

LVEP update

Charlotte Cain, Enjoy Staffordshire & Caroline Mairs, Visit Stoke

Local Visitor
Economy
Partnership



enjoy Staffordshire
Staffordshire's official tourist board



VISIT
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STAFFORDSHIRE
moorlands
DISTRICT COUNCIL
ACHIEVING EXCELLENCE



Our Geography

Huge potential and shared expertise



Local Visitor Economy Partnership (LVEP) Structure

The partnership is not a legal entity but includes representation from the public, private and voluntary sectors interested in the growth and stability of the Visitor Economy.

Economic development and tourism officers in our Boroughs/Districts will amplify common messages and target the Visiting Friends and Relatives (VFR) markets to retain local spend. They will work collaboratively with neighbouring destinations.

All Local Authority Stakeholders will feed into the LVEP's annual Growth Plan.



LOCAL AUTHORITY STAKEHOLDERS



Local Visitor Economy Partnership (LVEP) Governance

Evolving the DMP to create a leaner sector led LVEP.

Based on models of best practice and Staffordshire and Stoke-on-Trent's unique geography.



LVEP Recruitment Timetable

Inspirational Leaders wanted to help grow Staffordshire and Stoke-on-Trent's Visitor Economy.

Role	Open	Close	Assessment
Chair	Friday, 19 January 2024	Friday, 1 March 2024	Skills Matrix and Panel
X12 Board	Monday, 26 February 2024	Monday, 11 March 2024	Skills Matrix and Chair
Star Operators	March 2024	May 2024	Expression of Interest – LVEP Board
Individual Contributors	Always	Never	Willing/Ambassador



All applications to be made via www.enjoystaffordshire.com/LVEPrecruitment

Cllr Philip White, Interim LVEP Chair

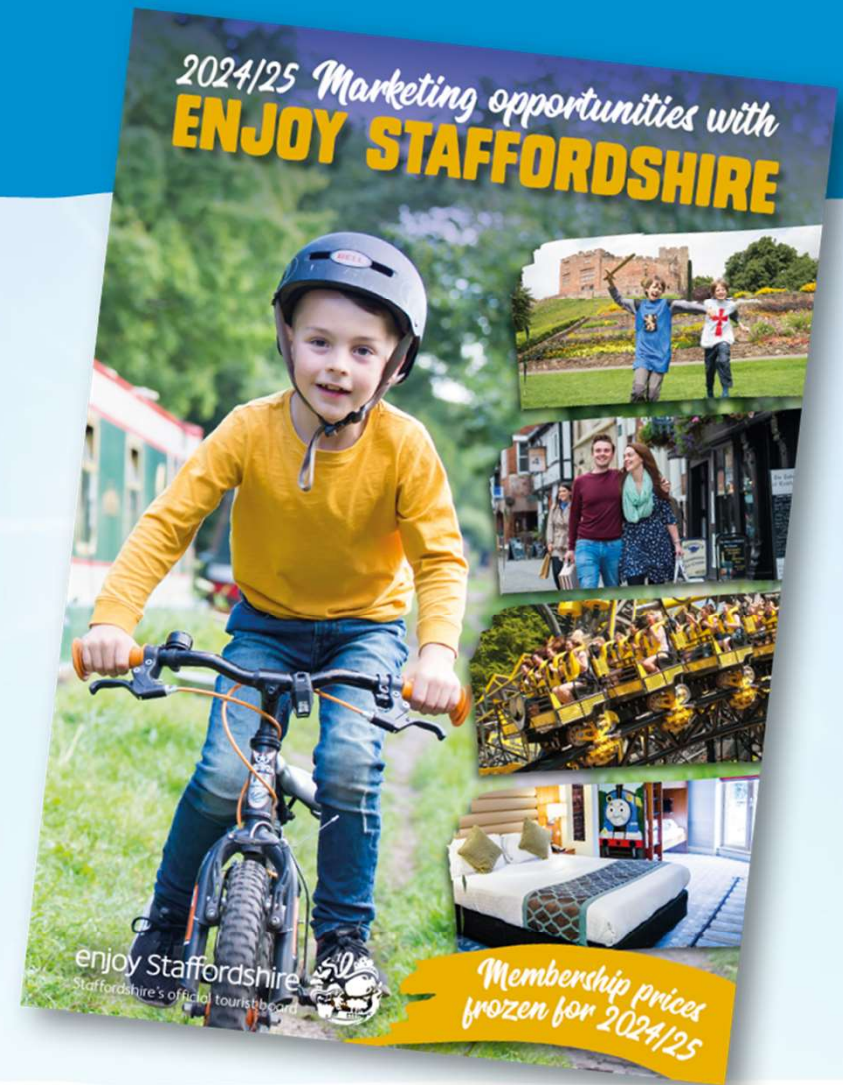
"The LVEP chair will be instrumental in harnessing this potential and shaping a strategic vision for the future"



An Inclusive Partnership

We need you. Here's 5 reasons to join...

