

Visit Herefordshire & The Wye Valley



Review of current situation and
vision for the future

Visit Herefordshire Board Directors

- Helen Thomas DL H. Westons & Son Limited
- Julie Jones Cottage Farm
- James Hervey-Bathurst Eastnor Castle
- Andrew Thorman Journalist
- Ian Archer The Courtyard Centre for the Arts
- Sally-Ann Roberts Visit Herefordshire
- Alan Curless OBE Chairman Visit Herefordshire

Role of Visit Herefordshire

- Recognised as the destination management organisation by Visit England
- Champion the sector
- Advise Visit England on Herefordshire tourism issues
- Provide official intelligence on Herefordshire tourism issues
- Help Herefordshire grow its economy through tourism
- Promote Herefordshire's tourism offer

Importance of Tourism

- 5.1m tourist visits (25% Oct-Mar)
- 7.5m tourist days
- 0.9m stay visits
- Spend per person per day - £28
(nationally £33)
- Economic impact - £467m (£411m in 2008)
- 4.3m day visits
- Jobs – 8,500

Why Support Tourism

- Image
- Inward Investment
- Tourism



What We Do/Will Do 2015

- Three year strategic plan – 5% growth per annum
- Brand reposition and marketing plan – Herefordshire Experiences
- Financial strategy
 - Key research
- Bids for external funding – European and LEP
- Website development and new apps
- Publications and visitor information services
- Improved market research
 - Improved social media

What We Do/Will Do 2015

- Press, PR, media – press familiarisation visits
- Patron & Ambassador programme
- Destination management plan in partnership with stakeholders
- Business development and training support (quality, management & skills)
- Networking and business to business communication
- Representation and agreed protocol
- Updates and information

Partnership Development & Strategic Alliances across Organisations

- Herefordshire sustainable food and tourism partnership
- Tourism associations
- Neighbouring DMO's
- Herefordshire Council, town & parish councils
- Major county businesses
- Visit England

Clarity of roles to be identified and all organisations need to speak with one voice

- Events and tourism exhibitions
- New membership scheme launch 2015
- Product development
- Flavours of Herefordshire Festival 2015
- Better integration with leading brands
- Reduce costs to a minimum
completed in 2014

Indication of Activity Volumes

In Visit Herefordshire Office

- 5,000 brochure requests via marketing campaigns fulfilled:
 - 36% conversion rate overall
 - 69% conversion from VH website
- 30,000 brochures distributed nationally
- 1,000 email enquiries responded to
- 3,000 telephone enquiries answered

Flavours of Herefordshire Festival

- 38,000 visitors (39% from out of county)
- 111 exhibitors (89% regarded the festival as good-excellent)

Main Media Enquiries

Media enquiries fulfilled from:

- National TV e.g. Countryfile, Great British Train Journeys, Four in a Bed etc.
- National magazines and newspapers e.g. Sunday Mirror, LandLove Magazine, Guardian, Telegraph
- Film company location requests
- Coach & group travel companies

Enquiries included:

- The Herefordshire experience
- Cider & cider cycling
- Walking & enjoying the countryside
- What's On – events
- Seasonal and sector offers

ALL WITH 3 STAFF



MISSION

To foster, develop and promote a sustainable leisure & tourism industry for Herefordshire by managing the visitor economy

VISION

To maximise leisure & tourism contribution to the economy, employment & quality of life in Herefordshire and contribute 5% growth year on year up to 2020

Strategic Objectives

- To increase Herefordshire's share in the global visitor economy
- To support the visitor economy by increasing visitor spend and employment
- To provide a compelling destination experience
- To encourage sustainable development through on-going investment

How the Tourism Sector can Help Visit Herefordshire

- Shared commitment to strategic plan
- Sharing learning, experiences, trends, data
- Joined up delivery e.g. packaging & itinerary
- Response to consumer expectations
- Focus on the qualities of the destination & experience of visitors

How the Tourism Sector can Help Visit Herefordshire

- Encourage visitors to visit all parts of Herefordshire – Visit Herefordshire to develop visitor information protocol
- Become active members of Visit Herefordshire
- Provide us with up-to-date information
- Reciprocal link to www.visitherefordshire.co.uk
- Respond positively to our “what can you do” document – available on request or with presentation pack.

Conclusion

- Promotion can help get people here but without a great experience they may not come back or shout about it to others
- Let us work together and work smarter
- Our language to public sector and potential funders of tourism is:

Focus on economic growth, jobs, image and inward investment

Tourism Sector – how we can help each other

Website:

You...

Check your entries regularly

Link your website to

www.visitherefordshire.co.uk

Post your Special Offers to gain additional exposure

Promote events via the free What's On Calendar

Us...

Send new images & text

We can send you the code

Let us know and we will send you your log-in detail

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Publications:

You...

Get involved – support the Guides

Provide information for your visitors

Recommend Herefordshire attractions to visitors

Talk about your entry in our Guides

Us...

Arrange campaigns & distribution

Let us know if you need more Stay & Explore

We will ask members to offer a familiarisation visit

Promote via social media

Social Media & Networking:

You...

- Like & share VH Facebook status
- Follow VH Twitter and use #VisitHerefordshire
- Let us know your story
- Attend & support organised Events
- Offer a venue free of charge

Us...

- Share your posts & shout about Herefordshire
- RT @visithfds notifications
- Repost & promote
- Organise & promote
- Bring the 'road show' to you

Press & PR:

You...

What's your story?

Offer visits & stays FOC

Tell us your USP

What have you planned for
key visitor dates?

Respond to our emailed

Information requests

Us...

Engage with the media

Organise press itineraries

Shout about it!

Pull into press releases
& social media posts

Work with partners &

VisitEngland

Destination Marketing:

Let us know and we can work to spread to the word.

- What's new?
- What are doing each season?
- What events have you got planned?
- What new products have you developed?
- What unique working relationship have you developed?

Business & Skills Development:

You...

What training would you like?

Looking for an Apprentice?

Looking to develop management skills for yourself and staff?

Us...

Look for funding, trainers & organise

We can signpost to training providers

Signposting & training