

Encouraging Tourism

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VisitEngland's Mission

To lead and drive forward the quality, competitiveness and sustainable growth of England's Visitor Economy

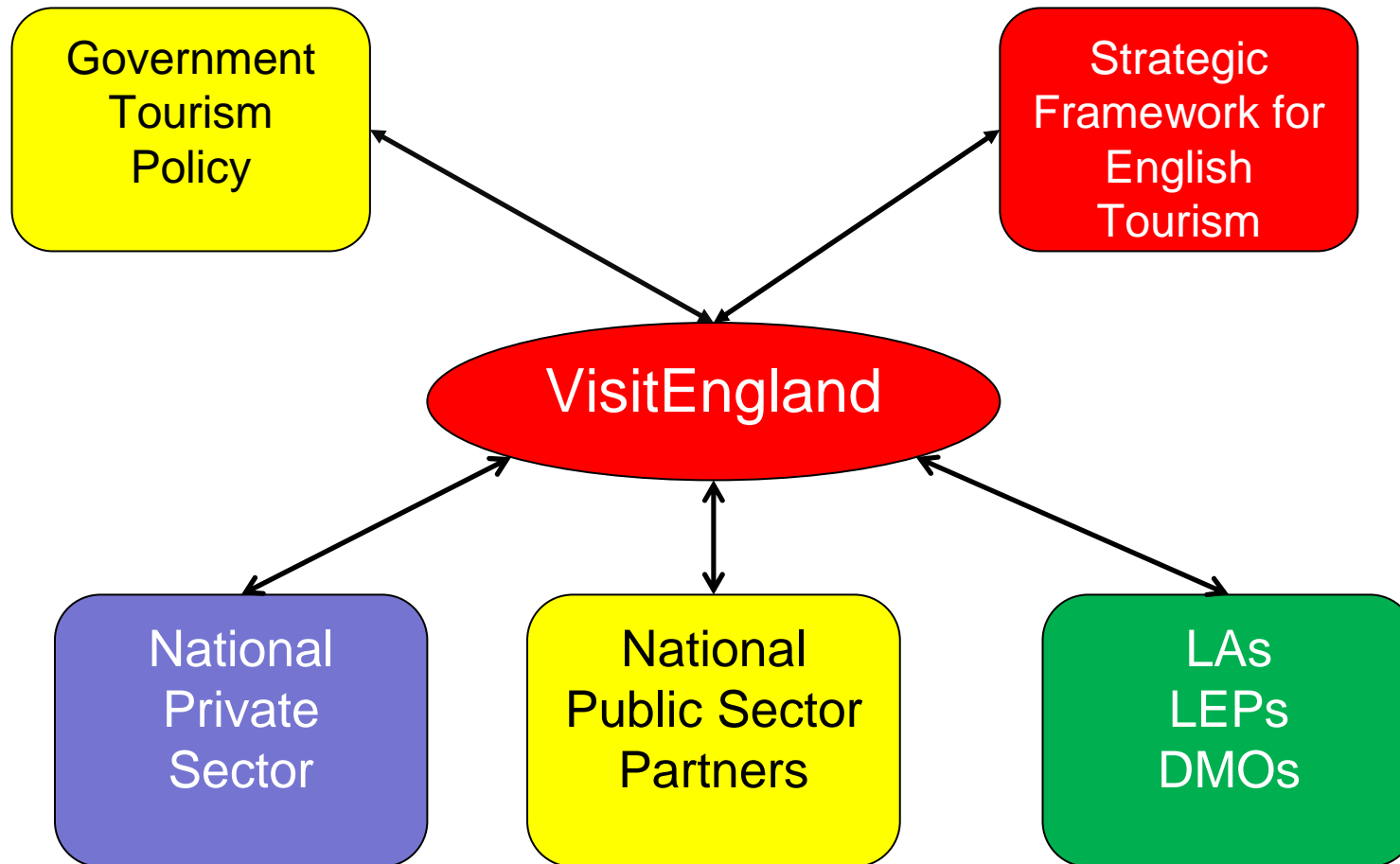
VisitBritain

Delivers a series of marketing campaigns to attract inbound travellers to the UK...

What VisitEngland does

- Champion the sector and drive forward the Strategic Framework for Tourism
- Inspire visitors to choose England
- Be the official source of intelligence on tourism and visitor economy in England
- Support local areas grow their economies through tourism
- Be the trusted advisor to Government

VisitEngland's Operating Environment



Tourism: Big Business

- The sector is currently worth £97bn
- It provides 2m jobs
- It benefits every part of the country
- Projected to be £158bn (2020)



National Tourism Strategy

- Strategic Framework 2010 – 2020
 - Supported by a series of Partner developed Action Plans
 - Stakeholders working together to achieve 5% annual growth
 - 225,000 jobs by 2020
 - £50bn of tourism expenditure
- VisitEngland is the custodian of this document
 - driving its implementation by partners
 - Coordinating/ monitoring and measuring progress
- Provides the context for VisitEngland's activities

