

Growing the Visitor Economy Insights ... Challenges ... Opportunities ...



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Economic Development Manager**



The Visitor Economy

Visitors

- Leisure
- Business
- Visiting Friends & Relatives
- Day Visitors



Supply Chain

- Accommodation
- Attractions
- Bars & Restaurants
- Events & Things to Do

Support

- Retail
- Transport
- Other – laundry, petrol stations, food suppliers

In England ... Tourism is Big Business

- The sector is currently worth £106bn
- Projected to be £158bn by 2020
- It provides 2.6m jobs – 1 in every 11 workers
- 80% of tourism businesses employ less than 10 people



In Chichester District ... Tourism is Big Business

- 5.2 million day trips each year generating £144million pa
- 405,000 'staying' trips equating to 1.3 million 'bed nights', and a spend of £75million pa
- 7,500 jobs in tourism and leisure, plus numerous 'support' jobs



... But we're merely scratching the surface! ... In 2013:

- British residents spent £18.7 billion on 297 million nights away from home in England
- 66,400 accommodation businesses provided 2.7 million bed-spaces
- £46.0 billion was spent on 1.4 billion domestic tourism day trips

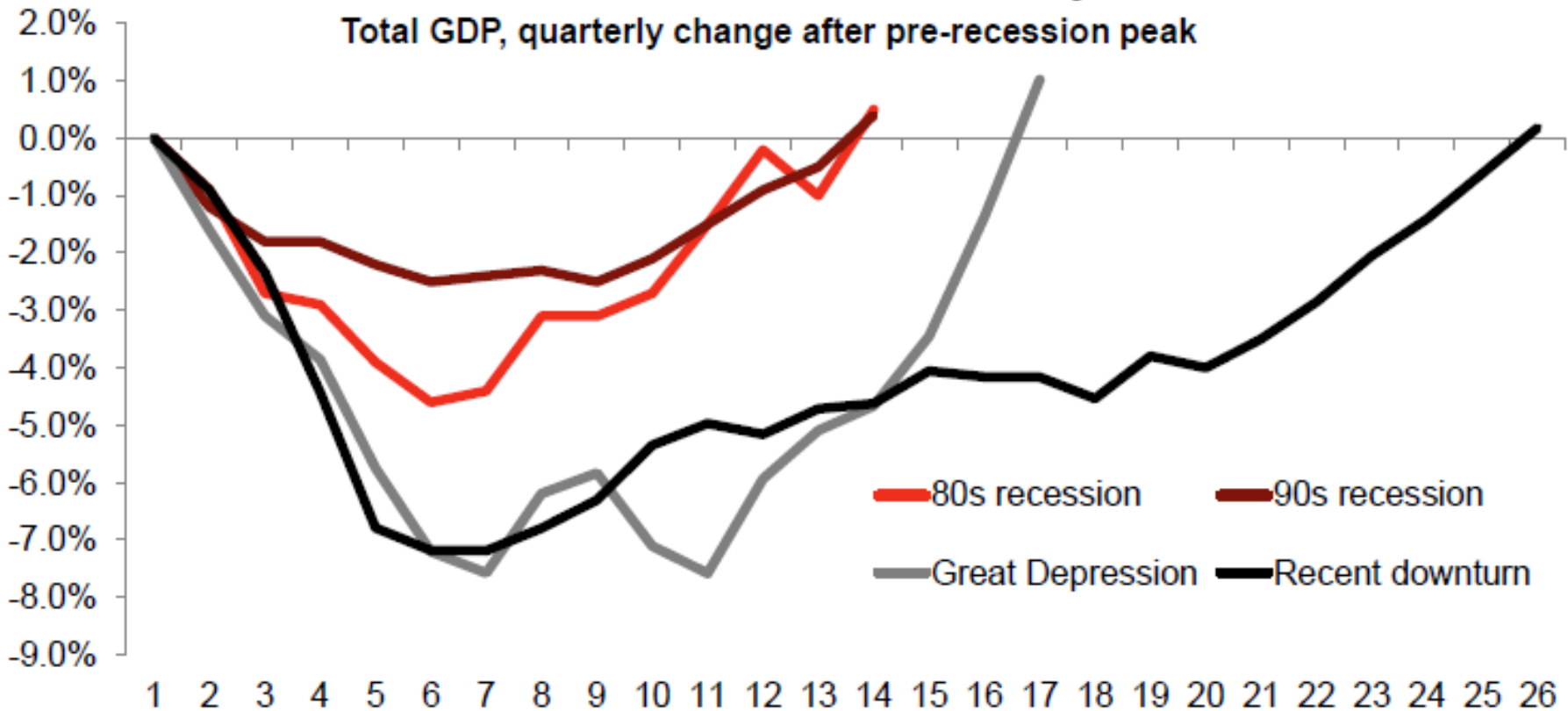


The challenging Environment for Tourism in 2015 and beyond ...



After 6.5 years, the downturn is over

80s and 90s downturns: 14 Quarters, 3.5 years
Great Depression (1930s): 17 Quarters, 4.25 years
Latest downturn: 26 Quarters, 6.5 years
Total GDP, quarterly change after pre-recession peak



