



Webinar: 'Promoting sustainable tourism to build back better'

Monday 28 September 2020 from 14:30 – 16:00

Description

Sustainable tourism is a vital ingredient in helping communities and transport to 'build back better' in response to the Covid-19 pandemic. In this webinar we will look at the ways community rail can help reboot local visitor economies, while promoting more sustainable and community-minded forms of travel. A chance to share ideas and examples on overcoming challenges ahead.

Learning outcomes

1. Understand the wider picture of sustainable tourism
2. Understand how visitor attitudes have changed towards travelling
3. Identify ways of promoting sustainable travel to a leisure audience

Programme

14:25 – 14:30 Webinar waiting room opens

Attendees will be admitted to the webinar from 14:25. Please allow plenty of time to connect via Zoom and ensure your software/ equipment is working properly, ready to start promptly at 14:30

14:30 – 14:35 Welcome & introduction

Hazel Bonner, Events & Fundraising Manager, Community Rail Network, will briefly run through the format and practicalities

14.35 - 14.55 Promoting sustainable tourism in community rail

Host: Alice Mannion - Tourism & Heritage Officer, Community Rail Network

- Have attitudes changed towards sustainable leisure travel?
- How can community rail reboot their tourism promotions?

14.55 - 15.10 Rebooting tourism through community rail in Wales

Panellist: Jo Quinney - Q Marketing & PR

Learn about how community rail in Wales is rebooting its tourism offer and how they plan to help improve the local visitor economy through promotion of the Wales on Rails campaign

15.10 - 15.25 Q&A with Alice and Jo

15.25-15.40 Working with regional and national partners
Panellist: Catherine Croney - Community Rail Officer, High Peak & Hope Valley

Catherine brings her knowledge and experience of working with regional and national organisations such as Marketing Peak District and Peak District National Park and will be showcasing how these partnerships can help community rail deliver sustainable tourism projects

15.40 - 15.55 Q&A with Catherine, Jo and Alice

15:55 – 16:00 Feedback & close

Hazel Bonner