

## **Dorset Tourism Association**

### **Chairman's Report 2020**

#### **Annual General Meeting, 9<sup>th</sup> September 2021**

The Dorset Tourism Association has now been established for five years. It brings together organisations from across the tourism industry together with their local authority partners to link together the disparate parts of a fragmented industry.

2020 was almost wholly dominated by the pandemic. In response to this the DTA's role became primarily one of joining up the disparate elements of the industry to ensure that the challenges facing tourism in the county were clearly articulated to the relevant parties and that feedback and assistance could be offered to businesses in the area.

The implementation of our new strategy that had been identified in 2019 was suspended in 2020 and replaced with bi-monthly board meetings where industry bodies and local authority teams were able to share up to date information about the current situation and future risks to ensure that the public and private sectors were joined up. This feedback in turn was shared with the wider industry as part of the Great South West Tourism Partnership, which was able to raise our areas of concern on a regional basis through regular updates with DCMS, local Members of Parliament and relevant ministers.

#### **Future Plans**

Our future plans are to continue to act as a communication hub until the unpredictability of the pandemic has begun to subside and then to implement the new strategy. The DTA expects to play an important role in the post pandemic recovery effort in promoting a three part strategy:

- Inspiring excellence
- Networking for creativity
- Build the Dorset Brand

To achieve this, from 2022 we will operate on a more structured basis, with board meetings bringing together key industry bodies to take a strategic lead on promotion, sustainability, access and investment. In this we will work closely with the Dorset LEP, of whom we are an official subgroup, to ensure that tourism plays a central role in the ongoing prosperity of this area.