Source: ONS/Trajectory 2014

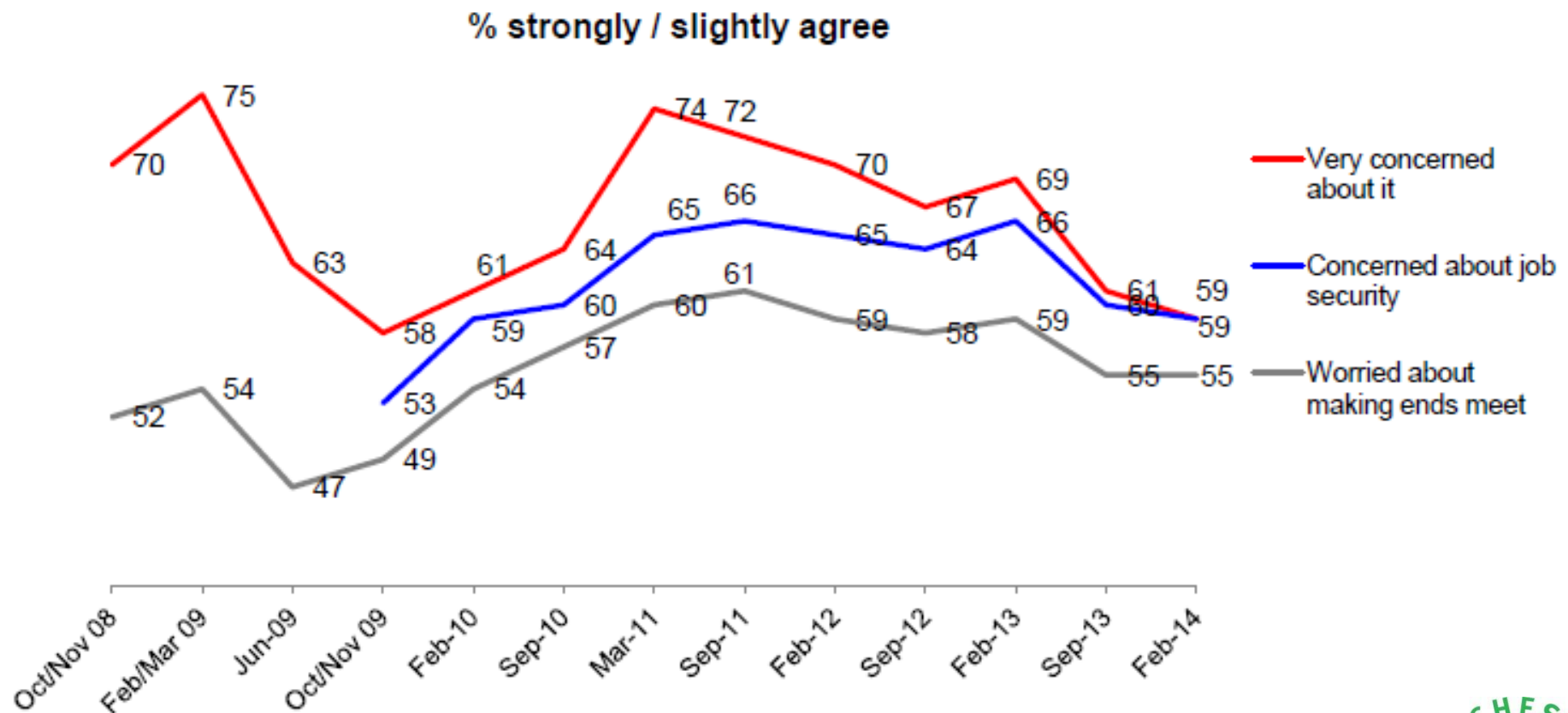


But wages are not rising as GDP does

- Wages are flat – and growth expectations for 2015 have been revised down
- The only easing of the cost of living has been the slight decline in inflation

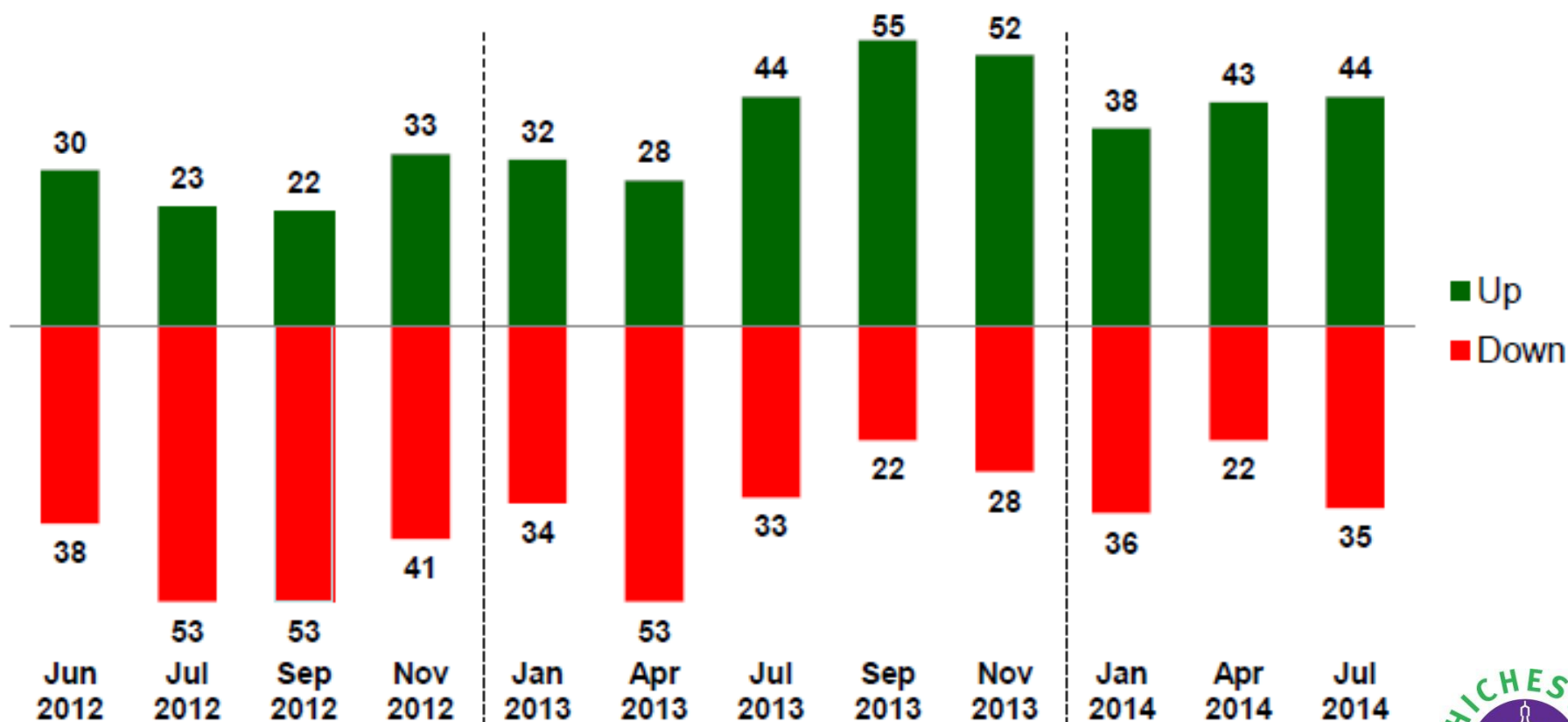


And widespread concern about the economy and personal finances is easing, but still significant



