

DISCOVER
DORCHESTER

The Heart of Dorset

Tourism Partnership Meeting

March 2026

Tourism Development Officer Update

Social Media

2K

5K

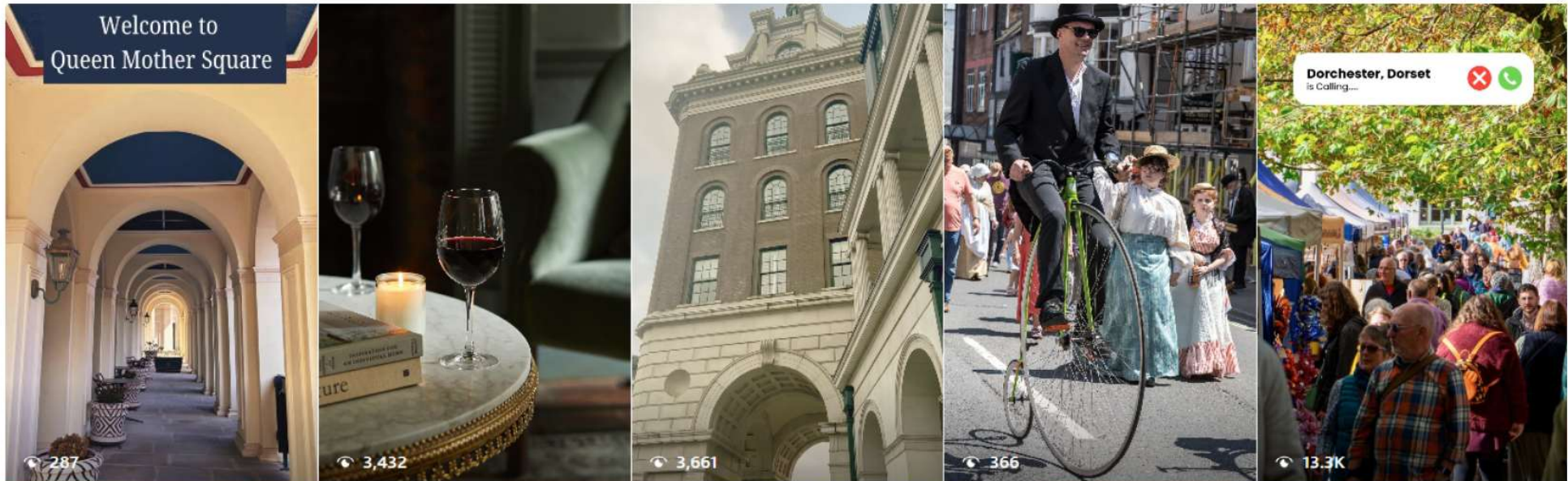
		December	January	February	March (until 24 th)
Instagram	Reach	2.4 k	13.6 k	3 k	3.9 k
(2,060 followers)	Content interactions	325	538	178	719
	Followers	1,786			2,060 (+274)
Facebook	followers	4,878			5,051 (+173)
(5,051 followers)	Viewers	27 k	25.4 k	37.2 k	55.7 k
	Content interactions	1 k	369	841	1 k
	Views	94.4 k	63.9 k	151.2 k	181.7 k
Tik Tok	followers				219
3,463 video views in the last 12 weeks	likes				1,181



Popular posts

Title	Date published ↑↓	Reach ⓘ ↓	Shares ⓘ ↑↓	Views ⓘ ↑↓	Viewers ⓘ ↑↓	Comments ⓘ ↑↓	Likes and reactions
We have received confirmation that ... Photo • Crossposted • Disc... Boost	11 March 08:38	22,323	38	38,914	22,940	14	129
Have you popped down to The Pickle Jar D... Multi media • Discover Dorchester Boost	23 March 15:41	14,354	2	21,825	13,680	12	63
HELIOS is coming to town so the sunflowe... Multi media • Discover Dorchester Boost	20 March 13:52	10,933	4	15,803	10,690	2	129
As the new year starts, we're looking forwa... Photo • Discover Dorchester Boost	1 January 09:34	10,254	18	17,496	10,298	7	56
Dorchester Artisan Market is on Sunday 22... Photo • Discover Dorchester Boost	13 March 18:03	9,733	9	13,167	9,374	3	52
What do we think of Chat GPTs poster for ... Photo • Discover Dorchester Boost	9 February 15:29	9,101	3	15,636	9,187	34	47
Bring your grandparents to Easter Egg Roll... Multi media • Discover Dorchester Boost	18 March 16:02	6,962	0	9,236	6,804	3	11
If you are exploring Dorchester this w... Photo • Crossposted • Disc... Boost	17 February 11:19	5,224	1	8,333	4,911	9	88
There's still SO much to look forward to thi... Photo • Discover Dorchester Boost	19 February 18:02	3,996	8	6,079	4,000	0	20
Join Mark Chutter for a walk around Dorch... Photo • Discover Dorchester Boost	19 January 12:03	3,880	2	5,292	3,848	1	27

