

Tourism businesses invited to start of season networking event

66 tourism businesses are looking to give their business a kick start ahead of the tourism season with South Somerset District Council's Leaflet Exchange set to take place later this month.

The Leaflet Exchange is organised by SSDC's Tourism team and helps local attractions, food retailers, accommodation providers and other linked tourism businesses to exchange their visitor information.

This year, the event will be on Tuesday 24 March between 10am – 12.00 noon and is kindly hosted by Haynes Motor Museum near Sparkford. Exhibitors include South West Regional Tourism Award Winner, Mill on the Brue, local gardens, Midney, East Lambrook Manor Gardens and international attractions like Fleet Air Arm Museum

The event is open to all pubs, cafes, restaurants, attractions, accommodation providers and any other business from South Somerset and over the borders, with an interest in attracting visitors. You can pick up your stock of leaflets for the coming season and meet representatives from across the tourism sector.

Councillor John Clark, portfolio holder for Economic Development at South Somerset District Council, said: "This event is a great way to kick start the season. More than 60 exhibitors have already signed up and there's always a great atmosphere where likeminded businesses have the opportunity to get together in one place. We're delighted that one of our key South Somerset attractions is hosting us and all those attending will have the opportunity to visit the museum afterwards which is a real bonus."

For more information and to confirm attendance, please email visit@southsomerset.gov.uk or call 01935 462781.

South Somerset District Council aims to make the district a great place to do business, with clean inclusive growth and thriving urban and rural businesses. Events such as the Tourism Exchange enables businesses to network and allow businesses to enhance their visitor experiences across South Somerset.