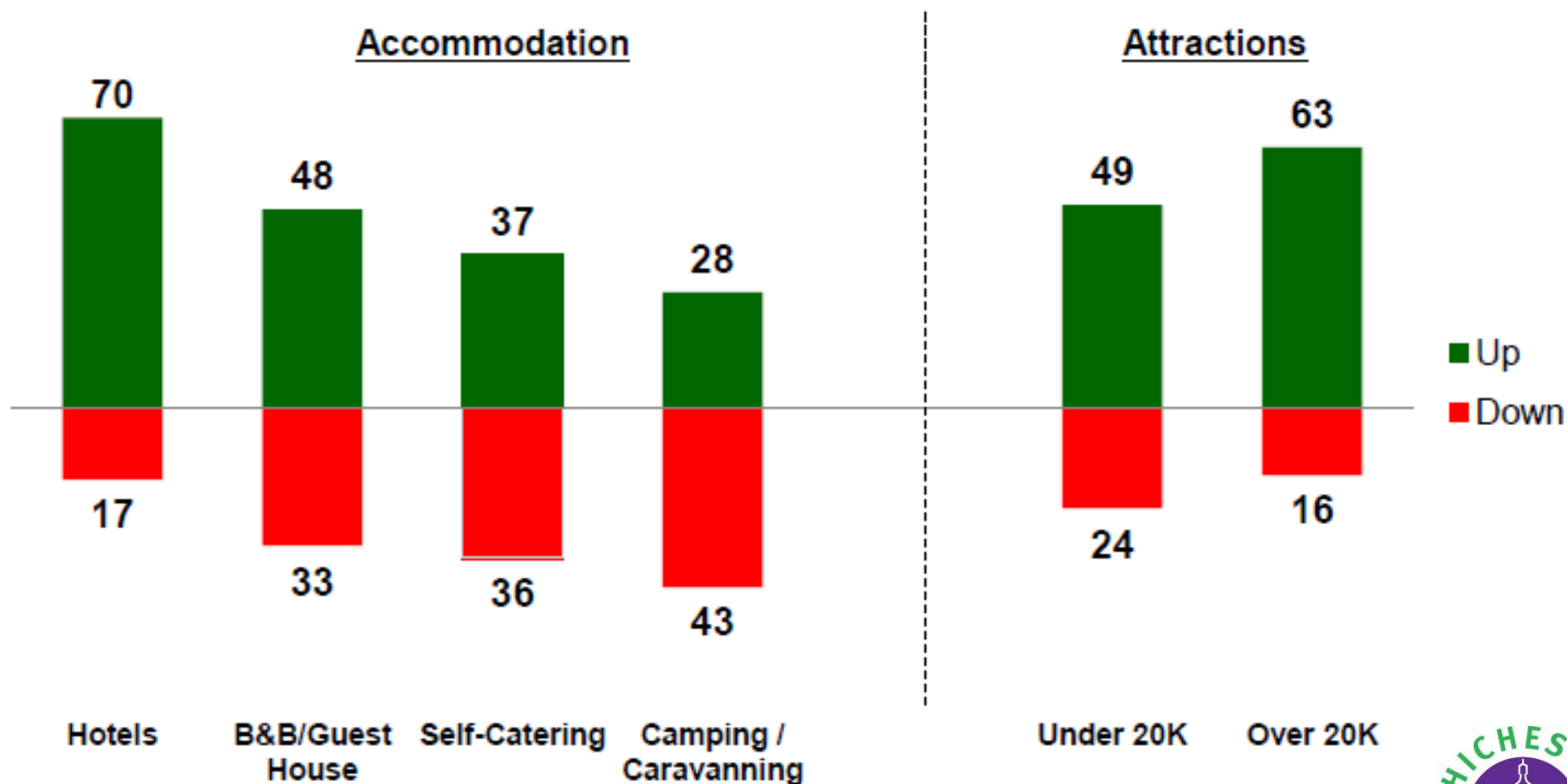
Nationally, accommodation businesses are doing better ...

