County Durham Destination Management Plan DRAFT Logic Model & Vision - final update when consultation is finished

 Council Tourism Working Group to support inclusivity improvements and develop County Bodrafie for tourism & dictivition plan. Council Tourism Working Group to support inclusivity improvements and develop County Bodrafie for tourism & dictivition plan. Ensure inward investment products are high-quality, accessible and sustainable in value, develop data to show VCD role as an enabler to help investors realise full potential. A. Develop a clear narrative and standout proposition which everyone can use and ensure the VCD Bord are able to advocate to key selected audiences via agreed channels. Refersh place and destination brands. Develop a clear narrative and destination brands. Develop a clear narrative and destination brands. Develop a clear narrative and destination brands. Bertersh place and destination brands. Berter resources A. Focus working groups on creating strands for shoulder months including wellbeing, edutainment, workcation and culture (including events). A. Indertrake an audit of existing thematic product (e.g. health and wellbeing, outdoor leasure) and ways to promote the research dissemination role of VCD particularly as DDR plan develops. A. Undertake an audit of existing thematic product (e.g. health) and animate rural marketing. County Durham offers everted for survisitors. Bolfine which key trends to build on (e.g. health) and animate rural marketing. Chiter tesources A. Continue to lobby for high-speed broadband and connectivity in rural areas. Support businesses to develop digit ap researce, joint ticketing / promotions and other metric in the development as	Inputs (Resources)	Activities and Outputs	Outcomes (Direct) Outcom	ies (Int
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Impacts (Longer-Term)

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VISION

By 2030, we will have created the conditions for our residents, businesses, and the environment to benefit from sustainable growth in our visitor economy.

By supporting and marketing our distinctive heritage, landscapes, and warm welcome we will have grown both day and overnight visits and made County Durham a compelling visitor destination.

KPIs

By 2030, we aim to be achieving at least the following each year:

- 30m UK day visits
- 3m UK overnight visits
- £1,744m UK spend
- 1m non-UK visits
- £52m non-UK spend
- 17,120 direct FTE jobs
- 4,120 indirect FTE jobs