

# Welcome to the Big Tourism Conference

**Cllr. Matt Swindlehurst, Cabinet Member:  
Tourism and Leisure, Staffordshire Moorlands District Council**

Local Visitor  
Economy  
Partnership



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Staffordshire's official tourist board



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# House Keeping and Welcome

Bianca Sammut, Divisional Director Alton Towers Resort

Local Visitor  
Economy  
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DISTRICT COUNCIL  
ACHIEVING EXCELLENCE



# VisitEngland update

Nicola Said, Regional Lead, North West and West Midlands

Local Visitor  
Economy  
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# Rebuilding Visitor Spend and Supporting the Industry

Nicola Said, Regional Lead, North West and West Midlands - VisitEngland

Trentham Gardens : VisitBritain / Joe Wainwright

# BTA Overview: Activity

## VisitBritain

*Promoting Britain as a destination internationally.*

- International marketing campaigns as part of the cross-government GREAT campaign driving economic growth across Britain.
- Partnerships with international brands such as British Airways to expand our reach and drive conversion.
- Research, evaluation, and analytics to enable policy decisions.
- Trade missions (e.g. ExploreGB)
- Our in-market teams support diplomatic relationships and work with travel trade to sell British destinations and delivering positive media coverage.

## VisitEngland

*Supporting the English tourism industry and landscape and encouraging domestic trips.*

- Support for SMES, building digital skills.
- TXGB, a platform enabling suppliers to sell internationally.
- Implementation of the Destination Management Organisation review to simplify the England tourism landscape.
- Sustainability and accessibility advice.
- Winning business events.

# Tourism & the Economy (2019)

**Tourism delivers economic prosperity for every region in Britain.**

- Tourism is usually worth £127bn a year, around 9% of GDP.
- It was the UK's third largest service export and accounted for almost a third of all hotel investment in Europe.
- The industry supported 3.1m jobs in every part of the UK, and incorporated over 200,000 SMEs
- British residents took **99.1 million** overnight trips in England, totalling **290 million** nights away from home and expenditure of **£19.4 billion**.
- There were **41 million** inbound visits to Britain, totalling **£28.4 billion** in spend and **289.6 million** nights.

Regional Tourism Spend	Inbound	Domestic overnights
Scotland	£2.5bn	£3.2bn
Wales	£515m	£2.0bn
North West	£1.6bn	£2.9bn
West Midlands	£1.0bn	£1.5bn
South West	£1.3bn	£4.1bn
North East	£369m	£800m
Yorkshire & The Humber	£637m	£1.7bn
East Midlands	£464m	£1.2bn
East of England	£1.0bn	£1.7bn
London	£15.7bn	£3.0bn
South East	£2.6bn	£2.6m

## Top markets by volume



# Difficult context of recovery

**We do not operate in a vacuum; external challenges face us all.**

## **Cost of living**

Pressures on finances mean leisure travel is de-prioritised and businesses in the sector are facing increased costs.

## **Visitor documentation**

We are competing against the Schengen VISA area which is c.30% cheaper for access to 27 countries.

## **Experience at the border**

Last Summer we saw delays at the border and flight cancellations which could have a negative impact on perceptions.

## **Regional spread**

In 2019, London received more than £15.7bn in inbound visitor spend, in comparison to £9bn in the Rest of England, and £2.5bn and £515m in Scotland and Wales respectively.

## **Urgency**

Britain is seen as a destination to visit one day, not today.



Alton Towers : VisitBritain / Joe Wainwright

# How is Britain's tourism industry recovering?





# 2024 Inbound tourism forecast

## Overseas visits to the UK



Source: International Passenger Survey to 2020 and 2022; VisitBritain model and forecasts for 2021, 2023-24.  
(m = millions)

#2024forecast



# 2024 Inbound tourism forecast

## Spending by overseas visitors in the UK



Source: International Passenger Survey to 2020 and 2022; VisitBritain model and forecasts for 2021, 2023-24.  
All spending is in nominal terms (bn = billions)

#2024forecast



# Dispersal of international visitors

London is clearly the most popular destination in England. Visitors from Indian (South Asia) visited more places across England with fewer travelling to London



# Highlights for England

## Between July – Sept 2023:

- **Tourism Day Visits within England reached 272 million** in Q3 2023, on par with Q3 2022, with visits peaking at 102 million in August.
- Visitors **spent a total of £11.9bn** during the 3 months, up 10% vs Q3 2022 (with the largest value attributed to August). In real terms, visitor spending was up 3% vs Q3 2022.
- The **average spend per visit** was £44, up 10% vs the previous year, for visits within England. Taking inflation into account, spend per visit was up 3% vs Q3 2022

*Great British Tourism Survey 2023*



Hollinsclough: VisitBritain / Julian Hill

# Rebuilding Inbound Value

**Position Britain as a dynamic, diverse, sustainable and inclusive destination, prioritising regional and seasonal dispersion and improved productivity.**

## **Connect & Distribute:**

Linking buyers and suppliers through familiarisation visits, and Destination Britain North America.