% reporting increase / decline in visitors vs previous year

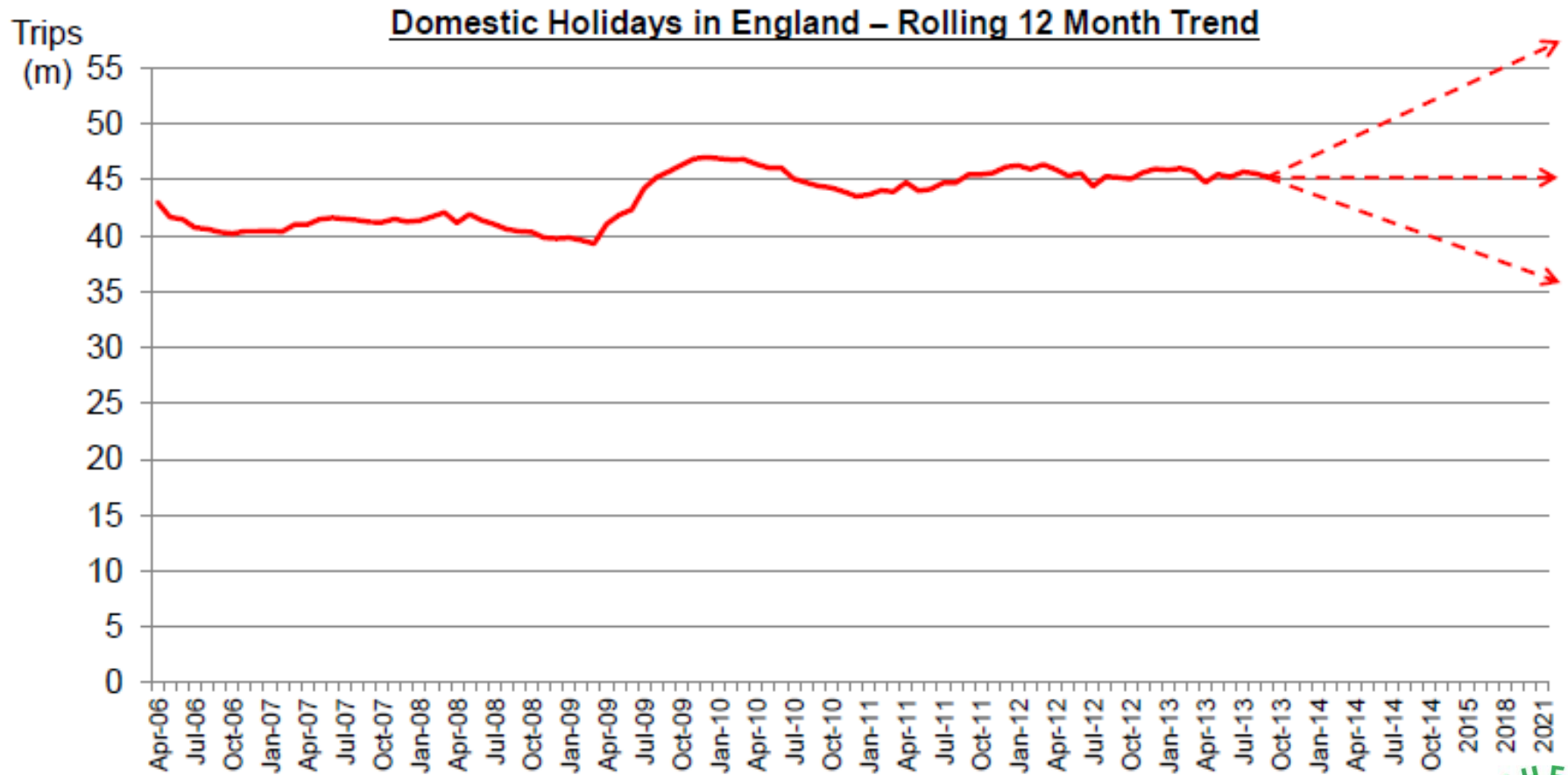


... Some are doing better than others

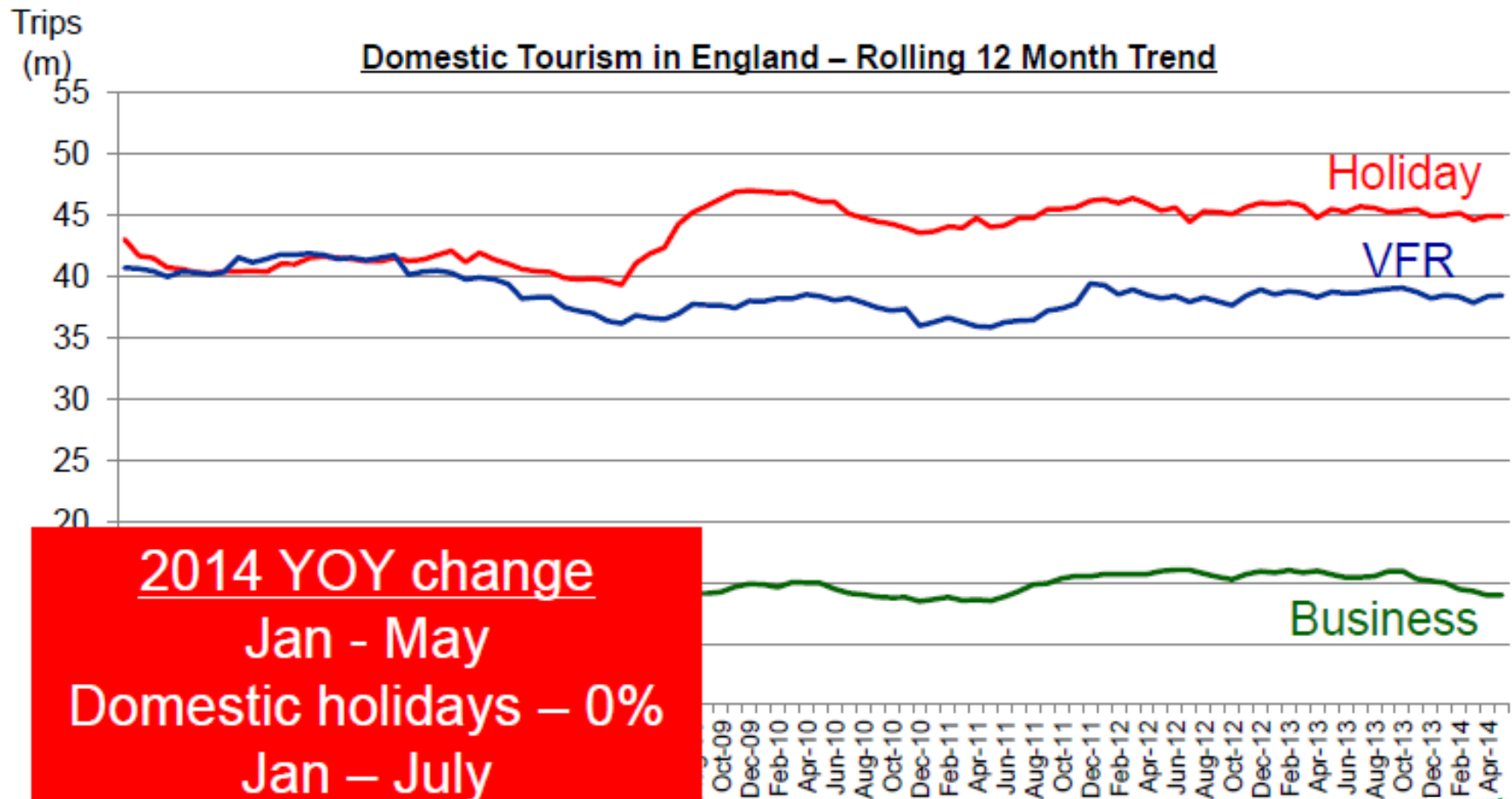
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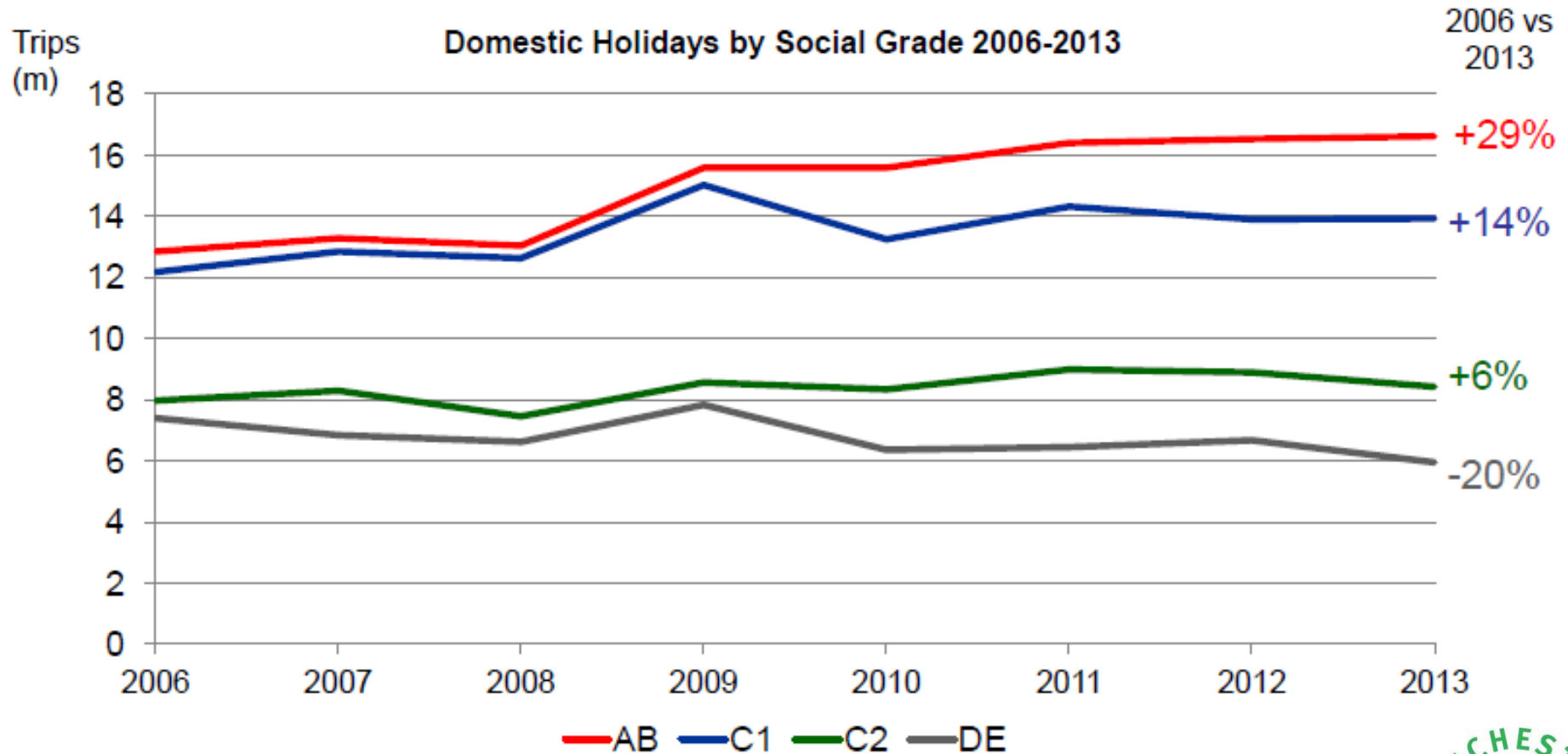
So ... What next for domestic holidays ...



