Digital Tourism Conference 2025

360

AI

Exhibitor Information

Tuesday 11th February 2025 - Hilton Puckrup Hotel, Tewkesbury

economy@gloucestershire.gov.uk

Exhibition Floor Plan

Tuesday 11th February: Hilton Puckrup Hall Hotel, Puckrup Lane, Tewkesbury GL20 6EL

Exhibitor List:
1. Borderlands 5G
2. Gloucestershire County Council
3. Gazooky Studios
4. Doopee Doo!
5. DBFB
6. Outdooractive
7. Glideology
8. Made in Gloucestershire
9. The Growth Hub
10. Gloucestershire Libraries
11. Gloucestershire Community Rail Partnership
12. Immersive Technology Consultants
13. The John Moore Museum
14. AWTG
15. Maybe*
16. Evident Group
17. Telet
18. Urbis-Schreder
19. River Severn Partnership
20. Virtuser
21. Visit Worcestershire
22. Cotswolds Plus LVEP

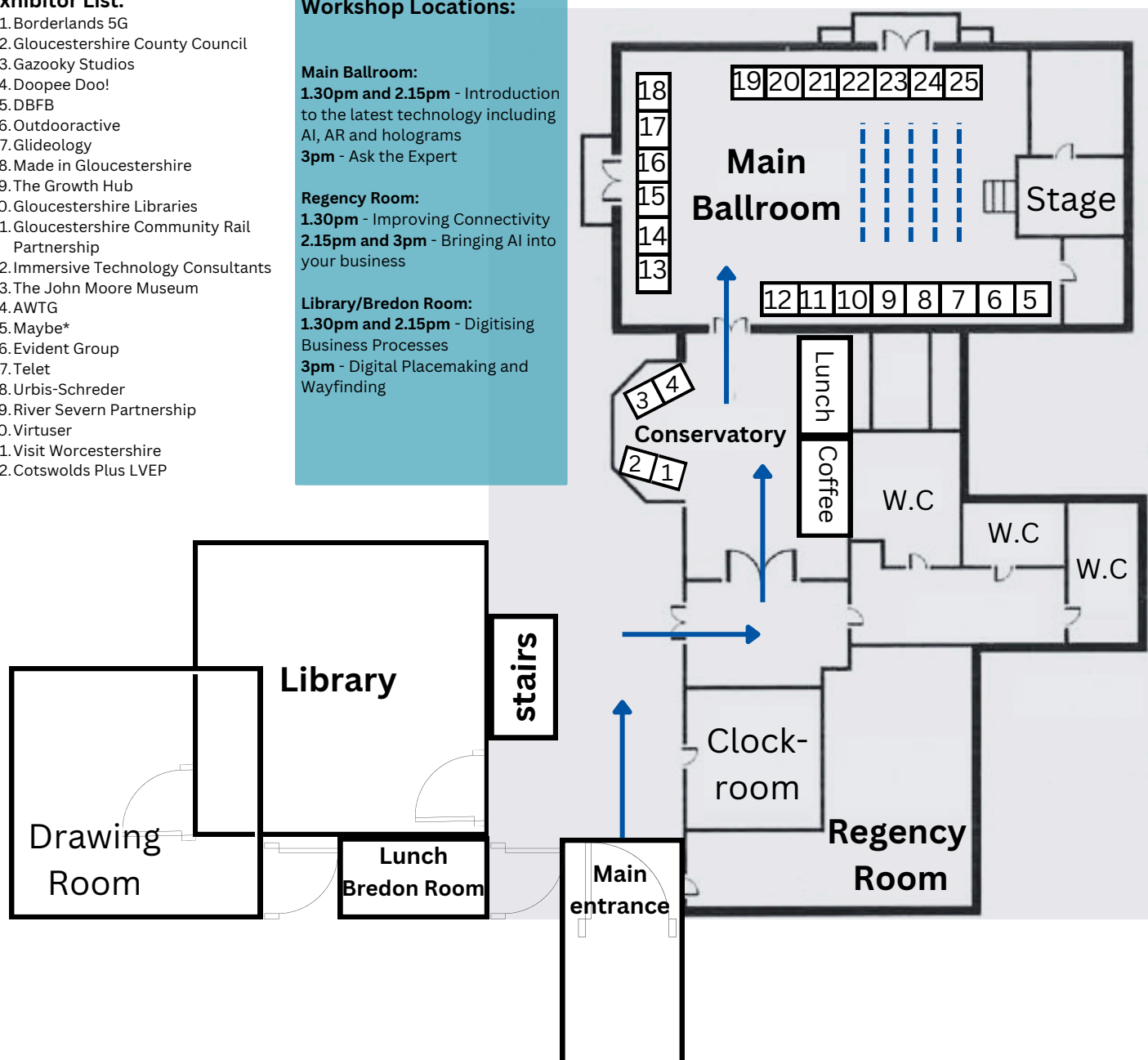**Workshop Locations:**

Main Ballroom:
1.30pm and 2.15pm - Introduction to the latest technology including AI, AR and holograms
3pm - Ask the Expert