Social Media





Month	Users	New Users		Month	Users	New Users		Month	Users	New Users		Month	Users	New Users	
January 2023	4.4k	4.3k	↑	January 2024	9 K	8.7 K	↓	January 2025	7.7 k	7.3 k	↓	January 2025	4.2 K	4 K	↓
February 2023	5.1k	5k	↑	February 2024	8.8 K	8.4 K	↓	February 2025	8.7 k	8.3 k	↑	February 2025	4.5 K	4.3 K	↑
March 2023	5.1k	4.8k	↑	March until 25th	8.1 K	7.9 K	↓	March 2025	11 k	11 k	↑	March 2025	5.5 k	5.2 k	↑
April 2023	6.6 k	6.3 k	↑	April 2024	12 k	12 k	↑	April 2025	13 k	13 k	↑	April 2025			
May 2023	8.4 k	8.1 k	↑	May 2024	14 k	13 k	↑	May 2025	12 k	12 k	↓	May 2025			
June 2023	6.6 k	6.3 k	↓	June 2024	17 k	16 k	↑	June 2025	11 k	10 k	↓	June 2025			
July 2023	10 k	9.7 k	↑	July 2024	20 k	20 k	↑	July 2025	13 k	13 k	↑	July 2025			
August 2023	10 k	10 K	↑	August 2024	20 k	20 k	—	August 2025	15 k	14 k	↑	August 2025			
September 2023	8.1 k	7.8 k	↓	September 2024	11 k	11 k	↓	September 2025	11 k	11 k	↓	September 2025			
October 2023	9 k	8.8 k	↑	October 2024	11 k	11 k	—	October 2025	12 k	11 k	↑	October 2025			
November 2023	9.1 k	8.8 k	↑	November 2024	12 k	12 k	↑	November 2025	11 k	10 k	↓	November 2025			
December 2023	9.8 k	9.3 k	↑	December 2024	11 k	10 k	↓	December 2025	6 k	5.8 k	↓	December 2025			

As of November 2025, we ensured the website was compliant with EU cookie laws and enabled a cookie consent banner. This coincides with the perceived loss of traffic.

Users who decline cookies will not be tracked and the website will naturally find a new base level of traffic. In reality, you're not losing traffic, just losing visibility of it.

At the moment, the consent banner is a fairly unobtrusive pop-up in the bottom left - we have found consent acceptance can increase when making the banner front-and-centre and essentially forcing users to make a decision before browsing; they're more likely to click accept.

If you would like to trial this, it does come at a slightly increased cost of approximately £10 per month which we will include as part of your yearly maintenance costs.



Where are our website hits coming from?

1	google	9812
2	(direct)	1220
3	bing	482
4	m.facebook.com	234
5	uk.search.yahoo.com	167
6	lm.facebook.com	91
7	facebook.com	73
8	dorchesterdorset.com	68
9	ecosia.org	66
10	duckduckgo	66
11	visit-dorset.com	53
12	lovepoundbury.org	50
13	dorchester-tc.gov.uk	44
14	chatgpt.com	35
15	l.facebook.com	23

16	shirehalldorset.org	21
17	l.instagram.com	19
18	yahoo	18
19	walkingpages.co.uk	10
20	www-dorchesterdorset-com.cdn.ampproject.org	11
21	statics.teams.cdn.office.net	9
22	3vke3.r.sp1-brevo.net	8
23	3vke3.r.a.d.sendibm1.com	9
24	dchft.nhs.uk	7
25	ig	6
26	resortdorset.com	6
27	thomas-hardy-explorer.co.uk	5
28	hardysociety.org	3
29	Dotdigital	2
30	dorsetecho.co.uk	4



Most popular web pages
January 2026

PAGE	VIEWS
/events/	584
/place/a-line-taxis/	532
Homepage	423
/whats-on/this-aint-texas-country-festival-dorset/	389
/shopping/	237
/eat-drink/	193
/see-do/	144
/place/dorchester-market/	131
/place/1610-sports-centre/	108
/all-about-the-dorchester-sylvia-townsend-warner-statue/	101