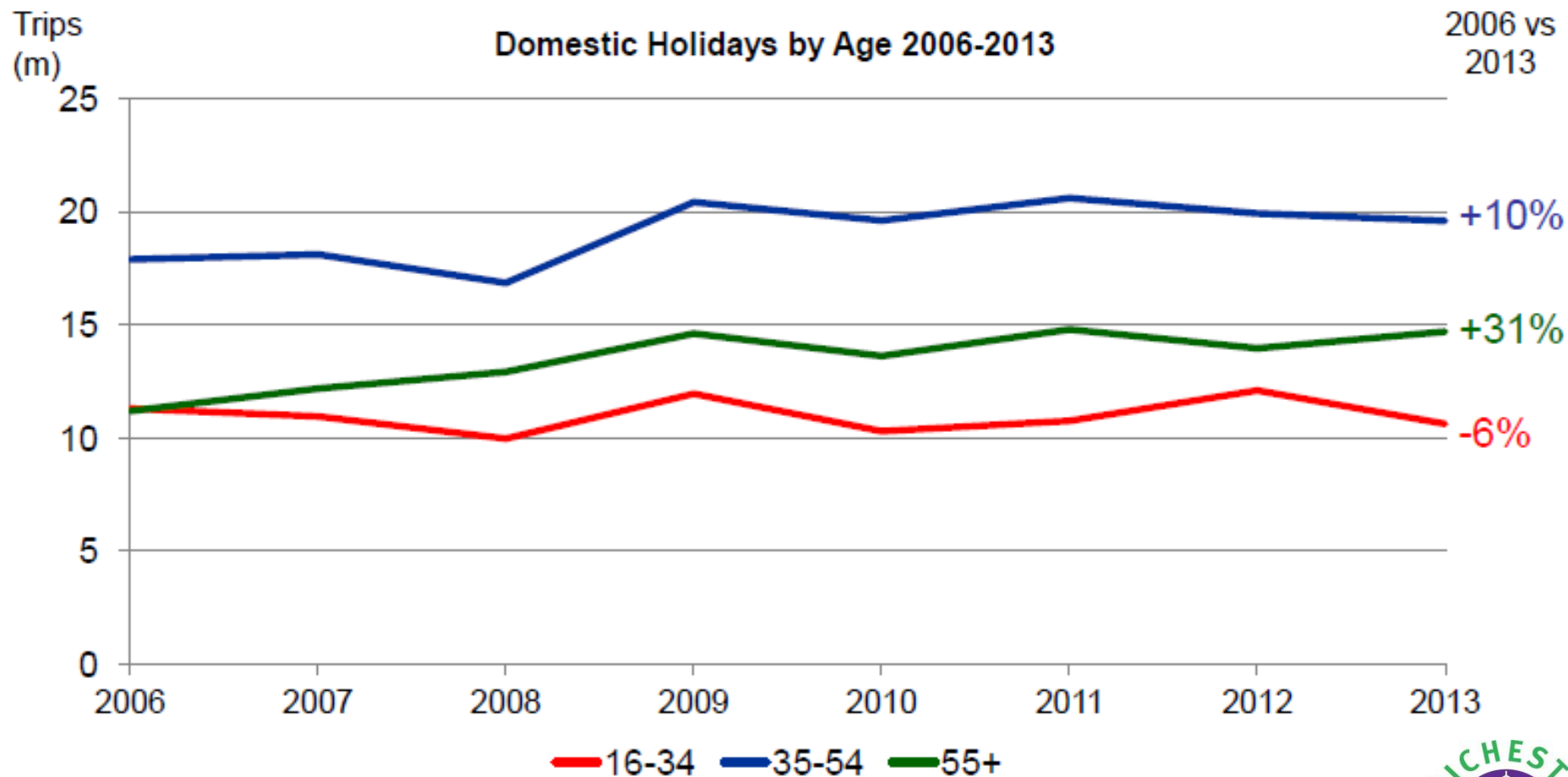
The 'Staycation' trend of more domestic holidays has continued for four years ...