Regency Room:
1.30pm - Improving Connectivity
2.15pm and 3pm - Bringing AI into your business

Library/Bredon Room:
1.30pm and 2.15pm - Digitising Business Processes
3pm - Digital Placemaking and Wayfinding

Main Ballroom

Stage

18 17 16 15 14 13

19 20 21 22 23 24 25

12 11 10 9 8 7 6 5

3 4
2 1

Conservatory

Lunch
Coffee

W.C
W.C
W.C

Library

stairs

Drawing Room

Lunch Bredon Room

Main entrance

Clock-room

Regency Room

Exhibitor Information

1. Borderlands 5G

The Borderlands Partnership has been established to unlock the potential for sustainable and inclusive economic growth across the South of Scotland and North of England. Representing up to £452million of new investment, the Borderlands Inclusive Growth Deal was formally signed in 2021.

Its Borderlands 5G Innovation Region (5GIR) harnesses advanced wireless technology to transform tourism and visitor experiences in the region. Deploying 5G networks and pioneering innovative use cases, it drives economic growth, protects natural assets, and ensures sustainability.
Operated by Connecting Cumbria and hosted by Cumberland Council, Borderlands 5GIR is a trailblazer in rural connectivity.

Speaker: Guy Middleton, Commercial Lead for the Borderlands 5G Innovation Region.

https://www.borderlandsgrowth.com

2. Gloucestershire County Council

Gloucestershire County Council is a local authority dedicated to making the most of all that Gloucestershire has to offer, helping to improve the quality of life for every community, supporting local businesses to be successful and making the county an attractive place to live, work and visit. The council provides many essential services such as highways, education, social care and waste management. Gloucestershire County Council is at the forefront of driving economic growth underpinned by its new Economic Strategy which focuses on supporting businesses and fostering sustainable growth. Gloucestershire County Council is delighted to be working in partnership with River Severn Partnership Advanced Wireless Innovation Region to deliver this event.

Speaker: Cllr David Gray, Cabinet Member for Economy, Environment and Planning, Gloucestershire County Council

www.gloucestershire.gov.uk

Exhibitor Information

3. Gazooky Studios

Gazooky Studios are pioneers of high-quality, creative XR products/services and skilled problem-solvers. Specialists in geolocated Augmented-Reality, Content-Management-Systems and GenAI, we combine award-winning creative expertise (BAFTAs/Prix Europa) with world-class technical capabilities (Digital Technology-Leaders Awards). Partnered with many international businesses including BBC, Microsoft, PwC, European Space Agency, we've delivered successful projects for various customers including Dept for Transport, Culture Liverpool, and Kenya-Airways. Achievements include:

- First-of-a-kind geolocated AR passenger tool for Avanti/Network Rail to support passengers with disabilities
- AR marketing-tool for zero-emission ship-innovations (launched Cop26)
- World-First VR-rollercoaster: Alton Towers
- UK's first innovation-hub, London Bridge station
- Geolocated AR tourist-tool for Turkish Tourist Board

Breakout Session Host: Introduction to the latest technology including AI, AR and holograms - Dr Rose Kay, CEO Gazooky Studios

https://gazookystudios.com/

4. Doopee Doo!

Doopee Doo is the Pokémon Go for tourism and Travel. They take locals and tourist on a quest across towns, or regions, to discover what makes it unique – food, drinks and local attractions. Users collect cards of the venues visited and redeem rewards at local independent businesses. They are building their pilot with Transport for Wales and looking for more town centres to come onboard.

Breakout Session Host: Digital Placemaking and Wayfinding - Phil Mele, Co-Founder Doopee Doo!

Doopee Doo!

