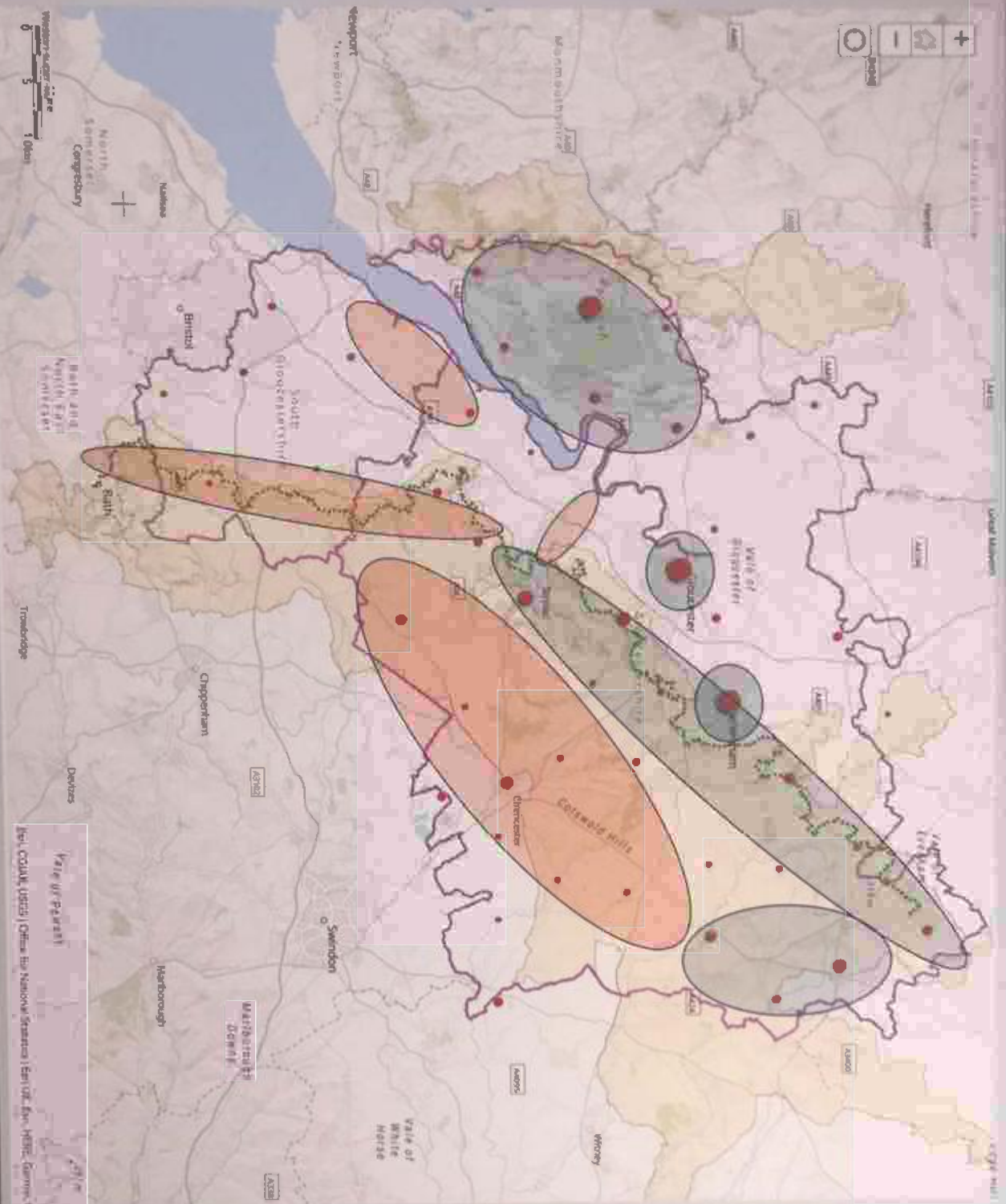


2.4 Visitor Attractions – Clusters & Gaps



Notes:

- 1 This map shows the core clusters of visitor attractions – grouping all into a geographically accurate smaller number to aid gap analysis.

1. Three core clusters are evident at Gloucester, Cheltenham, the Forest of Dean along with a linear cluster relating to the Cotswold Way national trail corridor. Cirencester and Stroud also have significant assets and are growing centres of importance to visitors.
2. The strategy could assess whether more investment is made in the existing green zones or whether one or more of the red zones would merit investment. The reported overtourism impacts in some areas at peak times suggest work to disperse and spread the benefits of visitors, particularly from the small towns in the north and east of the County, could be important to reduce impacts.
3. The lower part of the Cotswold Way may be an opportunity as could the estuarial area as well as the canal regeneration project running from Stroud to Saul Junction.
4. The area running north-east from Tetbury including the start of the Thames Path with Cirencester as a potentially 'new' destination. This could be actively promoted.
5. The head of the Thames Path National Trail may give both attraction and local accommodation operators an opportunity.
6. The opportunities for developing existing footpaths from the Cotswold Way south and eastward could also be examined. There is an excellent public rights of way network which is referred to later in Slide 6.1.