More trips are being taken, except by the least well-off



Increased volumes are being driven by older age groups

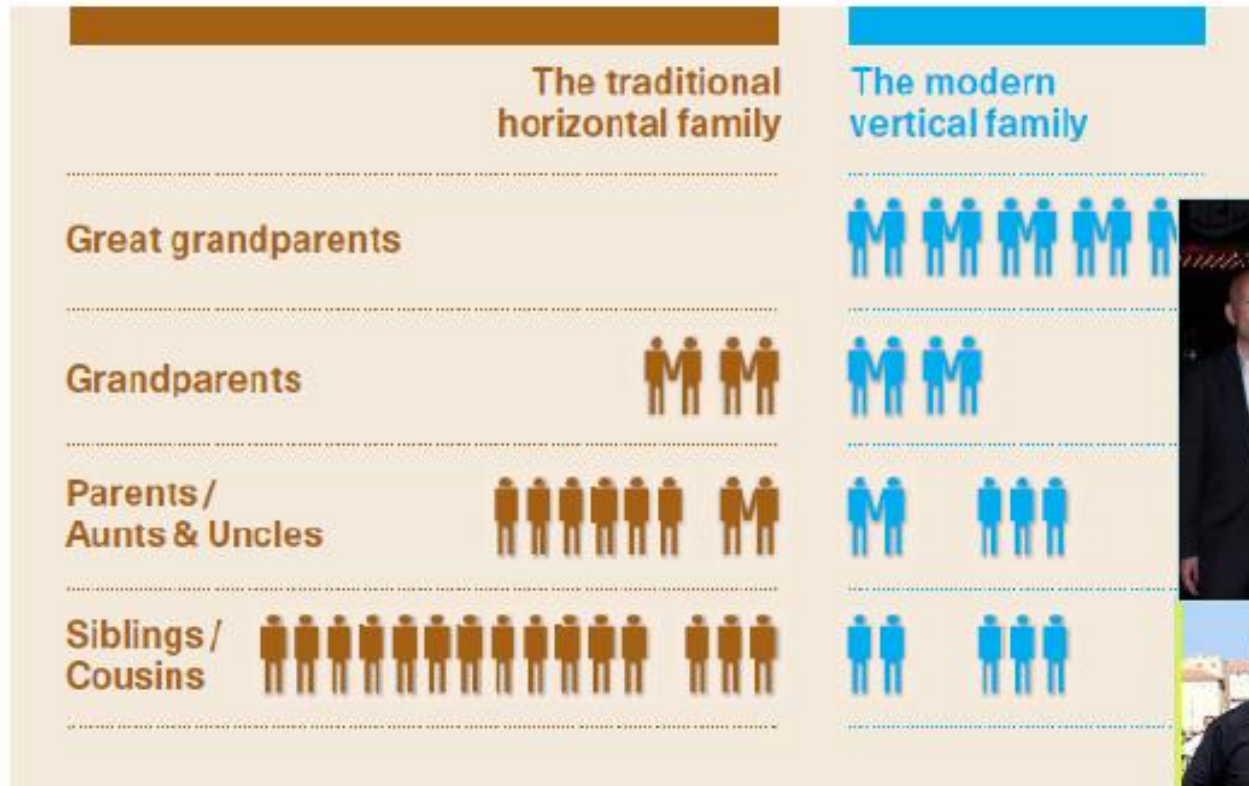


... A trend that is likely to continue ... Though the current 'baby boom' will have an impact

UK population change 2013-2020

Under 18s	+10%	More younger people
18-34s	+1.2%	
35-49s	-3.4%	Fewer 'squeezed middle'
50-64s	+10.5%	More older people (NB – baby boomers are now retiring – a different mindset than previous generations!)
65-79s	+11.2%	
80+	+19.2%	

At the same time, families are not what they were ...



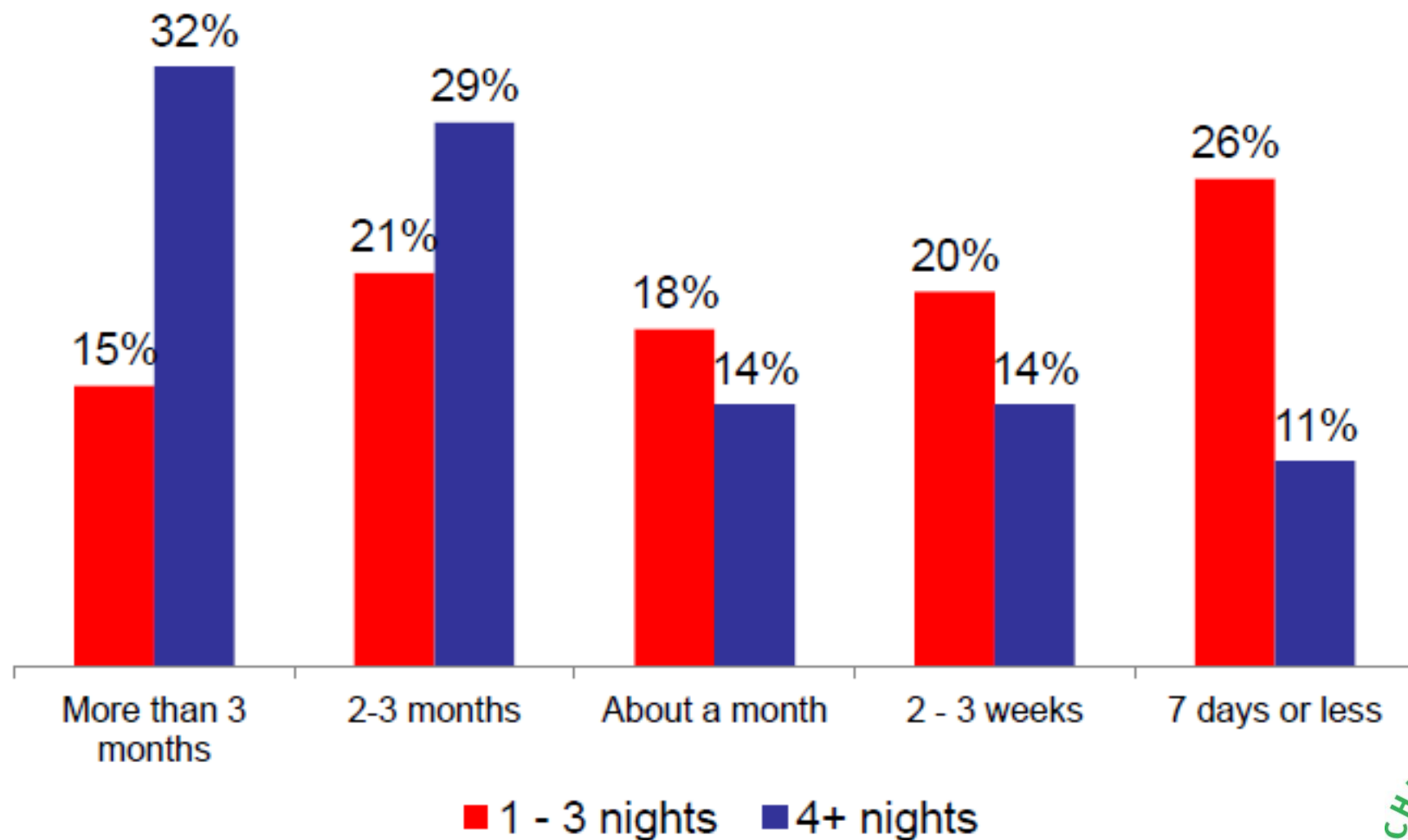
Holiday trips are getting shorter

Domestic Holiday Trips in England – Average Length (Nights)