Exhibitor Information

5. dbfb

dbfb is a Connectivity and Digital Platfors provider, serving Businesses, Public Sector organisations and Communities. We support visitor economy and tourism strategies through our Digital High Streets proposition, which offers visitors a joined-up experience via Smart Parking, Wayfinding, Local Offers and Public Wifi whilst providing policymakers with impactful Footfall data to optimise their location. We also offer Digital Public Safety which uses AI to predict and prevent antisocial behaviour, to help improve visitor confidence in an area and protect people and property.

https://www.dbfb.co.uk/

6. Outdooractive

Outdooractive is the leading digital platform for outdoor tourism, empowering destinations and businesses to connect with over 60 million outdoor enthusiasts worldwide. For 30 years, it has provided reliable, safe, and sustainable web, app, and routing technology for any activity involving an outdoor environment. Partnering with over 6,000 industry experts, Outdooractive ensures accurate route recommendations and accessible, official content. Its full-service SaaS platform drives digital innovation, enhances accessibility, supporting responsible tourism whilst driving economic growth. With offices across the world, Outdooractive continues to shape the future of tourism through cutting-edge technology and a global outdoor tourist community.

https://www.outdooractive.com/

Exhibitor Information

7. Glideology

At Glideology, we understand the challenges and opportunities that exist within the tourism and hospitality sectors. Our versatile and robust technology stack is designed to enhance experiences, streamline operations, and drive innovation in your business.
With a focus on customisation, sustainability, collaboration, and quality, we provide tailored technology solutions designed around your specific needs.

Additionally, we offer a flexible rental or license payment model, allowing you to spread costs over time without the need for significant upfront capital investment. This approach ensures that you can access cutting-edge technology and services while maintaining financial flexibility.
https://www.glideology.co.uk/

8. Made in Gloucestershire

Made in Gloucestershire - Championing the county's best food and drink

Our beautiful county is home to rolling hills, stunning villages, exhilarating sporting events, quirky traditions, and experiences you won't find anywhere else. Gloucestershire's also got a grand tradition for getting stuck in and making things by hand, so we're lucky enough to be the home to hundreds of local food and drink producers, who put their heart into everything that's made in the county.

The Made in Gloucestershire initiative was created to promote our county's local producers, farmers, farm shops, hospitality venues, pubs, cafés, restaurants and caterers. Through the scheme, we're raising public awareness and promoting the provenance of Gloucestershire's great food and drink. Membership is currently FREE and as a member you will receive free promotion and a directory listing with links to your website and social media channels.

For more information visit www.madeingloucestershire.com

Exhibitor Information

9. The Growth Hub

[The Growth Hub Gloucestershire](#) has helped over 14,000 local businesses realise their potential and maximise growth through an array of expert Business Support Services, since it's foundation in 2014.

Fully funded by the UK Government and strategic partners, The Growth Hub offers an unrivalled combination of independent business advice, training events, mentorship, and net zero support - the only Growth Hub in the country to offer core services at a district level.
They have expert teams of Business Navigators in [Cheltenham](#), [Cirencester](#), the [Forest of Dean](#), [Gloucester](#), [Stroud](#) and [Tewkesbury](#) getting businesses on the road to growth quicker and smarter.

https://www.thegrowthhub.biz/

10. Gloucestershire Libraries/The Innovation Lab

The Lab at Gloucestershire Libraries are innovative hubs for creativity and digital skill development, empowering individuals, communities, and local businesses. Equipped with cutting-edge tools such as 3D printers, VR headsets, podcast equipment, and the Adobe Creative Suite, The Lab offers tailored support for creative projects, skills development, and prototyping.

Our expert Lab Tech team collaborates with businesses, schools, individuals and community groups to deliver engaging workshops, events, individual sessions, and STEM-focused initiatives. As a community-driven space, The Lab inspires innovation, fosters collaboration, and provides affordable access to advanced technology, helping to bring ideas to life and drive growth across Gloucestershire.

https://gloslibraries.uk/lab

Exhibitor Information

11. Gloucestershire Community Rail Partnership (GRCP)

Gloucestershire Community Rail Partnership operates under Go Community Rail Partnership, a Community Interest Company, delivering sustainable travel initiatives across Gloucestershire and Oxfordshire. Accredited by the Department for Transport, we're dedicated to promoting sustainable travel and reducing carbon emissions. Our vision is a society where transport is inclusive, sustainable and better connects people. Through local insight and policy alignment, we improve access to sustainable and active travel while supporting sustainable tourism and socio-economic development. Established in 2020, our expanding programmes support regional NetZero, economic, health, and accessibility goals. We amplify community voice and collaborate with industry, statutory and local partners to create meaningful impact together.

https://www.gloucestershirecommunityrail.org/

12. Immersive Technology Consultants

The Immersive Technology Consultants was founded by Ian Robertson. He most recently worked for BT (in Division-X, responsible for innovation) where he defined their immersive eco-system and spatial computing solutions portfolio.

Having spent his career designing, delivering, selling and supporting new and advanced technologies, the time was right to go independent and focus on immersive solutions.