## **Inspire:**

Launch of *'Welcome to Another Side of Britain'* campaign in 2022, and *'See Things Differently'* in early 2023.

## **Convert:**

Working with British Airways, Trip Advisor, LastMinute.com, and Wego to convert inspiration into bookings.



# Developing innovative partnerships

## VisitBritain and British Film Commission sign Memorandum of Understanding to boost screen tourism across the UK

Set-jetting is a booming trend in travel. Inbound tourists spent an estimated £892.6 million in film-related screen tourism in the UK in 2019 alone.

Putting the spotlight on film-and-TV-inspired experiences you can only have in Britain encourages more visitors to come and explore our amazing destinations for themselves, driving immediacy to visit and boosting tourism across the nations and regions, benefitting local economies.

'Starring GB' GREAT Campaign due to launch later in 2024.



Seen the show? Now visit the location: Britain embraces surge in 'set-jetter' tourists



# How is VisitEngland supporting the development of a sustainable visitor economy in England?



## Implementing the DMO review

- Great destinations are great places to live and work as well as to visit.
- Strong leadership and governance means more likely to generate sustainable growth in the local visitor economy
- They can drive place-shaping agenda
- They can create value-added jobs, bring in new talent and stimulate innovation
- VisitEngland is creating a portfolio of nationally supported, strategic and high-performing Local Visitor Economy Partnerships (LVEPs)
- Implementing Destination Development Partnership pilots in the North-East and West Midlands



**Local Visitor  
Economy  
Partnership**

Recognised by



**VisitEngland**



# A new structure for tourism in Staffordshire & Stoke-on-Trent

- In November, Staffordshire and Stoke-on-Trent was announced as one of the Local Visitor Economy Partnerships
- Partnership between Enjoy Staffordshire, Visit Stoke-on-Trent and the districts
- New Chair and advisory board members will be appointed to oversee the new structures
- Supported by VisitEngland Regional Lead



## So what does this mean?

### National strategic engagement:

- A clear **strategic link** for the region from the local to the national level (Government, VisitBritain/VisitEngland, other key national bodies)
- Access via the LVEP to **national initiatives**, and a clear port of call via the LVEP as the delivery partner for visitor economy

### Destination and business development:

- Specialist support to help LVEPs and businesses become more **sustainable** and **accessible**.
- Access to a new **training and development** platforms for businesses and LVEP team members.

### National portfolio of strategic LVEPs:

- Opportunities to collaborate with, and learn from, other destinations, businesses and organisations across the local and national visitor economy



# Sustainability - why is it important for business?

## CONSUMER DEMAND

- VisitEngland research from 2022 showed more than two-thirds of international travellers are thinking more about sustainability and environmental impact when planning future holidays
- 90% said they had engaged in some form of sustainable behaviour on holiday
- Travellers are most likely to define sustainable tourism as 'enjoying holidays in a way that minimises their impact on the planet.'

