

MALVERN HILLS TOURISM BUSINESS E-BULLETIN

Latest Tourism Industry News and Opportunities



Welcome to the May 2025 Tourism Business e-bulletin for the Malvern Hills district.

Top stories this month include:

- Croome National Trust familiarisation trip - save the date
- What's new
- Malvern Water and Well Dressing Festival success
- Croome National Trust familiarisation trip
- Great Malvern Food Festival Sponsorship

If you have any questions or feedback, please contact **Victoria Carman, Visitor Economy Manager** at Malvern Hills District Council via email victoria.carman@malvernhills.gov.uk



**Invitation to business networking event / familiarisation visit
at the National Trust at Croome - Thursday 5 June 2025**

You are invited to the National Trust at Croome for a Visit The Malverns/MHDC business networking and familiarisation visit event on Thursday 5 June.

The Agenda includes:

1:30pm - Sign in and refreshments
2pm - Welcome and update by Victoria Carman - Visitor Economy and Towns Manager at MHDC
2:15pm - Welcome and a National Trust update by Michelle Fullard (General Manager)
2:30pm - Business networking tour around the Croome Estate
More details TBC
Event ends at 4:30pm



Please confirm your attendance mentioning any dietary requirements (for cakes) by emailing Victoria Carman victoria.carman@malvernhills.gov.uk

Image credit: Neil Dotti

What's new - more exciting new businesses in The Malverns



An exciting group of new businesses have opened across the district with more on the horizon. Just to name a few there is a refurbished tearoom at Witley Court, children's play café in Great Malvern and a new record shop in Upton upon Severn.

Our town centres are thriving places to be - make sure you encourage your guests and customers to discover all there is to offer in Great Malvern, Barnards Green, Malvern Link, Tenbury Wells and Upton upon Severn.

Are you a new business opening in the area or know someone who is? Get in touch so we can add you to our regular 'what's new' promotions.

[Find out more](#)

Malvern Well Dressing and Water Festival success

Hundreds of locals, tourists and well dressers took part in this years Malvern Well Dressing and Water Festival. The family fun day was enjoyed on bank holiday Monday with music, a new play at The Coach House Theatre, food and entertainment.

Prizes were given for the best dressed wells and artists from around the country participated in the Spirit of Malvern En Plein Air competition. The day culminated with the artist prizegiving and a pop up exhibition of the artworks.

60 wells across The Malverns were decorated according to the theme of folklore and fairytales and some of the creative designs included dragons, selkies, mermaids and a giant frog.



Visit Worcestershire Awards opens for entries



Gain prestige coverage for your tourism brand by entering the Visit Worcestershire Awards. Applications are now open for this huge celebration of Worcestershire's thriving tourism sector.

Categories include: Accessible & Inclusive Tourism Award, Festival and Event of the Year and the Unsung Hero Award going to recognise the efforts of an individual who has dedicated themselves to Worcestershire's tourism sector.

[Apply here](#)

Support our Tourist Information Centres

We are lucky to have three Tourist Information Centres in The Malverns. Great Malvern, Upton upon Severn and Tenbury Wells (volunteer) are staffed by enthusiastic and knowledgeable ambassadors for our beautiful area.

Encourage your customers and visitors to utilise the brilliant services of the TIC's as a place to plan their trips, purchase guides and maps, gain local advice and grab some souvenirs.

[Find out more](#)



Great Malvern Food Festival Sponsorship



Great Malvern Food Festival is back this summer on 5 and 6 July 2025.

This year the festival will focus on bringing a wide range of market stalls and street food options as well as brilliant live music. There will be a bar serving locally made drinks as well as fantastic street entertainers contributing to the festival atmosphere.

If you would like to promote your business in connection with this popular festival we have opportunities for sponsorship. Sponsors will be included on a wide range of festival promotions, have a stall and large adverts on the day.

To find out more contact Victoria.carman@malvernhills.gov.uk

Visit The Malverns Summer Foodie Campaign - Content Request

Would you like to be involved in our summer marketing campaign?

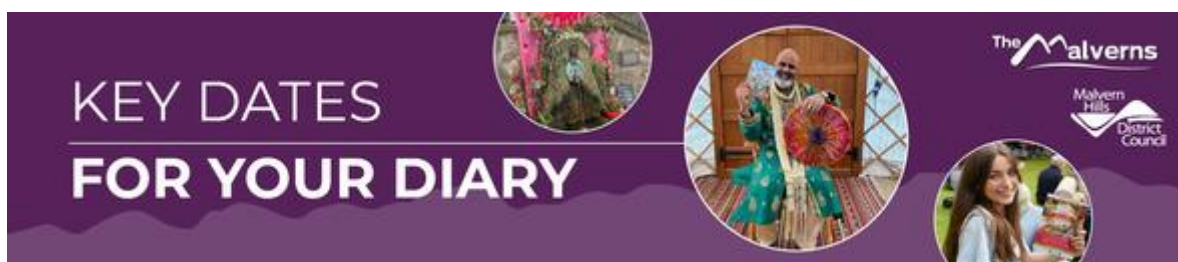
We will soon be launching our summer campaign and this year we are focusing on the amazing food produced, served and sold in The Malverns.

If you are a foodie business and can supply image and video content, new menu items or interesting news then please get in touch.

If you would like to feature in content such as online video and would like to host a visit please let me know.



Contact: Georgia.brittain@malvernhills.gov.uk or call 01684 862185



2025 Key Events Dates



There's so much happening across the district in 2025, make sure to [view the full list](#) on our website.

Read the document below to see all the key event dates for 2025.

[Key event dates](#)

Recent digital marketing report



We produce a digital marketing report every month to monitor marketing across our website and social media.

[Read the April report here](#)



We need your content to help promote The Malverns effectively:

Campaigns

Throughout the year, the Visit The Malverns brand is promoted via a number of marketing activities, including seasonal and thematic campaigns. If you would like to put forward any ideas for promotions, please email victoria.carman@malvern hills.gov.uk.

Website Business Listings

- Are you featured in our Business Listings section for Accommodation, Attractions and Food and Drink? Please check here by using the search tools www.visitthemalverns.org. If you need to add or amend your listing, please contact a member of the TIC Team via info@visitthemalverns.org.

Blog Stories

Have you had a refurbishment or are you offering something new, have you launched a new menu or created a new experience, then we want to hear from you. Please email victoria.carman@malvern hills.gov.uk

PR

Please add victoria.carman@malvern hills.gov.uk to your press release distribution list and/or e-newsletter subscriptions so we can be kept up to date.

Social Media

Please 'Like', Share and Follow us on social media to become part of our Visit The Malverns online community.



www.visitthemalverns.org



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