We work with educators and experts from the technology industry to bring to market the very best in immersive solutions and consultancy services. We pride ourselves on being honest, flexible, agile and just simply 'doing the right thing' for our customers.

Breakout Session Host: Introduction to the latest technology including AI, AR and holograms - Ian Robertson, Founder, Immersive Technology Consultants

https://immersivetechnologyconsultants.co.uk/

Exhibitor Information

13. The John Moore Museum

THE JOHN MOORE MUSEUM
NATURAL HISTORY | HERITAGE | LIVING VOICES

The John Moore Museum is nestled in a row of historic timber-framed buildings close to the Abbey in Tewkesbury, Gloucestershire. The museum was established in 1980 in memory of the writer and naturalist, John Moore. Today it is also home to an extensive Natural History collection featuring wildlife specimens native to our woodlands, wetlands, gardens and farms. If you want to discover more about our local countryside, including our famous "flooding" rivers, then we are the place for you. A few doors away is The Merchant's House, a two-storey building which has been beautifully restored and furnished to show the construction of a 16th century shop and dwelling. Across the road is the Old Baptist Chapel, originally a late medieval hall house which was later converted for use as a secret Nonconformist meeting house.

https://www.johnmooremuseum.org/

14. AWTG

AWTG is an end-to-end engineering services and technology solutions provider operating in Telecommunications, Immersive Tourism, Smart Education, Smart Cities, Smart Retail and Shopping, Industry 4.0, Smart Health, New Media, Internet and other markets that employ digital technologies. AWTG's technology solutions cover Digital Transformation, Rapid Prototyping, Artificial Intelligence, Internet of Everything and Software.

Speaker: Peter Najm, Platform Project Manager at AWTG

https://www.awtg.co.uk/

Exhibitor Information

15. Maybe*

At Maybe*, we harness the potential of AI to unlock efficiencies and deliver growth. We are your AI partner that automates your daily tasks, enhances productivity, and crafts impeccable on-brand content. From fine-tuning content and generating reports to elevate your overall messaging, everything is tailored to your business's distinct voice. Our secure, no-code platform combined with expert support empowers businesses to deploy advanced AI without complexity. Transform your data into actionable insights and focus on strategic growth with Maybe*.

Breakout Session Host: Bringing AI into your business, Polly Barnfield CEO Maybe*

www.maybetech.com

16. Evident Group

At Evident, we specialise in rapid design and digital innovation to deliver real, measurable impact. We believe in raising the bar for your business through design-led, strategic digital transformation. By blending creativity, strategy, and cutting-edge technology, we help businesses work smarter, faster, and more effectively. Whether it's reimagining user experiences, streamlining operations, or unlocking new opportunities, our focus is on delivering tangible results that drive growth and empower your organisation to stay ahead. When it comes to innovation, we're not just raising expectations—we're setting new standards.

Breakout Session Host: Digitising Business Processes, Tom Gamblin, Director of Digital Innovation at Evident-Group

www.evident-group.com

Exhibitor Information

17. Telet

Connecting Communities:
Telet is a full operator member of the GSMA and a leading expert in deploying 5G mobile networks across the UK. With a mission to improve mobile coverage in rural "Not Spots," Telet bridges the connectivity gap for underserved communities while delivering innovative public and private 5G networks tailored to rural and enterprise needs.
As the only independent private network that is a full UK member of the GSMA, Telet stands out in its field. A key strength lies in its ability to negotiate spectrum licenses, holding more local access license coverage than all other applicants combined.
Whether ensuring stable connections for essential services or enabling seamless streaming of an important match on a rainy day, Telet's high-speed, reliable networks bring transformative connectivity to the places that need it most.

Speaker: James Kellock, Sales Manager, Telet

https://teletresearch.com/

18. Urbis-Schreder

Urbis Schréder is a leading global provider of advanced lighting solutions, renowned for transforming urban spaces into safer, smarter, and more sustainable environments. With a strong emphasis on connectivity, Urbis Schréder integrates cutting-edge technology into its solutions, enabling cities to evolve into intelligent ecosystems. By leveraging IoT and smart lighting systems, the company fosters energy efficiency, data-driven insights, and seamless urban experiences. From smart streetlights to interactive lighting networks, Urbis Schréder connects communities, enhances public spaces, and empowers municipalities to make informed decisions. With innovation at its core, Urbis Schréder shapes the future of connected living, illuminating cities worldwide.

https://uk.schreder.com/en

Exhibitor Information

19. River Severn Partnership

The River Severn Partnership Advanced Wireless Innovation Region is a £3.75m initiative, wholly funded by the Department for Science, Innovation and Technology and managed by Shropshire Council on behalf of the River Severn Partnership.

