



Cotswold Moments

A Guide for Visitor Economy Businesses

Introduction

Cotswold Moments is an on-going campaign designed to support more sustainable tourism across the Cotswolds, while helping businesses benefit from a broader spread of visitors throughout the year.

The campaign focuses on encouraging visitors to explore beyond the busiest, most crowded locations by showcasing less visited towns and villages. The initial locations are Blockley, Northleach, Charlbury, Tetbury, Winchcombe and Woodstock.

For local businesses, this is an opportunity to be part of a coordinated campaign that drives visibility, attracts new audiences and supports longer, more meaningful visits.

What the Campaign is Trying to Achieve

Cotswold Moments aims to:

- Reduce pressure on the Cotswolds' busiest towns & villages
- Encourage visitors to discover alternative locations
- Promote year-round travel, not just peak season visits
- Support local economies and independent businesses
- Encourage more responsible and sustainable visitor behaviour
- Promote slow travel

At its core, the campaign is about shifting how people experience the Cotswolds — by encouraging visitors to slow down, explore more widely, stay for longer and visit at quieter times, we can work together to create more meaningful Cotswold Moments while supporting a more balanced and sustainable visitor economy.

What Activity We're Doing for the Campaign

We started the campaign in April and you will hopefully have already seen and/or been part of some of the activity. The campaign includes:

- Dedicated web section for [Cotswold Moments](#), which is highlighted on the homepage
- Social media content
- Influencer trips – [Lydia](#) visited Blockley, Northleach & Tetbury in April, creating wonderful content & engagement. Further trips are being planned.
- Blogs series – so far this includes [Wonderful Winchcombe](#), [A Day in Blockley](#), a [Woodstock](#) itinerary, a [Tetbury](#) itinerary and [Unwind in Charlbury](#).
- Consumer e-newsletters
- PR

We will keep you updated on our activity and opportunities to get involved via the members' updates and content callout emails throughout the campaign.

What This Means for Your Business

The campaign is designed to directly benefit businesses by:

- Bringing new visitors to less-visited locations
- Encouraging longer stays and increased spend
- Promoting independent and local businesses as part of the visitor experience

If your business is located in or near one of the six featured locations, there are clear opportunities for increased visibility. However, businesses across the wider Cotswolds can also benefit by aligning with the campaign themes and messaging.

How You Can Get Involved

1. Feature Your Business in Campaign Content

Businesses in or near the six featured locations have opportunities to be included in:

- Website content and itineraries
- Social media features and reels
- Blog posts and seasonal guides
- PR and media activity

To support this, you can:

- Ensure your listing on [cotswolds.com](https://www.cotswolds.com) is up-to-date
- Check you've been included on the appropriate town/village page
- Send us new, high-quality images or short video clips
- Share your story, history or what makes your business unique with us
- Let us know about any seasonal experiences you offer

2. Align Your Own Marketing

You don't need to wait to be featured or be based in one of the chosen locations — you can actively support the campaign by aligning your own content.

Simple ways to do this include:

- Promoting slower, more relaxed visits
- Encouraging shoulder season visits
- Highlighting nearby walks, cycle routes, independent shops, places to eat, places to stay and local attractions to your business
- Creating itineraries (car-free, if possible) or “things to do” suggestions for your area - or share ours for your town/village
- Use the hashtag #CotswoldMoments on your socials

3. Use Campaign Themes in Your Content

Focus your messaging around the campaign's core themes:

- Alternative places to visit
- Shoulder season experiences (spring, autumn, winter)
- Walking, cycling and low-impact travel
- Local food, drink and independent shopping
- Local stories and community experiences
- Creating your own 'Cotswold Moments'

This helps create a consistent voice across the destination.

4. Collaborate on Social Media

You can support the campaign through your social channels by:

- Sharing campaign content
- Tagging relevant locations and partners

- Using the campaign hashtag (#CotswoldMoments) and, most importantly, tagging us @the_cotswolds on Instagram
- Creating your own content that reflects the campaign themes

Collaborative content helps extend reach and visibility for everyone involved.

5. Keep Your Business Listing Up-to-Date

Make sure your listing on cotswolds.com is:

- Accurate and up-to-date
- Includes strong imagery
- Clearly describes what you offer

The campaign will drive traffic to the website, so it's important your listing makes a strong impression.

6. Work Together to Showcase More of Your Local Area

Visitors are more likely to stay longer and explore more when businesses work together to highlight the wider destination.

Consider:

- Promoting nearby attractions, walks, cycle routes, villages and experiences that complement your offer
- Building relationships with neighbouring businesses and recommending each other to visitors
- Creating joint itineraries or suggested day trips that encourage visitors to spend more time in the local area
- Linking to local attractions, accommodation providers, independent shops, food and drink businesses, and transport options from your website and social channels
- Checking whether your business is featured on nearby businesses' websites and visitor information pages, and contacting them if you'd like to be included

By working together, businesses can help visitors discover more of the Cotswolds while spreading economic benefits across local communities.

The Key Messages to Share

We're asking businesses to reinforce a small set of consistent messages across their own marketing channels, adapting them to suit their tone of voice and what works best for their business.

Core Campaign Line

Slow down and create your own Cotswold Moments

Supporting Messaging Pillars

1. Discover Hidden Cotswold Moments (Spread Visitors)

Highlight less visited places as equally special:

- Look beyond the well-known and discover quieter Cotswold Moments in hidden villages and undiscovered corners.
- Some of the most memorable Cotswold Moments happen off the beaten track.
- Find your own Cotswold Moments in places others haven't discovered yet.