Most popular web pages
February 2026

PAGE	VIEWS
Homepage	496
/place/a-line-taxis/	481
/events/	442
/shopping/	265
/whats-on/this-aint-texas-country-festival-dorset/	189
/see-do/	179
/dorchester-walking-festival/	178
/eat-drink/	141
/place/crossroads/	140
/place/dorchester-market/	116

Most popular web pages
March 2026 (up to 24th)

PAGE	VIEWS
/whats-on/spellbound-at-kingston-maurward-the-great-dragon-egg-quest	1108
/events	468
Homepage	415
/dorchester-science-festival-2026	325
/place/a-line-taxis	237
/shopping	222
/whats-on/the-dorchester-artisan-market	165
/see-do	143
/eat-drink	136
/helios-by-luke-jerram	114



163 downloads in the last 3 months

Total downloads since launch : **8982**

Source	Downloads	Share
Apple App Store (iOS Devices)	5975	66%
Google Play Store (Android Devices)	3007	34%
Total	8982	-

	Oct 2025	Nov 2025	Dec 2025	Jan 2026	Feb 2026	Mar 2026
iOS	55 : -30	51 : -37	56 : +3	40 : -15	50 : -11	40 : -30
Android	20 : -3	18 : -24	25 : +11	15 : -16	17 : -4	4 : -22
Total	75 : -33	69 : -61	81 : +14	55 : -31	67 : -15	44 : -52

Below you will find user and usage stats from the 30 days

Usage Stats

Top 5 Section View	
What's On	520
Visiting Dorchester	203
Explore	78
Offers	39
Town Map	21

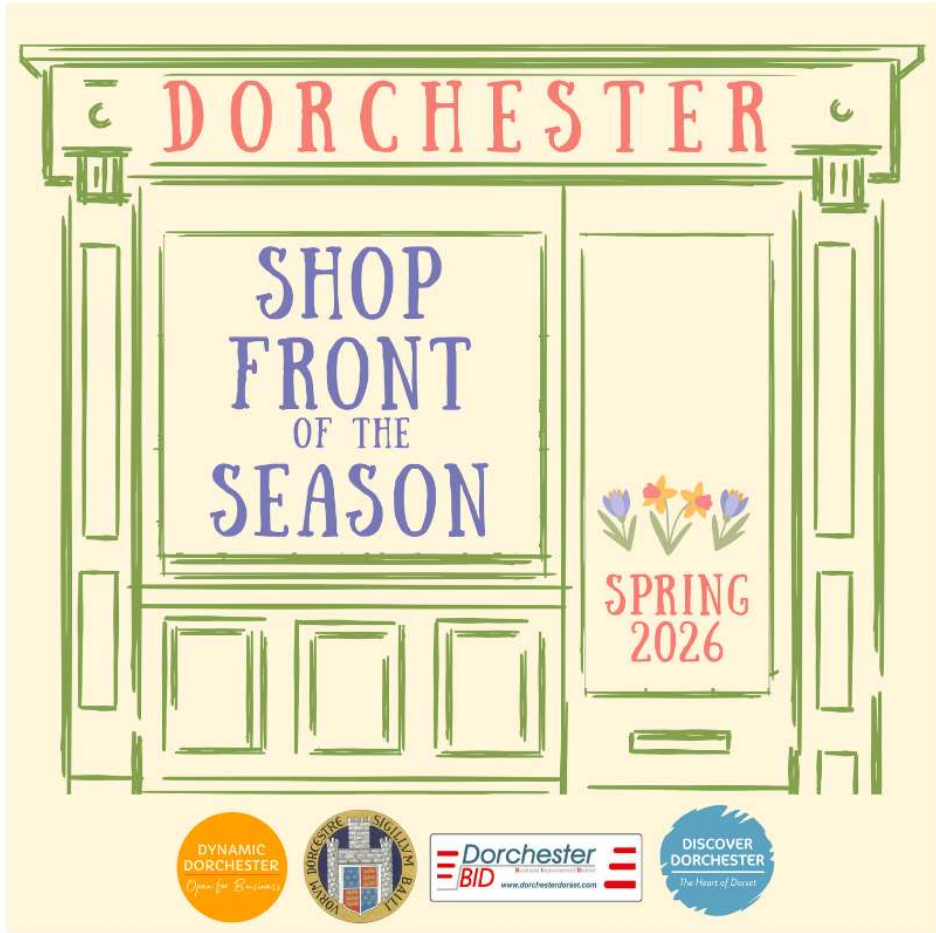
Top 5 Events	
High Street Safari	50
People Watching	39
Art at Crossroads Poundbury	28
The Final Journey Exhibition	22
Visible Women Photographic Exhibition	19