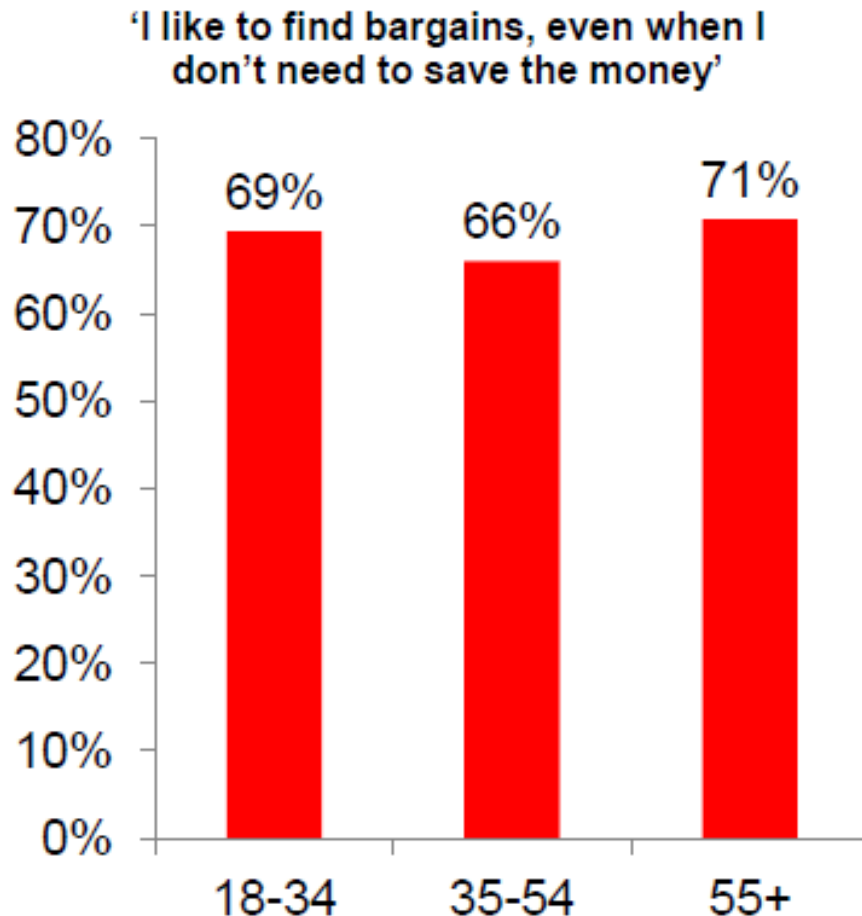


Last minute is now the norm!

Period between booking and taking domestic holidays



... And we all want a deal ... 'Discretionary Thrift' is a habit likely to stay with us!

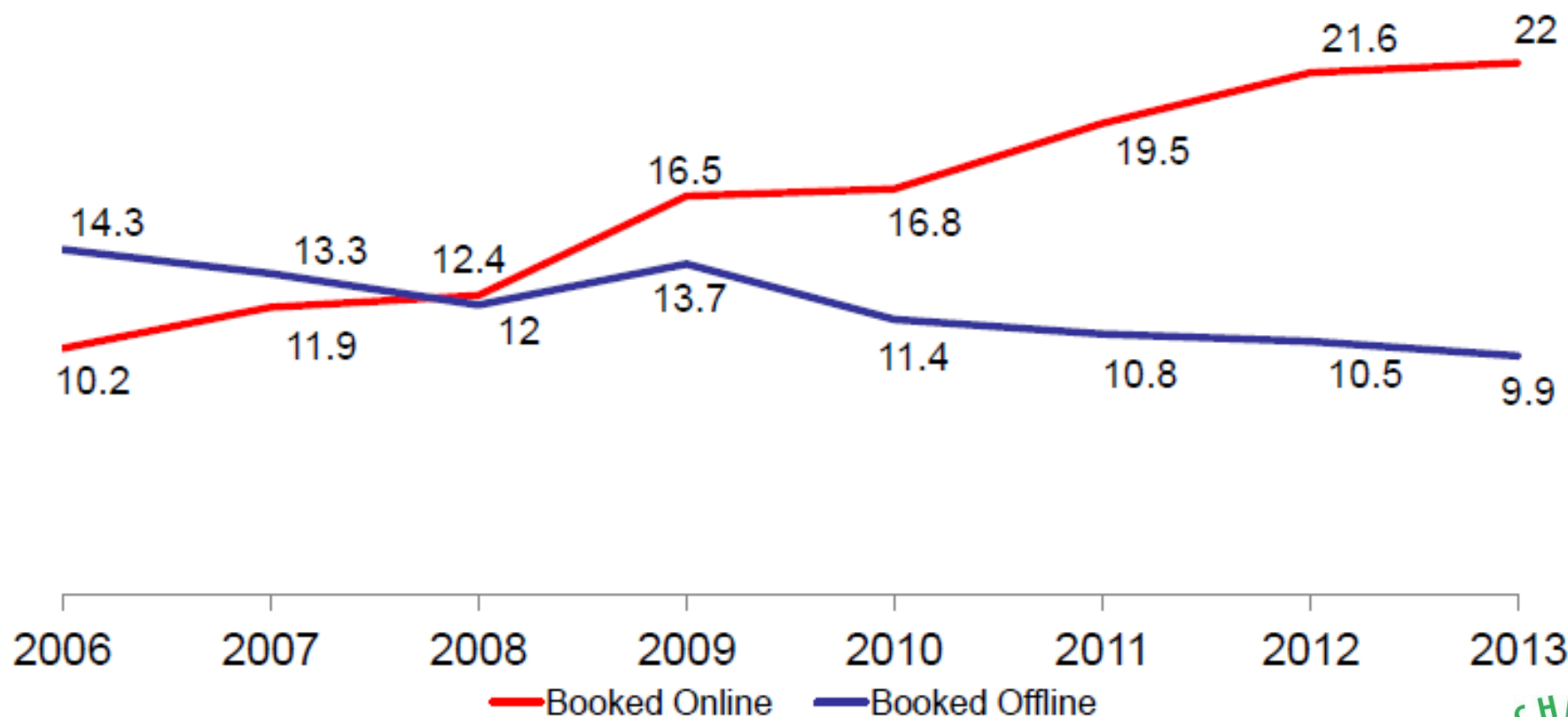


"This is habit forming, rather than just a blip. For younger people, a significant proportion of their life has been spent in this climate - it's seen as weird to pay over the odds"