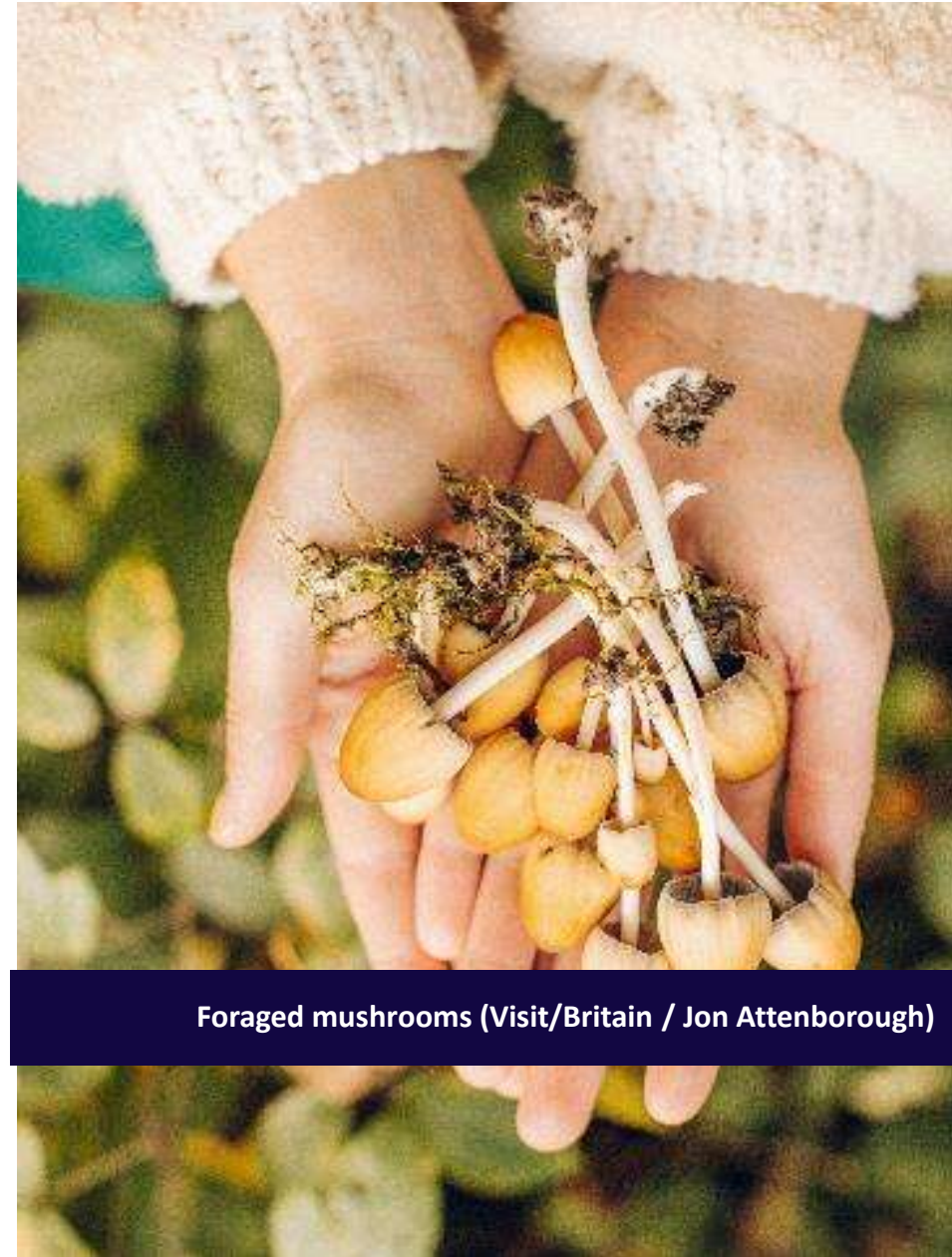
## PROFITABILITY

- For a cash strapped business, it's easy to view sustainability as a 'nice to have'
- But sustainability makes businesses sense
- Companies building sustainability into their planning are on average 2.5 times more profitable
- Cost savings result from better resource management
- Sustainability also presents differentiation opportunities as consumers associate it with good quality

# VisitEngland: Supporting Business Sustainability

## OUR FOCUS

- Undertaking relevant research
- Curating and signposting effective resources: Business Advice Hub
- Raising awareness of key issues and opportunities (e.g. webinar on cutting energy costs)
- Listening and responding to industry needs
- Raising awareness of funding opportunities e.g. Office for Zero Emissions Vehicles (OZEV) easy access grants for EV charging installation (end in March 24)!
- Connecting stakeholders and highlighting good practice to accelerate positive change



