

Tourism in Bassetlaw

Over the past 12 months there have been a number of milestones related to tourism in the area:

- ▶ The Bassetlaw Leisure Guide was produced in the summer, and 10,000 copies have been widely circulated nationally, and at key European ports including France and the Netherlands.
- ▶ The opening of Robin Hood Airport Doncaster Sheffield is one of the most significant events to impact on the future of tourism and after only 6 months of operation, has seen 700,000 passengers use the airport. The airport currently serves 43 destinations in 23 countries and recently welcomed Easyjet as the latest airline operator to fly from Robin Hood.
- ▶ Experience Nottinghamshire is a marketing and destination management partnership, established to raise the profile of Nottinghamshire and to realise the area's untapped tourism potential. Its mission is to promote Nottinghamshire as a centre of style, creativity, sport and heritage. It is a membership organisation and a number of Bassetlaw accommodation providers and visitor attractions have joined the partnership. In 2006 Experience Nottinghamshire is committed to producing more short break packages and awareness raising campaigns for North Nottinghamshire and will be closely involved in our plans to promote the Pilgrim Fathers, particularly in light of the forthcoming 400th anniversary in late 2007 of the Pilgrim Father's leaving Bassetlaw for Holland.'
- ▶ The local tourism forum, The Sherwood and Dukeries Tourism Group, has strengthened over the past year to become a powerful lobbying voice for the industry; their recently launched website www.robinhoodtourism.co.uk has attracted a substantial number of hits. Bassetlaw District Council has worked closely with this group to ensure North Nottinghamshire becomes more prominently represented with Experience Nottinghamshire which has in turn, sought to include more tourism businesses and local events into their printed and web-based marketing material.
- ▶ Bassetlaw District Council and Doncaster Metropolitan Borough Council have produced a new Pilgrim Fathers leaflet with an updated Mayflower Trail. The leaflet is to be launched in February 2006 and will be widely circulated nationally, in Europe and US. The leaflet will also serve to support Robin Hood Airport Doncaster Sheffield in its plans to secure transatlantic flights to the area, as there is a proven market of descendents wishing to trace their ancestry.



Scrooby Church

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