a destination for thriving business and tourism which benefits the immediate and surrounding communities and cares for its environment.

We aim to celebrate Langport as a compact and picturesque riverside town offering easy access to shops, eateries, hostelrys and essential services, whilst being ideally situated as a hub for activities such as walking, cycling, canoeing, fishing and observing the unique wildlife of the Somerset Levels.

Our strategy

Our strategy is to boost the local economy by increasing the number of visitors to Langport

In order to achieve this, we aim to make the most of

- The river front setting and the countryside that surrounds the town
- The history of the town, its heritage buildings and its inhabitants
- The extensive independent local retailers, independent cafes, craftspeople and markets
- The free parking and ease of access to all that the town and surrounding area has to offer
- The regular public events and markets held in the town

Our objectives

- Ensure comprehensive well publicised information about the area is readily available
- Maximise the potential of local attractions and amenities by increasing our digital presence
- Celebrate the town's green credentials

Our Action Plan

- To employ the services of a marketing specialist to raise the profile of the town
- To investigate the value of leaflets and maps publicising Langport
- To ensure that Langport is effectively listed on county and regional websites