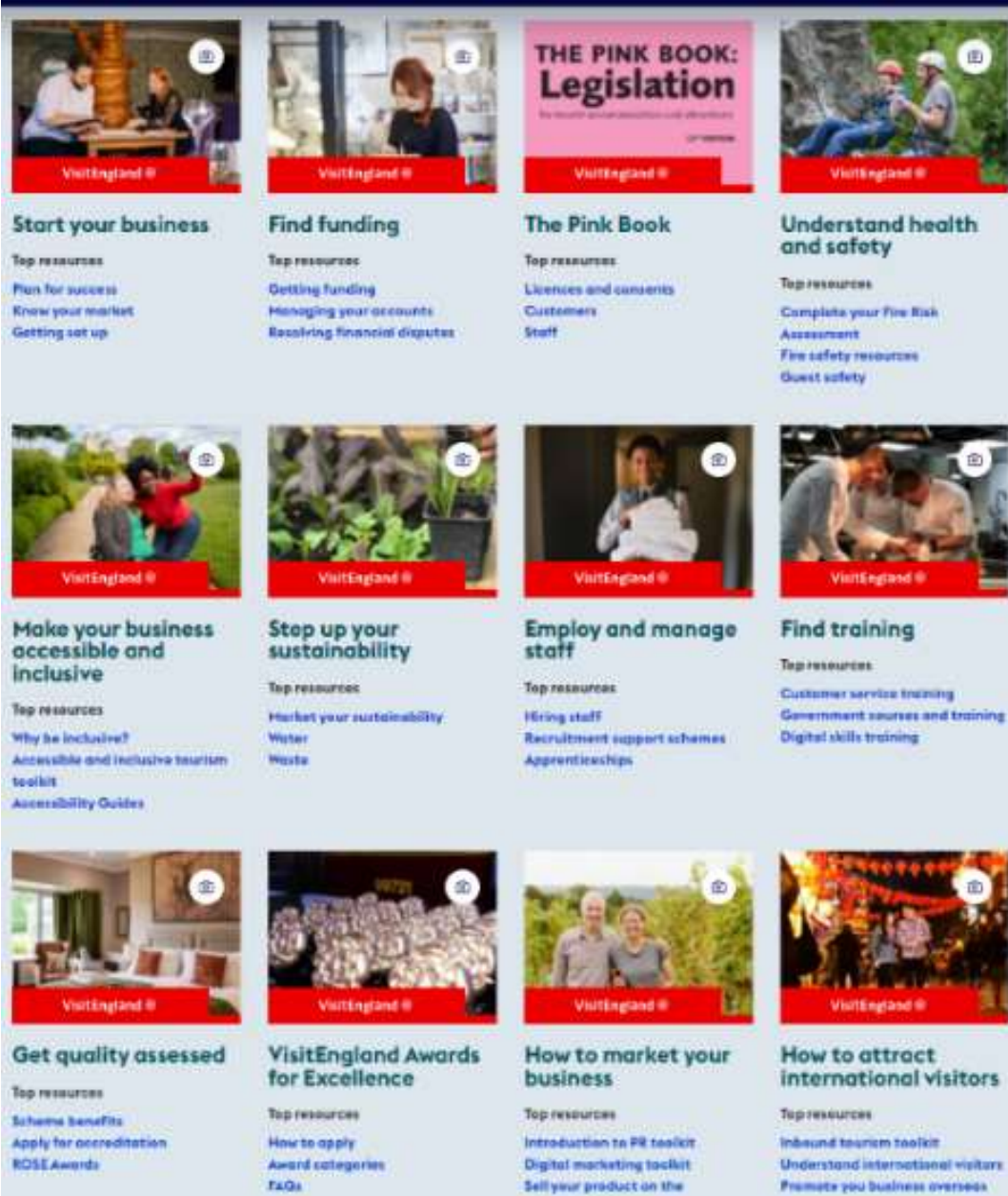
Foraged mushrooms (Visit/Britain / Jon Attenborough)

# VisitEngland Business Advice Hub

More resources to help businesses to succeed and grow

- Links to external resources
- Sustainability guidance
- Fire Risk Assessment Template
- Digital Marketing Toolkit
- VisitEngland Awards for Excellence
- Pink Book of Legislation (12<sup>th</sup> edition out now)
- TETTW Inbound Tourism Toolkit
- TXGB
- And much more!

[www.visitengland.org/businessadvice](http://www.visitengland.org/businessadvice)