A period of transition

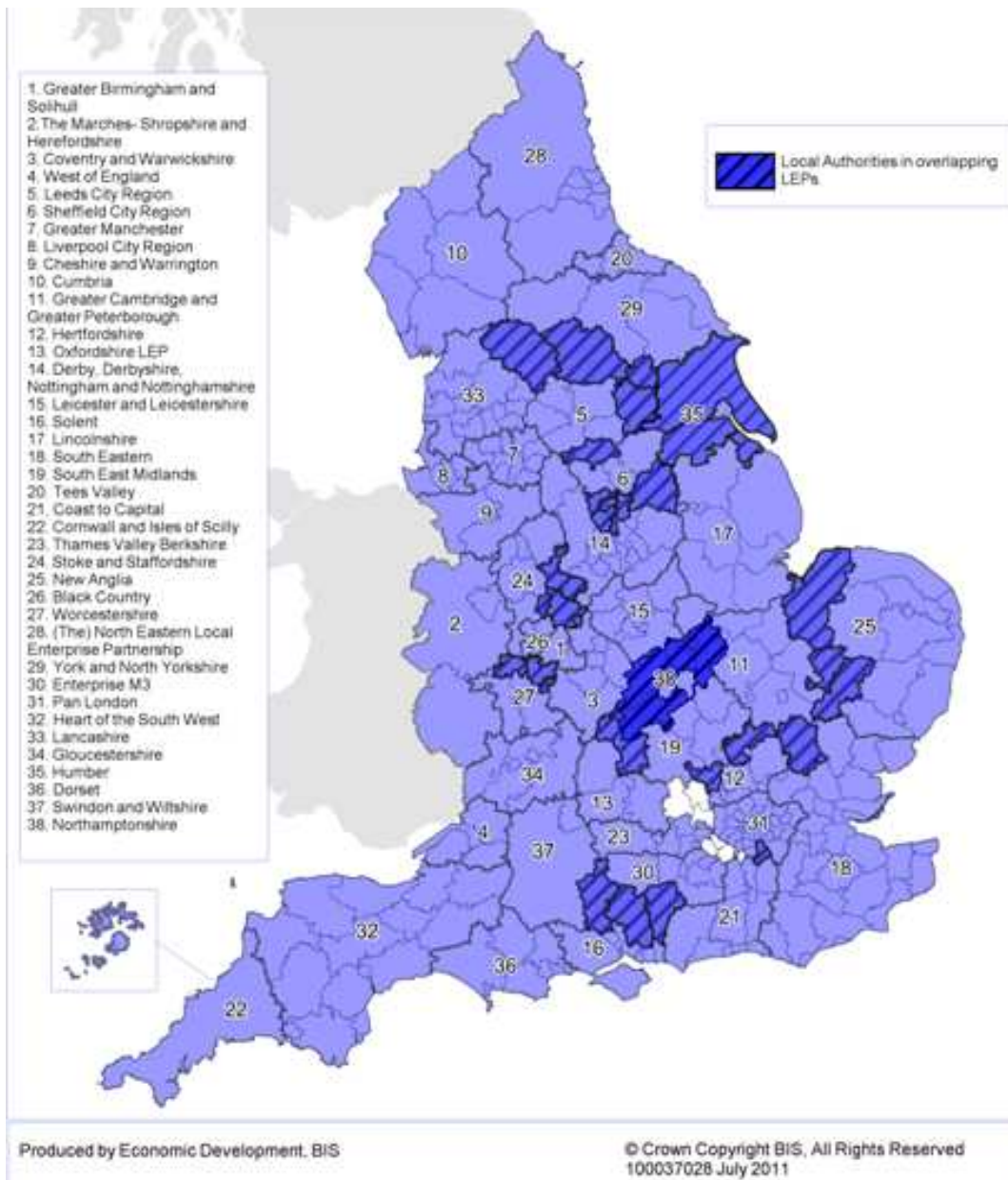
- End of strong regional structures
- The rise of localism and LEPs & DMOs
- Government Tourism Policy



Regional Tourism 1999 - 2010

- Regional Development Agencies (RDAs) created
- RDAs given Strategic Leadership responsibility for tourism (2003)
- DCMS regional tourism funding 'direct' to 9 RDAs
- Structures redesigned and largely fitted with RDA boundaries;
 - South East and Southern Tourist Boards merge = Tourism South East
 - Heart of England splits = East Midlands Tourism, West Midlands more fragmented
- Recognition of Destination Management functions and structures below regional level, expansion, creation and formalisation of DMOs at local level.





