



WE NEED **YOUR** **HELP...**

Visit  
Buckinghamshire



VISIT  
Buckinghamshire  
AND The Chilterns

BUCKINGHAMSHIRE  
BUSINESS FIRST

YOUR LOCAL  
GROWTH HUB

...is the destination management organisation (DMO) for the county. We promote the place of Buckinghamshire, champion our local tourism, hospitality and leisure sectors, and create partnerships and collaborations. The visitor economy matters...



Buckinghamshire's visitor economy is worth  
**£1.1 billion**  
annually



Buckinghamshire's visitor economy generates  
**11,000**  
**local jobs**



Our visitor economy is the beating heart of our local communities and supports the wider **environment, well-being, prosperity, and inclusion** of residents.



Visit Buckinghamshire encourages more visitors to the county to  
**stay longer**  
**& spend more**

*The visitor economy matters...*



**SUPPORT US**  
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Visitbuckinghamshire.org attracts  
**30,000 unique visitors**

per month to discover what's  
on and where to eat, visit, and  
stay in Buckinghamshire



It is Buckinghamshire's  
**shop window**  
to the world and provides  
greater reach than many  
small tourism businesses  
can achieve alone



We partner with  
**over 300**  
tourism businesses



We can reach over  
**20,000\***  
**followers**  
with our newsletter and  
social media updates

(\*20,000 = social media followers  
and newsletter subscribers)



In the last decade  
Visit Buckinghamshire has  
secured over  
**£1 million**  
of funding to support the sector  
at the coalface with grants and  
new tourism products.



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☆ *Together we are stronger...*

Due to local government funding cuts from 1 April 2024...

**we are losing the £100,000 per annum it costs  
to run Visit Buckinghamshire.**

## What does this mean?

- ✗ No centralised promotion of Buckinghamshire as a destination – nationally or internationally
- ✗ No chance of becoming a Local Visitor Economy Partnership – the conduit to access future government support
  - ✗ No voice to champion the local Visitor Economy
  - ✗ No future funding
- ✗ The partnerships, momentum, and knowledge developed over the last 11 years will be lost.



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# Can you help?

We need to secure **£100,000 by 1 April 2024** to continue and this will cover:

- £65,000 Staffing (2 staff)
- £20,000 Marketing (Social Media, Group travel shows etc)
- £15,000 Website Operational and Development Costs

 **Please help save Visit Buckinghamshire** 

Click on the link above and let us know how you can support us.

Join us in creating a stronger tourism, hospitality, and leisure sector here in Buckinghamshire and be part of something bigger.

*Please help save us...* 



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