Purpose: Encourages geographic spread

2. Enjoy Off-Peak Cotswold Moments (Seasonality & Timing)

Promote visiting at quieter times of year:

- Experience the most popular spots differently—visit off-peak and enjoy more relaxed Cotswold Moments.
- Autumn and winter offer the perfect backdrop for peaceful, unhurried Cotswold Moments.
- Discover how much richer your Cotswold Moments can be when you visit outside peak times.

Purpose: Reduces peak pressure

3. Slow Down and Savour Cotswold Moments (Behaviour & Dwell Time)

Encourage a more mindful, slower experience:

- Take your time and turn simple experiences into meaningful Cotswold Moments.
- Stay a little longer and experience more Cotswold Moments along the way.
- When you slow down, every detail becomes a Cotswold Moment.

Purpose: Improves visitor experience & economic impact

4. Create Positive Cotswold Moments (Positive Impact & Community Connection)

Encourage visitors to contribute positively to the places they visit:

- Support local independent businesses and make your Cotswold Moments part of the community story.
- Get to know the people behind the places, and discover the local character that makes every Cotswold Moment unique.
- Respect local communities and help preserve the landscapes, heritage and traditions that create unforgettable Cotswold Moments.
- Leave the Cotswolds better than you found them by making thoughtful choices that support local people and places.

Purpose: Increases local economic benefit, strengthens visitor-community connections, and encourages responsible tourism.

How It All Connects

Every message ladders back to:

- ✓ **Slower pace** → deeper experiences
- ✓ **Wider exploration** → less crowding
- ✓ **Off-peak visits** → better balance
- ✓ **Cotswold Moments** → emotional, memorable hook

Example Messages

General Campaign

The Cotswolds is full of opportunities to slow down and enjoy the moment. From hidden villages to peaceful off-peak escapes, there are endless ways to create your own Cotswold Moments—at your own pace.

All Four Pillars Combined

Slow down and create your own Cotswold Moments. Discover hidden gems, visit at quieter times, support local businesses and experience the Cotswolds like a local.

Look beyond the well-known, explore at your own pace and make a positive impact along the way. That's how memorable Cotswold Moments are made.

Find your own path through the Cotswolds. Visit off-peak, uncover hidden villages, meet local people and support independent businesses while creating unforgettable Cotswold Moments.

Create Cotswold Moments that matter. Explore beyond the crowds, stay a little longer, support local businesses and leave a positive impact on the communities you visit.

Hidden Gems + Slow Travel

Skip the crowds and discover your own Cotswold Moments. Explore hidden villages, take the scenic route, and enjoy the simple pleasures that make the Cotswolds so special.

Some of the best Cotswold Moments aren't in the guidebooks. Slow down, stay a little longer, and uncover the quieter corners of the Cotswolds.

Look beyond the well-known hotspots and find your own authentic Cotswold Moments. From peaceful villages to scenic walks, there's beauty waiting to be discovered around every corner.

Off-Peak + Slow Travel

Experience the Cotswolds at a different pace. Visit in autumn or winter, enjoy quieter streets and create unforgettable Cotswold Moments without the crowds.

The perfect Cotswold Moment starts with slowing down. Visit off-peak, take your time, and discover the beauty of the season around you.

Crisp mornings, golden landscapes and fewer queues. Autumn and winter are ideal for relaxed Cotswold Moments and exploring at your own pace.

Hidden Gems + Positive Impact

Discover somewhere new and support local too. Find your own Cotswold Moments in lesser-known villages and independent businesses that give each place its unique character.

Every Cotswold Moment can make a difference. Explore beyond the busiest locations, shop local and help support the communities that make the area so special.

Meet the makers, shop the independents and explore hidden corners. Create meaningful Cotswold Moments while supporting local people and places.

Slow Travel + Positive Impact

Slow down and connect with the real Cotswolds. Take time to meet local people, support independent businesses and create lasting Cotswold Moments.

The best Cotswold Moments come from taking your time. Stay longer, explore deeper and get to know the communities that call the Cotswolds home.

Travel thoughtfully, shop locally and savour every moment. A slower pace creates richer experiences and helps support the places you visit.

Tip for Businesses

Encourage light localisation, e.g.:

- “Ask our team for favourite spots...”
- “Just a short walk from us...”
- “After your visit here...”

This keeps posts authentic while still reinforcing the shared campaign message.

Content Opportunities

Throughout the campaign, there will be opportunities to contribute to the campaign content. Being proactive and providing content in response to content callouts will increase your chances of being included.

Campaign Timeline

- Initial campaign runs until December 2026
- Locations will be featured on a rotating basis throughout the year, but we will be creating content for every season in each location

This means there are multiple opportunities to get involved across the year, not just at one point in time.

Why It Matters

Tourism is vital to the Cotswolds, but it needs to be managed carefully.

By working together through Cotswold Moments, we can:

- Protect the character of our most popular places
- Spread the benefits of tourism more evenly
- Support local communities and businesses
- Create a better experience for visitors

Next Steps

- Review your current marketing and identify where you can align with the campaign
- Prepare content (images, stories, offers) and share them with us
- Ensure your business listing is up-to-date
- Look out for opportunities to contribute and collaborate