The RSPAWIR involves a wide array of partners and stakeholders with an interest in accelerating and exploiting the use of technologies enabled by Advanced Wireless Connectivity. The core aim of the RSPAWIR is to create opportunities for economic growth and to generate efficiencies that have environmental and social as well as economic benefits.

The RSPAWIR is focused on accelerating the adoption of advanced wireless enabled technologies across three sectors which have particularly strong roots in the River Severn catchment area.

- Water Management
- Agri-Tech
- Public Sector

The RSPAWIR develops Use Cases that exploit market ready technology and invests in dissemination activities to nurture the Advanced Wireless Connectivity ecosystem and further the case for the mainstream adoption of Advanced Wireless Technologies both within the region and the UK more widely. The Programme is one of 10 Innovation Regions nationally and will operate until March 2025.

Speaker: Matt Smith, Programme Manager for River Severn Partnership

https://www.riversevernpartnership.org.uk

20. Virtuser

Virtuser provide affordable mobile 5G internet connectivity to enable venues, organisers and outdoor events to keep customers, traders and the public online throughout the duration of the event. From payment transactions, supporting stage streaming to keeping emergency services connected to systems - we can help. Come and see us today, look out for the Land Rover.

https://virtuser.com

Exhibitor Information

21. Visit Worcestershire

Visit Worcestershire is the county's accredited Local Visitor Economy Partnership (LVEP), a service delivered by Worcestershire County Council to market the county as a visitor destination and support tourism businesses with a variety of support programmes and training opportunities.

https://visitworcestershire.org/

22. CotswoldsPlus LVEP

Cotswolds Plus is the VisitEngland accredited Local Visitor Economy Partnership for the region.
Chaired by Cotswolds National Landscape, the strategic partners include Gloucestershire County Council, Marketing Cheltenham, Visit Gloucester, and Visit Dean Wye with Cotswolds Tourism as the lead organisation. Cotswold Tourism market the Cotswolds covering districts including Cotswold, Stroud and Tewkesbury as well as West Oxfordshire.
Cotswolds Plus is not a consumer facing brand but works 'behind the scenes' to shape and deliver national strategy and activities, as well as to bring a coordinated approach on key issues such as sustainability, business support and research alongside promoting to international audiences.

Speaker: Chair of CotswoldsPlus LVEP Management Board, Cllr Chris Brant.

https://www.cotswolds.com/lvep/

Exhibitor Information

NexGWorx

nexGworx specialises in supporting customers to understand and realise the benefits of wireless connectivity networks and their applications to the customers organisation, whether that be improving productivity, launching a new service or product, project/product management, or addressing a challenge. nexGworx offer a range of professional services as well as facilities for laboratory and testbed services. They can help your business understand what networks you need, to solve the challenges you face. Helping you design, source and build your networks and use-cases. From understanding the art of the possible and setting your strategy, through to build and deployment, they have the expertise in digital connectivity to meet your needs.

https://nexgworx.co.uk/

Dorest Council - Colin Wood

Speaker: Coin Wood, Innovation Lead, Dorset Council

Colin leads innovation at Dorset Council, a large unitary authority in South West England.
A former journalist with many years' experience as a Head of Communications, Colin led the multi award-winning 5G RuralDorset project.

He is passionate about cycling, live music and the power of connectivity to transform public services, grow economies and change lives.

Exhibitor Information

Visit England

Speaker: Vicky Parr, VisitEngland, Project Manager – Business Support and VisitEngland Awards for Excellence

Vicky has over 30 years' experience within the visitor economy. She joined the VisitEngland Business Support Team in 2017 and manages projects such as the VisitEngland Awards for Excellence and the promotion of the Business Advice Hub.

Vicky has also been a Lead Assessor for VisitEngland's Quality Assurance Schemes, and managed heritage attractions and corporate events venues, as well as a trainer for Welcome to Excellence. Vicky moved to Gloucestershire in 2009 to manage Berkeley Castle and has been involved with Cotswolds tourism ever since!

Exhibitor Information

Adam Henson

Keynote Speaker and Compare: Adam Henson

Adam Henson is perhaps the best-known farmer in the UK, presenting his own section on BBC's Countryfile to millions of viewers each Sunday evening.

But farming and conservation are Adam's first passions and when the camera stops rolling, there is still plenty of work to be done. Owner of Cotswold Farm Park. Adam is no stranger to the Tourism Industry and we are delighted that he is able to join us for this event to share his passions and insights.

https://cotswoldfarmpark.co.uk/adam-henson/