

Wake Up To Woodstock

Business Showcase 2024

Wake Up To Woodstock (WUTW) is a non-profit business association which has won multiple awards for their dedication to enhancing the visitor experience in Woodstock. The association's committee is made up of passionate volunteers, business owners and partners including our ambassadors Blenheim Palace and founding member The Bear Hotel.

WUTW has been nationally and locally recognised for their contributions to excellence in business support and the visitor experience, winning SME UK Enterprise Awards 'Business Consulting NPO of the Year 2023', Thames Valley Business & Community Awards 'Leisure & Tourism of the year' 2022

Our ultimate goal is to become the leading visitor information site for Woodstock, while also being a top contender for visitors traveling to Oxfordshire and the UK. In order to achieve this, it's crucial that all primary businesses are featured on our platform.

The training opportunities that our Social Media & PR Consultant has taken have enhanced their ability to assist us, benefiting our marketing and business members. Additionally, we share any relevant opportunities with our members directly to help them gain value from OxLEP. This year, the LinkedIn learnings have been particularly helpful. Collaboration with OxLEP is incredibly beneficial in ensuring that our non-profit organisation is able to succeed in achieving its objectives.



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We have utilised the expert travel and tourism consultancy services provided by OxLEP Advisor, Nick White to refine our OxLEP funded website and make it more suitable for our goals.

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Networking opportunities, best practices, tourism insights, and promotional opportunities

We are taking advantage of our partnerships with Experience Oxfordshire (The Local Visitor Economy Partner of Visit England), Cotswold Tourism, and Blenheim Palace. By utilising their networking opportunities, best practices, tourism insights, and promotional opportunities, we aim to broaden our reach and gain further recognition for our efforts, which equates to endorsement for our non-members and in turn, new sign-ups.