Top 5 Onsite place Read	
Brewery Square	22
Dorset Museum & Art Gallery	12
Borough Gardens	11
South Street	10
Corn Exchange	9



4,431 recipients (4,412 last meeting)


Title	Date Sent	Open Rate	Clicks	Unsubscribe
An exciting year ahead in Dorchester	January 7 2026	22.2% 892 opened	4.8% 194 clicked	41
With love from Dorchester	February 2 2026	20.1% 802 opened	3.4% 134 clicked	39
Spring in Full Bloom: Discover Dorchester for Mother's Day & Easter	March 4 2026	17.9% 708 opened	3.2% 128 clicks	26



Nominations closes 10pm on Friday 17th April 2026

Blogs

EASTER
SEE & DO



A Sunny Easter in Dorchester

SEE & DO

30 THINGS IN SPRING BUCKET LIST

30 things in Spring – Dorchester Bucket List

DORCHESTER WALKING FESTIVAL
SEE & DO



Dorchester Walking Festival

SEE & DO
SHOPPING



Mother's Day ideas in Dorchester

SEE & DO



Top 10 February Half Term Activities in...

SEE & DO
SHOPPING

DORCHESTER

The Heart of Dorset



Celebrate Valentines Day in the Heart of...



A romantic weekend in the heart of Dorset

Discover Dorchester Feb. 03, 2026

Celebrate with your loved one by spending a magical weekend in Dorchester. Known as the heart of Dorset, the town offers the perfect mix of peace, charm and luxury for romance to flourish. Dorchester sits proudly in the centre of the county supported by excellent transport links making it easily accessible from near and far.

Enjoy coffee & quality time

Start your mornings off slow with a drink and a bite to eat in one of Dorchester's many independent cafés or bakeries. Spend quality time chatting, people-watching, and planning the romantic days ahead.

Too excited to get out and explore? Grab your coffee to go and walk around the town's old Roman walls passing parks, shops, and history along the way.



54 views

The blog was supplied quite late and didn't go live until 3 February. In context, most of our Valentine's content went live in early January, which gives search engines plenty of time to pick it up and helps the page build the engagement signals it needs to perform well. The earlier we can publish seasonal pieces, the better chance they have to gain traction. When a blog only goes live 10–11 days before the event, it simply doesn't have enough time to rank or reach its potential audience.



Home | Competitions

Win a Dog-Friendly Break *to Dorchester*





VisitEngland @
**English
Tourism
Week**
13-23
MAY
2024
#EnglishTourismWeek24

DISCOVER
DORCHESTER
The Heart of Dorset

**Local
Stories.
National
Growth.**

Celebrating English Tourism Week

EnglishTourismWeek.org

Ratty's Walk



VisitEngland @
**English
Tourism
Week**
13-23
MAY
2024
#EnglishTourismWeek24

DISCOVER
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Stories.
National
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Celebrating English Tourism Week

EnglishTourismWeek.org

Dorset Museum & Art Gallery



VisitEngland @
**English
Tourism
Week**
13-23
MAY
2024
#EnglishTourismWeek24

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Celebrating English Tourism Week

EnglishTourismWeek.org

Malden Castle



VisitEngland @
**English
Tourism
Week**
13-23
MAY
2024
#EnglishTourismWeek24

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Celebrating English Tourism Week

EnglishTourismWeek.org

Maumbury Rings



VisitEngland @
**English
Tourism
Week**
13-23
MAY
2024
#EnglishTourismWeek24

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National
Growth.**

Celebrating English Tourism Week

EnglishTourismWeek.org

Borough Gardens



VisitEngland @
**English
Tourism
Week**
13-23
MAY
2024
#EnglishTourismWeek24

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DORCHESTER
The Heart of Dorset

**Local
Stories.
National
Growth.**

Celebrating English Tourism Week

EnglishTourismWeek.org

Roman Town House

R**Resort Dorset**

Tourism Partnership advert for Resort Magazine

DISCOVER DORCHESTER

The Heart of Dorset

VIBRANT AND INSPIRING

by day

The county town of Dorset is a must visit. Explore award-winning museums, independent shops, regular markets, and welcoming cafés.