- 1 Feature in regional and national marketing campaigns
- 2 A louder voice in national decision-making
- 3 Part of a community
- 4 Increase your sales
- 5 Access to data and insights



We Are Staffordshire



Our Growth Plan

A very long shopping list, but what are we best doing together?



Accommodation



Amplify Marketing/PR



Anchor events/ Experiences



Business Support



Corporate Hospitality



Networking



Highstreets and Night time economy



Awards



Lobbying



Local Planning



New Markets



Packaging



Recruitment Skills



Research/ Intel



Trade/Business Tourism



Develop product and secure funding



What We Know Will Feature...

- ✓ **Accommodation study and activation plan (starting Spring 2024)**
- ✓ **STEAM data (Jan - April annual collection)**
- ✓ **Reboot of the Staffordshire and Stoke-on-Trent Convention Bureau – recruitment Spring 2024**
- ✓ **Sustainable Tourism Action Plan (Spring/Summer 2024)**
- ✓ **Awards – largest competition in England (every March and June)**
- ✓ **Business Support – Skills, Sustainability and Accessibility/inclusion**
- ✓ **Marketing strategy – regional, national and international itineraries**



Marketing 2024–2025

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MARKETING STRATEGY & PLAN 2024-25

Segment	Percentage
COUNTRY LOVING TRADITIONALISTS	30%
FREE AND EASY MINI BREAKERS	26%
FUN IN THE SUN	20%
FUSS-FREE VALUE SEEKERS	11%
ASPIRATIONAL FAMILY FUN	12%

We will create a joined-up experience and offer which draws visitors from near and far – encouraging them to stay longer, play, pause and experience more, returning time and again.

1 COUNTRY LOVING TRADITIONALISTS

Typically, embracing traditional values, country loving traditionalists boast a moderate household income, coupled with the advantage of fewer family members to accommodate. This streamlined household dynamic allows their budget to extend further, making high-quality, secure accommodation a major consideration when planning getaways. They stay informed about UK tourism trends through platforms like English Heritage and the National Trust.

Their holiday preferences prioritise unspoiled countryside, a well-maintained environment, and ample opportunities to enjoy local culinary delights. In their quest for holiday experiences, this discerning couple seeks the charm of unblemished landscapes and the authenticity of regional produce reflecting their deep-rooted appreciation for tradition and a desire for a serene and enriching escape.



How will they hear about us?

They are higher than average readers of broadsheets and visit UK tourism websites.

2 ASPIRATIONAL FAMILY FUN

The aspirational family fun audience represents a vibrant and dynamic demographic eager to curate unforgettable experiences for their loved ones. They aspire to weave moments of laughter, exploration, and relaxation into a tapestry of cherished memories. Their ideal family getaway involves a harmonious blend of adventure and luxury, where high-quality accommodations and immersive attractions come together seamlessly. Every activity is a carefully curated celebration of family bonds.

Keen on discovering the extraordinary, they often turn to travel and lifestyle platforms for inspiration, constantly on the lookout for the next destination that promises a perfect fusion of family bonding and aspirational leisure.



How will they hear about us?

These are the highest consumers of broadsheet press, visit UK tourism websites, and browse social media.

3 FREE AND EASY MINI BREAKERS

This carefree group of spirited adventurers embrace the spontaneity and freedom of short breaks. They seek the thrill of unplanned exploration, letting curiosity guide their journey. Armed with a sense of adventure, they relish the flexibility to choose their own path, indulging in leisurely strolls, local eateries, and unexpected detours.

For these wanderers, the essence of a mini break lies in the liberation from routine, allowing them to enjoy life's simple pleasures and create spontaneous memories that linger long after the brief escape has ended. Whether it's a weekend retreat to a charming countryside or an urban escapade filled with unexpected discoveries, free and easy mini breakers find delight in the unscripted, embracing the beauty of the unknown.



How will they hear about us?

They're active on social media and read broadsheets.

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Thank you

*“Coming together is a beginning,
staying together is progress,
and working together is success.”*

Henry Ford

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