# New appointment to lead Tourism for the Forest of Dean and the Wye Valley

The Forest of Dean and Wye Valley Tourism are pleased to announce Rebecca Clay as Head of Tourism for the organisation, leading on the Visit Dean Wye Brand.

Head of Tourism is a new role, it was created to grow the organisation, steer its partners through recovery after the pandemic and navigate the changes that the De Bois DMO (Destination Managment Organisation) Review will bring. It is both an exciting and challenging time for the organisation and this role provides the opportunity to secure a bright and prosperous future for the brand and its partners.

Rebecca will be responsible for leading on the growth and recovery of the Visitor Economy for the Forest of Dean and Wye Valley. She will also support Place Marketing and the Placemaking agenda through raising the profile of the Forest of Dean and Wye Valley as one of UK’s leading destinations for visitors and as a place to live for its residents.

Rebecca brings a wealth of experience with her having worked in attractions marketing for over 15 years including her role as Marketing Manager for the Roman Baths. During her time in Bath, she was able grow audiences for the attraction through working closely with the regional DMOs and Visit Britain to promote the area to key domestic and inbound audiences. In 2020 she made the leap into Destination Marketing to lead the Team at Visit Gloucester. Having worked the South West for over 9 years she has an in-depth knowledge of the region and its visitor make up.

Helen O'Kane Co-Chair of The Forest of Dean and Wye Valley Tourism said “We welcome the appointment of Rebecca, having worked with her over the past two years during her time at Visit Gloucester we were incredibly impressed by her collaborative way working. This will become increasingly important as we move into this new phase for DMOs. Her experience in leading in destination marketing and placemaking will be beneficial for our partners and the districts as they recover from an incredibly tough couple of years in the industry”

Mark quote?

Rebecca Clay said, “I’m delighted to be joining the Forest of Dean and Wye Valley Tourism, it is a very exciting and interesting time for DMOs across the country and I am excited to be able to steer the organisation at such a crucial time. Visit Dean Wye has always been a strong brand in the region and I am looking forward to growing it further to become one of the top visitor destinations in the UK. I am looking forward to getting know the destination and its partners in the coming months.”

Forest of Dean and Wye Valley Tourism operating under the brand Visit Dean Wye is the UK’s only cross boarder DMO spanning the three counties of Gloucestershire, Herefordshire and Monmouthshire. The destination is not only breath-taking in its natural beauty it is also fortunate to have over 300 partners delivering world class experiences for the Visitor Economy. This new role will work closely with Ignyte who look after the partner relationships for the organisation to grow and support the membership base for the DMO.