

## Appendix 2: Tourism SWOT Analysis

<b>Strengths</b> <ul style="list-style-type: none"><li>• Numerous attractions and places to stay across the Borough</li><li>• Geographical location with good transport links</li><li>• Good working relationship with key partner National Forest</li><li>• Links with Destination Staffordshire partnership board</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Currently not proactive with comms or marketing re tourism</li><li>• Currently no specific tourism strategy or plan</li><li>• Webpage provides basic information and doesn't provide engaging content</li><li>• Not able to offer expert guidance</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• Build on the trend for "staycations" particularly in light of the Covid-19 pandemic and the growing green agenda</li><li>• East Staffordshire's geographical location in relation to large attractions in neighbouring districts - marketing of East Staffs as a place to stay as well as a place to visit</li><li>• Developing links and sharing best practice with neighbouring Districts</li><li>• Links to be made with existing ESBC initiatives and work streams both direct and indirect e.g. town centre regeneration, Brewhouse, Markets, Open Spaces.</li><li>• Links to be made with external partners e.g. Everyone Active, National Forest cultural projects</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Being left behind – other districts taking a proactive stance to market their areas and support local tourism businesses</li><li>• Effects on tourist economy following the Covid-19 pandemic</li><li>• Potential to simply replicate information provided by other sources – not making best use of limited resources</li><li>• Continuing role of Enjoy Staffordshire and Destination Staffordshire Board following their restructure</li></ul>