



Seven new LVEPs announced

July 2024

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VisitEngland has today announced seven new destinations that have gained Local Visitor Economy Partnership (LVEP) status. The new LVEPs are

- London & Partners
- Cotswolds Plus
- Visit Isle of Wight
- Visit Worcestershire
- Coventry & Warwickshire, representing Shakespeare's England & Destination Coventry
- South Yorkshire
- West Yorkshire

VisitEngland Director Andrew Stokes said:

“Local Visitor Economy Partnerships (LVEPs) are at the heart of transforming the visitor economy landscape in England and we are delighted to welcome the new LVEPs onto the programme.

We look forward to continuing our close collaboration with these destinations as the LVEPs are established, providing ongoing support including a dedicated VisitEngland regional development lead.

Having the right national and local infrastructure in place to grow our visitor economy, in an inclusive, accessible and sustainable way, will ensure England continues to be a compelling destination for both domestic and international visitors.”

The LVEPs announced today will work closely with VisitEngland with ongoing support from a team of Regional Development Leads. In addition, LVEPs will be able to access expert advice, dedicated toolkits and training programmes from VisitBritain/VisitEngland in areas ranging from commercialisation, distribution, accessibility and sustainability to business support and marketing.

Protecting and growing the local visitor economy is an active and valued contributor to 'Levelling Up' and the wider economy. LVEPs will contribute to this by providing strong leadership and management of their destinations working closely with the public and private sectors.

You can find out more about the LVEP programme, including the LVEPs announced to date, on [our website](#).