

‘Destination audit and management plan for the future of tourism in Matlock Bath.’



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Re-Making Christmas in Matlock Bath!

I will be identifying the opportunity to lengthen the visitor season with Christmas celebrations from November each year. With a range of activities such as Christmas markets, Christmas lights and Ice Skating rinks, I'm hoping to bring Christmas in Matlock Bath alive!

Getting inspiration from other destinations such as London's Winter Wonderland and the annual Christmas German style markets in Birmingham and Manchester. It is clearly stated that these sort of events bring a staggering number of tourists to the destination increasing their accommodation figures and hospitality sector and business sales and so forth.

Main Objectives of the Research..

- ▶ Assessing what the village already has in order for Christmas time and other holiday seasons such as Halloween and Easter.
- ▶ Putting forward ideas and contributions on what can change and be put in order coming up to the Christmas period.
- ▶ Produce a report about the ‘potential Christmas extravaganza’ in Matlock Bath.
- ▶ Assessing the benefits that a ‘remaking of Christmas’ can bring.
- ▶ Evaluating how it could contribute to tourism into Matlock Bath.

The Plan of Action..

- ▶ Review what Matlock Bath has had to offer previously at the festive time of Christmas.
- ▶ Researching into other destinations and what they offer at Christmas time whether this being light displays, Christmas craft markets or ice skating rinks.
- ▶ Produce a final report with all the research collected with a number of appropriate recommendations for Matlock Bath.
- ▶ Getting first hand data from council and businesses of what changes in the run-up to Christmas and special season events? (e.g. traffic situation, car parking, longer business hours, special offers etc.)

The Benefits..

- ▶ A clear understanding of the events-based potential.
- ▶ See what other destinations are doing for this festive period.
- ▶ Be able to improve and publicise Matlock Bath as an events-based tourist destination.
- ▶ Be able to form an action plan on how Matlock Bath can deliver Christmas.

Possible Final Outcome..



Thank you!

Any Questions?