Local Enterprise Partnerships (LEPs)

- 38 LEPs currently
- Almost 100% of local authorities covered by LEPs

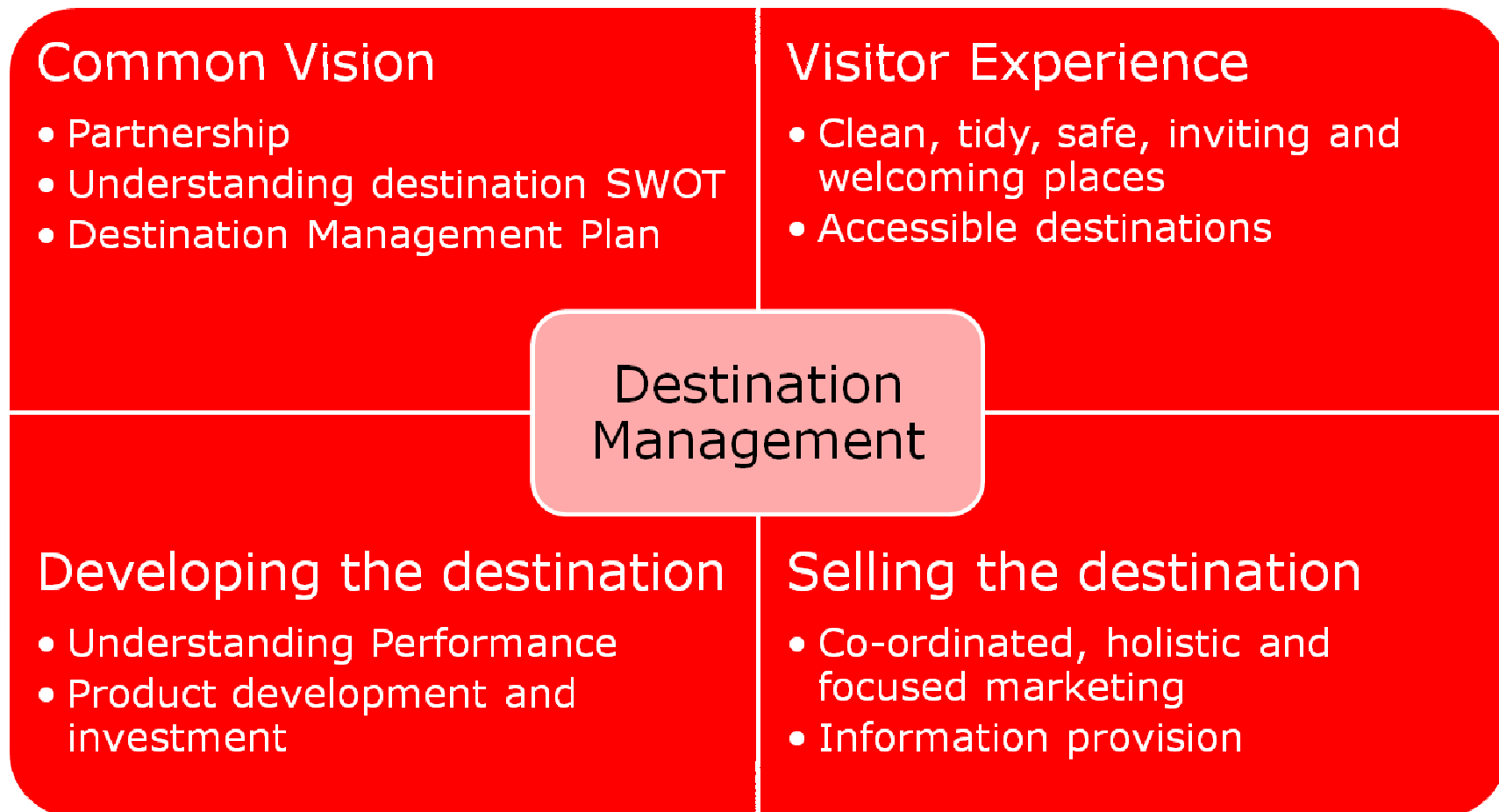
Lessons from elsewhere - so far

- Strategic relationship and dialogue
 - Strategic decision makers, awareness and understanding
 - Be united, speak with one voice, align your messages
 - Be clear about what tourism can contribute/achieve towards their goals
- Manage the detail and jargon
 - Don't talk about tourism! - Talk about growth, planning, transport, employment, and infrastructure issues as they relate to tourism
 - Focus on priorities for tourism within the LEP priorities
 - Ambition and aspiration is great but build on existing product strengths and address the weaknesses

Impact on Destinations

- Less funding and less certainty of future funding
- More emphasis on
 - private sector leadership and direction of tourism
 - on public sector spending efficiency and effectiveness to support private sector investment and growth
 - increased private sector funding of tourism activities and bodies
- Increased the need for partnership working, shared identification and delivery against agreed priorities
- Destination Management Vs Destination Marketing

What does Destination Management involve?



Cumbria

- Unique appeal – an attract brand
- Strong heritage of
 - investing in tourism and doing it well
 - partnership working
- Tourism is critical to the economy – can't afford to be complacent
 - Destinations don't look after themselves
 - Lack of investment will show over time in declining visitor experiences and declining expenditure