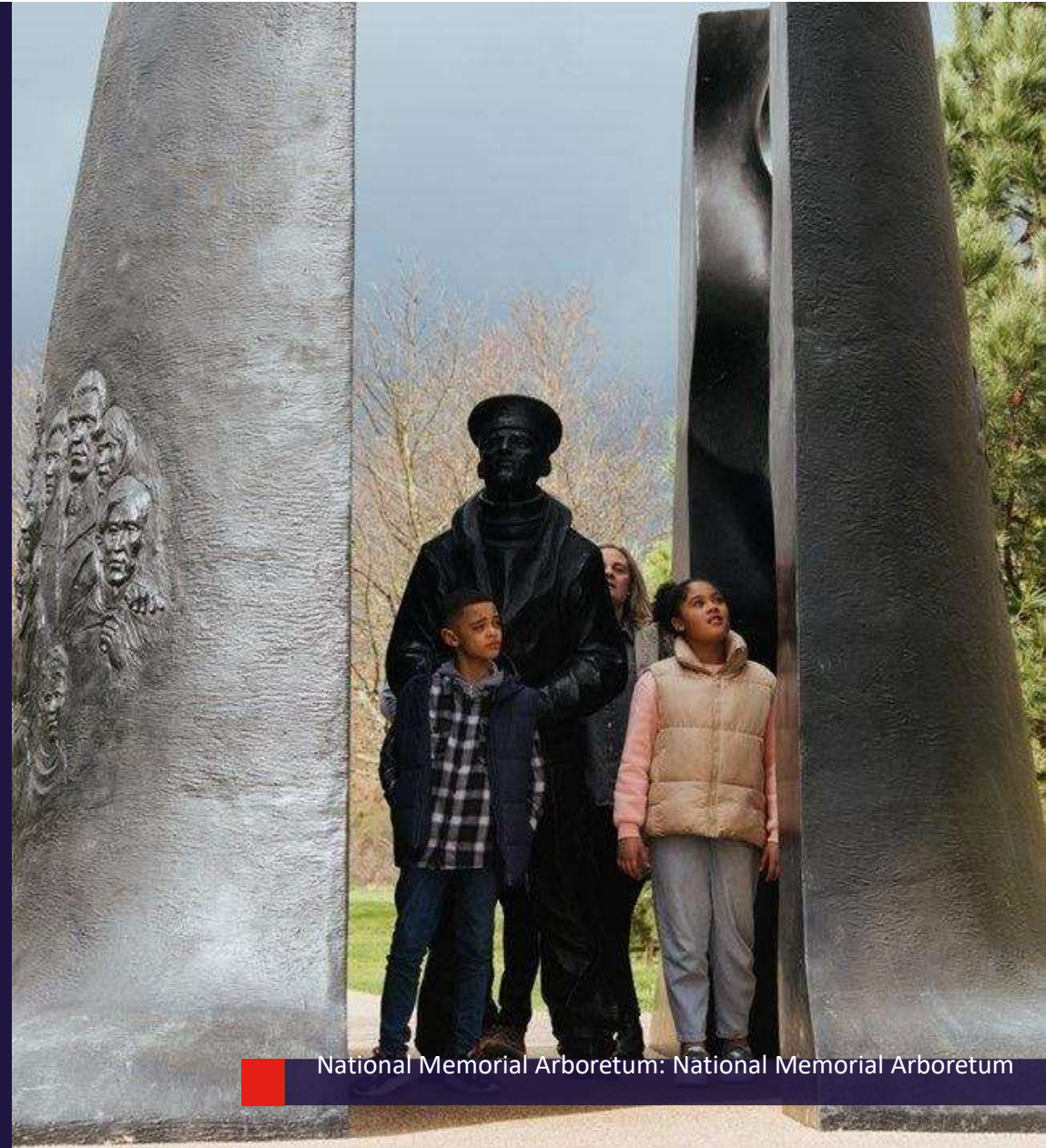
The screenshot displays the VisitEngland Business Advice Hub website, featuring a grid of 12 resource cards. Each card includes a representative image, a title, and a list of top resources. The cards are arranged in three rows and four columns.

Card Title	Top Resources
Start your business	Plan for success Know your market Getting set up
Find funding	Getting funding Managing your accounts Recovering financial disputes
The Pink Book	Licences and consents Customers Staff
Understand health and safety	Complete your Fire Risk Assessment Fire safety resources Guest safety
Make your business accessible and inclusive	Why be inclusive? Accessible and inclusive tourism toolkit Accessibility Guides
Step up your sustainability	Market your sustainability Water Waste
Employ and manage staff	Hiring staff Recruitment support schemes Apprenticeships
Find training	Customer service training Government courses and training Digital skills training
Get quality assessed	Scheme benefits Apply for accreditation ROSE Awards
VisitEngland Awards for Excellence	How to apply Award categories FAQs
How to market your business	Introduction to PR toolkit Digital marketing toolkit Sell your product on the
How to attract international visitors	Inbound tourism toolkit Understand international visitors Promote your business overseas

**Any Questions?**

**Nicola Said**

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National Memorial Arboretum: National Memorial Arboretum