

Our Vision

For Oswestry & The Borderlands to be seen as one of the most desirable UK destinations, providing a welcoming and memorable visitor experience that reflects the area's historic, cultural and natural heritage.

Our Mission Statement

To grow footfall and spend, benefitting local tourism, hospitality sectors and other community stakeholders, by raising awareness of Oswestry & Borderlands as the ideal visitor destination. To promote our membership to visitors and residents and to champion the benefits of the visitor economy.

Join OBT

Join now to help us tell the world about Oswestry and this beautiful area.

Scan the QR code for more information or contact us on 01691 662753.



Oswestry Tourist Information Centre

Castle View, Arthur Street
Oswestry SY11 1JR



T: 01691 662753

E: obt@visitoswestry.co.uk

www.visitoswestry.co.uk

Facebook - @OswestryTourism

Instagram - @visitoswestry



OSWESTRY BORDERLAND TOURISM LTD.

MEMBERSHIP



Who We Are

Oswestry Borderland Tourism (OBT) is the only organisation that exists solely to promote Oswestry and The Borderlands to new and returning visitors.

Our visitor brand is 'Visit Oswestry' and we operate the Tourist Information Centre at Castle View next to the library.

OBT is a not-for-profit organisation funded by grants, membership and advertising revenues to promote not only Oswestry Town, but the whole Borderlands area.

The volunteer board of directors come from local businesses and they work closely with Oswestry Town Council, Oswestry Business Improvement District and Visit Shropshire on your behalf.

By joining and paying a membership fee, you will help promote your business and the whole Oswestry and Borderlands region.

Your business will feature on the website VisitOswestry.co.uk and we will promote your news through our newsletters and social media platforms.

Our Brand

'Visit Oswestry' is our visitor brand



Our Success

- 100,000+ website visits per year
 - 1 year Facebook stats:-
 - 1.7m impressions
 - 522k reach
 - 10k page visits
 - 8000 followers
 - 1m ad impressions
 - 425k ad reach
 - Members across Oswestry, North Shropshire & the Borderlands including Ellesmere, North Shropshire, Llangollen, Welshpool & Lake Vrynwy
- Create and manage the 'Visit Oswestry' website, showing the best places to visit, stay, eat, drink & shop.
 - Showcase and promote local events on the website and social media.
 - Use social media to promote members, special offers and news.
 - Operate Oswestry Tourist Information Centre - offering face to face visitor advice, selling local souvenirs, crafts & books.
 - Create the Oswestry Tourism Ambassador scheme - a free training programme.
 - Provide guided tours of Oswestry Town.
 - Produce 120,000 printed Oswestry Town maps.
 - Create paid marketing campaigns to boost visitor awareness.
 - Send visitors' newsletters with offers, competitions and news.
 - Provide business support to our members with regular newsletters.
 - Produce high quality promotional video content.

What We Do