



**BLACKPOOL
TOURISM LTD**



STRATEGIC VISION

An ambitious, must-visit resort that punches above its weight.

Where locals and visitors come alive, enjoying world class, year-round experiences in a friendly, safe and sustainable environment, delivered by tourism businesses and organisations working together



Blackpool Tourism Ltd – Venues, Partners and Relationships

Venues & Support Functions



Partners



Strategic Relationships



The FOUNDATIONS of Blackpool Tourism

- Iconic free RESORT EVENTS
- Quality assured ACCOMMODATION
- Exceptional ATTRACTIONS & EXPERIENCES
- Outstanding LIVE ENTERTAINMENT
- Vibrant FOOD & DRINK OFFER
- High impact DESTINATION MARKETING



The VALUES of Blackpool Tourism

- World class, guest first CUSTOMER SERVICE
- Continuous product INVESTMENT & INNOVATION
- A safe and welcoming PUBLIC REALM
- Shared success across the sector COLLABORATIVE WORKING
- Supporting local young people COMMUNITY ENGAGEMENT



OUR MISSION

‘To drive growth in the visitor economy by delivering compelling reasons to visit and providing world class experiences to those that do.

We are dedicated to creating local employment opportunities, supporting business, celebrating cultural heritage and ensuring a sustainable vibrant environment for both our guests and our local communities’