Visit the Roman Town House, ancient hillforts and henges, Brewery Square's play fountains, soft plays, play parks, King Charles III's Poundbury and the much loved Borough Gardens.



INVITING AND ENTERTAINING

by night

Evenings in Dorchester are made for sharing great food and good times with the people you love. Independent restaurants and pubs champion local ingredients alongside well-known favourites, giving you plenty of choice. With two cinemas showing new releases and a theatre offering live performances and cultural events, the town blends great dining with vibrant entertainment.

It's a place where every night feels special.

A lively market town

Daily Cornhill Street Market
Fairfield Charter Market every Wednesday
Car Boot Sale every Sunday at Fairfield
Artisan Market last Sunday of the month
Vegan Market - 17 May and 9 August - Maumbury Rings
Food and Arts Market - 1 August - Great Field Poundbury

Regular festivals and events

Dorchester Walking Festival - 2-10 May
Thomas Hardy Victorian Street Fair - 31 May - Town Centre
'Let's Go Fly' Dorchester Kite Festival - 6 June - Poundbury
One World Festival - 8 August - Borough Gardens
Cider Festival - 15 August - Borough Gardens
Anonymous Music Festival - 31 August - Borough Gardens



Easy to visit by train, bus and bike



Visit discoverdorchester.co.uk



- 1st April - Town Council takes over
- 20 April - New Markets and Communications Officer starts

**DORCHESTER
MARKET
FAIRFIELD**



Dorchester
Town Council

01305 26861
www.dorchester-tc.gov.uk



<p>About Duchy of Cornwall</p> <p>About Vision for Britain</p> <p>20 percent of homes are Affordable lettings by The Guinness Trust. Retail and workshop premises belong to private investors. Note particularly rear parking courtyards, permeability and radical road layouts, especially around Flitcombe Square, designed by Highway Engineers Alan Baxter and Assoc. using physical constraint, shared surfaces and reduced visibility to control vehicle speeds, dispensing with signage and conventional highway paraphernalia.</p>	<p>Poundbury myths</p> <p>Can I keep pets? - yes - all normal pets are allowed, although no-one has asked whether they can keep chickens yet.</p> <p>Can I hang out washing in the garden? - yes, no problem.</p> <p>Can I alter my building? Residents contract out of permitted development rights so all alterations require written consent from the Duchy of Cornwall.</p> <p>Can I paint my front door a different colour? Only with the written approval of the Duchy of Cornwall.</p> <p>Are solar panels prohibited? Only with the approval of the Duchy of Cornwall who generally allow them on inconspicuous rear elevations.</p> <p>Can I replace my windows with upvc windows? Strictly prohibited.</p> <p>Does the Duchy of Cornwall build without planning permissions? The Duchy follows normal planning procedures.</p> <p>Can I put up a satellite dish? No - there is a communal satellite system served by the Poundbury Management companies.</p> <p>Did King Charles personally approve all the architectural appointments and plans? Yes.</p>
<p>Back cover</p> <p>Getting to Poundbury</p> <p>Discover Dorchester</p> <p>Love Poundbury</p>	<p>About this walking guide</p> <p>Time</p> <p>Terrain</p> <p>Accessibility</p>
<p>Front cover</p> <p>Welcome to Poundbury</p>	 <p>1. Poundbury is an urban extension to Dorchester, the Duchy of Cornwall, which was created by the Duchy of Cornwall in 1967. The Duchy of Cornwall is a private trust, which is owned by the Duke of Cornwall, the Duke of Devon and the Duke of Devonshire. The Duchy of Cornwall is a private trust, which is owned by the Duke of Cornwall, the Duke of Devon and the Duke of Devonshire.</p>



1. Four park squares at the edge of the Great South, a residential development by The Prince's Foundation, located to the east of Poundbury, was designed by a former architect, Alan Baxter and Associates. The squares are designed to be a mix of residential and commercial buildings, all of which are designed to be sustainable and energy efficient.

2. To the west of the Duchy of Cornwall, a residential development was created from a street layout designed by Alan Baxter and Associates. The development was designed to be a mix of residential and commercial buildings, all of which are designed to be sustainable and energy efficient.

3. The Duchy of Cornwall, which is owned by the Duke of Cornwall, the Duke of Devon and the Duke of Devonshire, is a private trust. The Duchy of Cornwall is a private trust, which is owned by the Duke of Cornwall, the Duke of Devon and the Duke of Devonshire.

