



# LANGPORT TOWN COUNCIL

## Tourism and Marketing Strategy

proposed second draft 25 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 riverside town offering easy access to shops, eateries, hostelries 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 and craftspeople
- 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

- Promote Langport as a year round destination
- 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 and slow tourism
- Implement and regularly review policy on displays and advertising