



VisitEngland™

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To whom it may concern

We at VisitEngland have been working with Northamptonshire Surprise for about a year now and would like to express our support for the organisation.

It is important for us to work with strong destination management and marketing organisations across the country that can partner with us to deliver product development, business support and marketing at a local level.

The team at Northamptonshire Surprise have done a fantastic job in bringing together, and raising funds from, the industry across the county. This has enabled them to build a website and a number of successful destination marketing campaigns to attract visitors.

They have also produced a strong Destination Management Plan, which will enable them to build even stronger partnerships with local stakeholders to effectively develop the destination going forward.

VisitEngland will support them in their future endeavours wherever possible. We wish them success in securing funding to continue their good work and build a strong destination management organisation for the county of Northamptonshire.

Kind regards

Andrew Stokes, England Director