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10. The Duchy of Cornwall, which is owned by the Duke of Cornwall, the Duke of Devon and the Duke of Devonshire, is a private trust. The Duchy of Cornwall is a private trust, which is owned by the Duke of Cornwall, the Duke of Devon and the Duke of Devonshire.



Events Under The Sun

Scripts Under The Sun (Workshop)
 Saturday 28 March
 11am-4pm

Music Under The Sun
 Saturday 28 March
 7pm

Drawing Under The Sun
 Monday 30 March
 7pm

Movement Under The Sun (Various Sessions)
 Tuesday 31 March
 From 5pm

An Evening Under The Sun
 Wednesday 1 April
 7.30pm

Scripts Under The Sun (Performance)
 Thursday 2 April
 7.30pm

DorchesterArts
 DORCHESTER CORN EXCHANGE
 BOOK YOUR TICKETS TODAY
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Get to Net Zero with Edd Moore, Vinyl Van and 121 others

2 comments 4 shares

Like

Comment

Share

Most relevant ▼



Neil Studwick
 Noticed it today, looks fantastic. Great work.

3d Like Reply [Send message](#) Hide



Angela Kelley
 Such a great idea

3d Like Reply [Send message](#) Hide



Easter egg ROLLING



Events

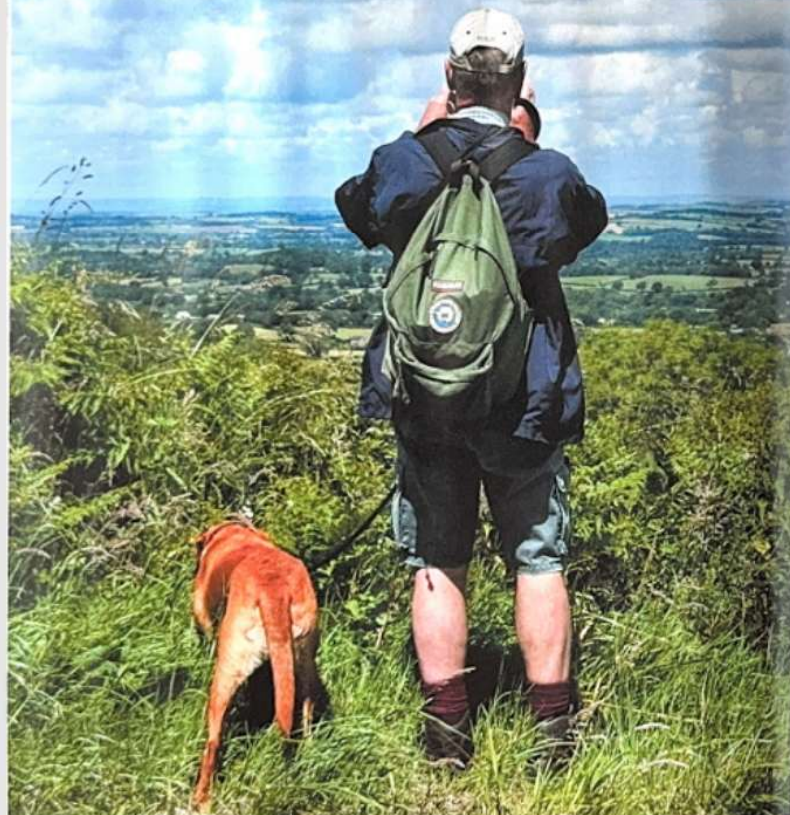


DORCHESTER Walking Festival



Step into spring

Dorchester's Walking Festival returns in May with a week of guided adventures for every taste



Next month, Dorchester will be lining up its boots and stepping into the spotlight with a festival that is fast becoming one of Dorset's most anticipated outdoor celebrations – a week-long programme of expertly guided walks that promise not just fresh air and fine views, but stories, songs and surprising encounters around every corner.

At the heart of the festival is a passionate team of volunteer walk leaders whose enthusiasm and knowledge transform every route into a richly layered experience. Whether you prefer a gentle wander through historic streets or a more challenging scramble across rolling countryside, the 2026 programme has something to tempt every walker.

