

# Agenda Item Introduction

Committee	<b>POLICY AND SCRUTINY COMMITTEE FOR NEIGHBOURHOODS AND REGENERATION</b>
Date	<b>4 JANUARY 2024</b>
Topic	<b>VISITOR ECONOMY</b>

---

## 1. Background

- 1.1 The committee to consider the 2023 tourist season and marketing plans for 2024 with a presentation from Visit Isle of Wight alongside collaboration from Isle of Wight Council officers.

## 2. Focus for Scrutiny

- 2.1 What is the status of tourism on the island?
- 2.2 What have been the issues and concerns raised over the last 12 months and how can improvements be made?
- 2.3 What is the direct engagement with the Isle of Wight council and town, parish, and community councils to improve the island offer?
- 2.4 What engagement has been made with the skills sector to raise the island offer?
- 2.5 What processes are in place to support stakeholders in developing their offer?
- 2.6 What engagement is there in ensuring tourist facilities are good and well maintained?
- 2.7 What is the selection criteria for targeting advertising campaigns?

## 3. Approach

- 3.1 The committee to receive a verbal presentation from Visit Isle of Wight alongside collaboration from Isle of Wight Council officers.

## 4. Document(s) Attached

- 4.1 N/A