For those with a taste for darker history, Mark Damon Chutter, chairman and academic director of the Thomas Hardy Society and a prominent English and drama educator, leads the chillingly titled *The Hanging Judge* – Baron Jeffreys. This atmospheric walk traces the footsteps of the infamous judge through Dorchester, visiting his former lodgings and courthouse, and uncovering the grim legacy of the Bloody Assizes of 1685, when Jeffreys presided over hundreds of trials following the failed Monmouth Rebellion. It's a walk that brings the past to life, and unsettlingly, to life.

For those with an interest in architecture and urban design than palaces and castles, chartered surveyor Simon Coulson, offers a very different perspective on his city on the *History Walking Tour*. Having managed the delivery of the Poundbury Development Project, Simon provides insider insight into the distinctive urban extension of Dorchester, inspired by the design principles set out in *Wings of Britain*, written by HM The King and designed by the Duke of Cornwall.

The 2026 festival also welcomes several new walk leaders, bringing with them a host



'Our walks offer wonderful opportunities to explore Dorchester's history, follow in the footsteps of local figures, and discover beautiful countryside'

Tania Deacon, Festival Organiser

of new routes that uncover more of Dorset's hidden corners, ancient landscapes and local legends. Among the highlights is the *Valleys, Views and Tunnels* walk with seasoned hikers Clare and Pete Hawkins, a classic 14km circular route from Martinestown taking in sweeping countryside, ancient earthworks and the striking Hardy Monument, built in 1944 in memory of Vice-Admiral Sir Thomas Masterman Hardy of HMS *Victory*.

Nature lovers are equally well catered for. Dorset Wildlife Trust volunteer Sue Fraser returns with an exciting selection of wildlife-focused walks, including *Swallow Holes and Sand Lizards of Puddletown Forest*. Led alongside the Amphibian and Reptile Conservation Trust, this guided walk explores the fascinating reptiles and habitats hidden within this unique woodland.

Adding a lyrical dimension to the festival, local folk singer Alastair Brandwood once again leads his much-loved *Folk Song Walks*, including a full-day countryside route from Arbelhampton House. Along the way, walkers are treated to traditional songs from Dorset and beyond, sung in beautiful outdoor

WALKING FESTIVAL

settings and celebrating nature, rural life and times gone by.

South Western Railways and Great Western Railways are once again proud supporters of the Festival, helping to bring an exciting programme of three inspiring *Walks by Train*. Among the highlights is a breathtaking journey across the chalk uplands, leading walkers from Maiden Newton back to Dorchester. Guided by one of our experienced long-distance walk leaders, participants can look forward to an unforgettable 18 km adventure that blends scenic beauty, fresh air and expert guidance.

Beyond the joy of walking, the festival continues its strong commitment to community. Proceeds from most of the 45 walks will be donated to local charities chosen by the walk leaders, including Air Ambulance, Weldmar Hospice, Dorset Wildlife Trust, Trees for Dorset, Dorset Blind, West Dorset Women's Refuge, Talkabout Trust, local Parkinson's groups and more.

Festival organiser, Tania Deacon sums it up: "We are incredibly excited about this year's programme. Our walks offer wonderful opportunities to explore Dorchester's history, follow in the footsteps of local figures, and discover the beautiful countryside surrounding our county town. None of this would be possible without our amazing volunteer walk leaders and we're confident that everyone who joins us will have a memorable experience. ●"

The 2026 Dorchester Walking Festival runs from May 2-10. The full programme and booking details are available on Eventbrite, with early booking strongly advised. [eventbrite.com](https://www.eventbrite.com)



Dorset Wildlife Trust



1.6K people responded



THOMAS HARDY VICTORIAN STREET FAIR



DORCHESTER
HERITAGE
COMMITTEE



Dorchester Kite Festival - 6th June 2026

1.8K people responded



LET'S
GO
FLY





Heritage Tourism Budget (diminishing)		
Budget Available	£50,000	
Remaining	£26,453.66	
Annual marketing Budget (April - April)		
	2025/2026	2026/2027
Budget	£8,000	£8,000
Spend	£4,279.75	
Remaining	£3,720.25	

- £3000 underspend added to the Heritage Tourism Budget as reserve.
- Last year we added £1,900 underspend to the reserve too.

Marketing budget forecast 2026/2027

Item	Amount
Mobile	£300
Mailchimp	£840
Promoted posts	£500
Tourism Town Research Data	230.00
Resort advert / leaflets (inc. VAT)	£4,320
Visit Dorset membership (inc. VAT)	£1,638.20
	£7,828



in•the•bag

[phrase]

as good as secured.

Tourism partnership
plans for the next
three months

Month	Visit Dorset Marketing Plan 2026	Keys dates	Key events and Festivals	Dorchester Tourism Partnership Marketing Focus	Press releases / marketing opportunities	Blogs and reels	Anticipated costs	Other priorities
Mar and Apr	<p>Spring into Dorset Nature & Culture, Fun & Relaxation</p> <p>Easter Adventures in Dorset Fun & Relaxation, Active & Mindful</p> <p>Farm to Fork: A Taste of Dorset Nature & Culture, Luxury Learning, Comfort & Convenience</p>	<p>Friday Mar 06 World Book Day</p> <p>Easter Holidays</p> <p>Sunday Mar 15 Mothering Sunday</p> <p>Wednesday Apr 01 April Fools Day</p> <p>Saturday Apr 18 Record Store Day</p>	<p>Dorchester Artisan Market returns for 2026</p> <p>Easter markets and Easter Egg rolling</p> <p>Helios launching Easter Hols until Friday 10th April</p> <p>Hardy's cottage and Max Gate reopen again - 24 March 2026</p>	<p>Spring into Dorset Nature & Culture, Fun & Relaxation</p> <p>Easter Adventures in Dorset Fun & Relaxation, Active & Mindful</p> <p>Here comes the Sun! Fun in the sun! Family focused to go along with Helios, as it is a family event.</p> <p>Nature & Culture, Fun & Relaxation</p> <p>Dorchester Artisan Market returns for 2026 Fun & Relaxation</p>	<p>Helios</p> <p>Dorchester's markets</p> <p>Discover Casterbridge (Hardy's cottage and Max Gate reopen again - 24 March 2026)</p> <p>Family day out in Dorchester – Top tips and suggested itinerary – Visit Dorset Blog</p>	<ul style="list-style-type: none"> · Spring into Dorchester – seasonal highlights to look forward to · Hop over to Dorchester for the day this Easter · Mothering Sunday · Guide to Easter events in Dorchester · Family day out in Dorchester – Top tips and suggested itinerary · Here comes the Sun! Helios · Discover Casterbridge (Hardy's cottage and Max Gate reopen again - 24 March 2026) · Guide to Dorchester's markets · Promotion of big events happening in May and June 	<ul style="list-style-type: none"> · Meta ads 	<ul style="list-style-type: none"> · Hardy 2028 bid proposal submission · Egg rolling event · Kite Festival coordination · Walking Festival Coordination

Month	Visit Dorset Marketing Plan 2026	Keys dates	Key events and Festivals	Dorchester Tourism Partnership Marketing Focus	Press releases / marketing opportunities	Blogs and reels	Anticipated costs	Other priorities
May and June	<p>Outdoor Escapes Active & Mindful, Luxury & Learning</p> <p>Dorset Uncovered: Culture, Countryside & Creativity</p> <p>Stories of Dorset</p>	<p>May Half term and bank holiday weekends</p> <p>Sunday May 10 Garden Day</p> <p>2 June Thomas Hardy Birthday</p> <p>Saturday Jun 13 King's Birthday</p> <p>Sunday Jun 21 Father's Day</p> <p>Sunday 21 June Prince Williams Birthday – Duke of Cornwall</p>	<p>Walking Festival</p> <p>Thomas Hardy Victorian Fair</p> <p>Let's Go Fly - Dorchester Kite Festival</p> <p>Saturday 20th June – Armour and Embarkation Day</p>	<p>Outdoor Escapes – Walking Festival</p> <p>Dorset's Festival Fever Fun and Relax Day trips</p> <p>People staying with family or friends in and around Dorchester and looking for things to do A place worth showing off</p> <p>“Show off your Dorchester”</p> <p>· Targeted messaging and communication with people who live in Dorchester</p> <p>· Events to invite your family and friends to come down for</p>	<p>Press around events – press invites to events</p> <p>Thomas Hardy birthday</p> <p>Official launch of New Poundbury Architectural Walking guide for King's birthday</p>	<p>· Outdoor escapes, must visit gardens in and around Dorchester</p> <p>· Festival promotions</p> <p>· Targeted messaging and communication with people who live in Dorchester about where they should take their guests in Dorchester. Seek recommendations and interaction</p>	<p>· Meta ads</p>	<p>· Event and festival delivery</p> <p>· Taste of Dorset Planning</p>

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Date of next meeting

Tuesday 7th July 2026

10:30 am - 12:30 pm

Venue - ?