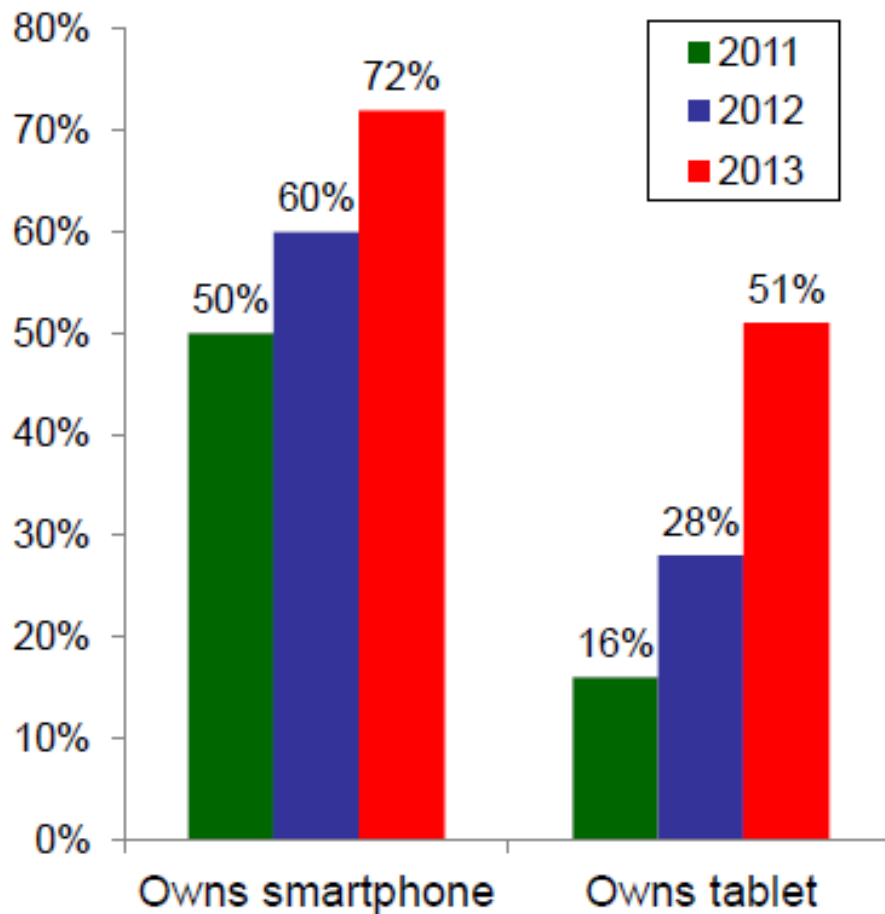
Gavin Flynn, Senior VP, IHG

100% rise in online bookings during past 7 years

Domestic Holiday Trips (m)



... And a massive change in how people access the internet



**According to Mediacom,
around one in five of the
UK population **ONLY**
access the internet using
a mobile device**

Tourism Trends

76%

Say family is very important to them

35%

Say their leisure time is very important to them

52%

Say they often feel under time pressure

43%

Say that 'adventure and
taking risks' is important to
them

54%

Say that 'trying new things'
is important to them

INSPIRATION: FIVE NEW THINGS TO LEARN THIS AUTUMN



Inspiration: five new things to learn this autumn

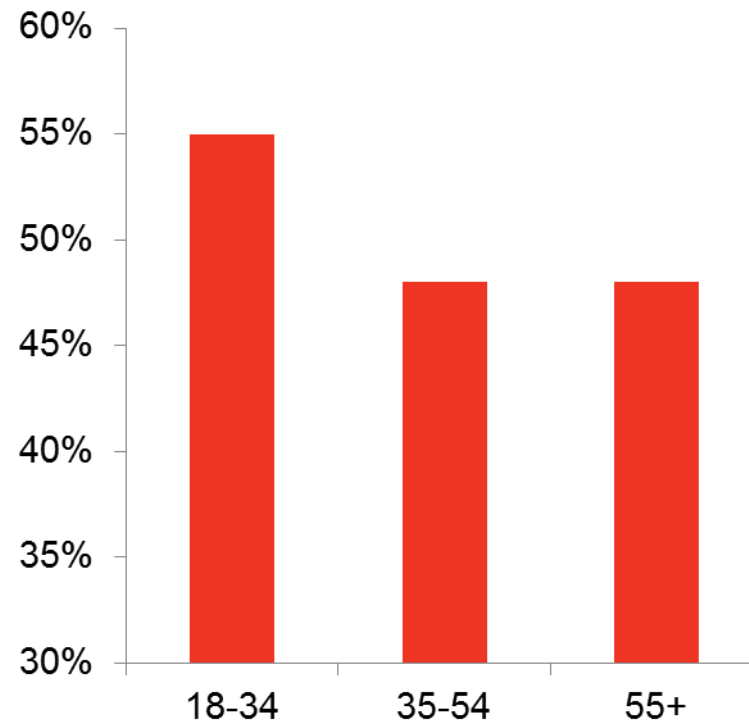
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49%

Say that art or culture is very or rather important to them

**'I like to hear the latest
information about how to stay
healthy'**





80%

Of the UK population live
in urban areas

20.6

Million seaside visits in 2006

19.7

Million seaside visits in 2012



So ... Where do we fit

... And what's the competition?

National parks

- 1 Dartmoor
- 2 Exmoor
- 3 Lake District
- 4 New Forest
- 5 North York Moors
- 6 Northumberland
- 7 Peak District
- 8 South Downs
- 9 The Broads
- 10 Yorkshire Dales

Cities and popular locations

- 1 Birmingham
- 2 Blackpool
- 3 Bournemouth
- 4 Brighton
- 5 Bristol
- 6 Cambridge
- 7 Chester
- 8 Cotswolds
- 9 Dover
- 10 Exeter
- 11 Great Yarmouth
- 12 Greater London
- 13 Isle of Wight
- 14 Land End
- 15 Leeds
- 16 Lincoln
- 17 Liverpool
- 18 Malvern
- 19 Manchester
- 20 Milton Keynes
- 21 National Forest
- 22 Newcastle upon Tyne
- 23 Newquay
- 24 Norwich
- 25 Nottingham
- 26 Oxford
- 27 Plymouth
- 28 Scarborough
- 29 Sheffield
- 30 Stages
- 31 Southampton
- 32 Stratford-on-Avon
- 33 Weymouth
- 34 Whitby
- 35 York

Top attractions and world heritage sites

- 1 Alton Towers
- 2 Bath
- 3 Blenheim Palace
- 4 Canterbury Cathedral
- 5 Durham
- 6 Eden Project
- 7 Hadrian's Wall
- 8 Ironbridge
- 9 Jurassic Coast
- 10 Leeds Castle, Kent
- 11 Portsmouth Dockyard
- 12 Ripon
- 13 Stonehenge
- 14 Windsor

London 2012 Olympic and Paralympic venues

- 1 Eton
- 2 Radleigh, Southend
- 3 Lee Valley/Bobbinage
- 4 Weymouth Bay

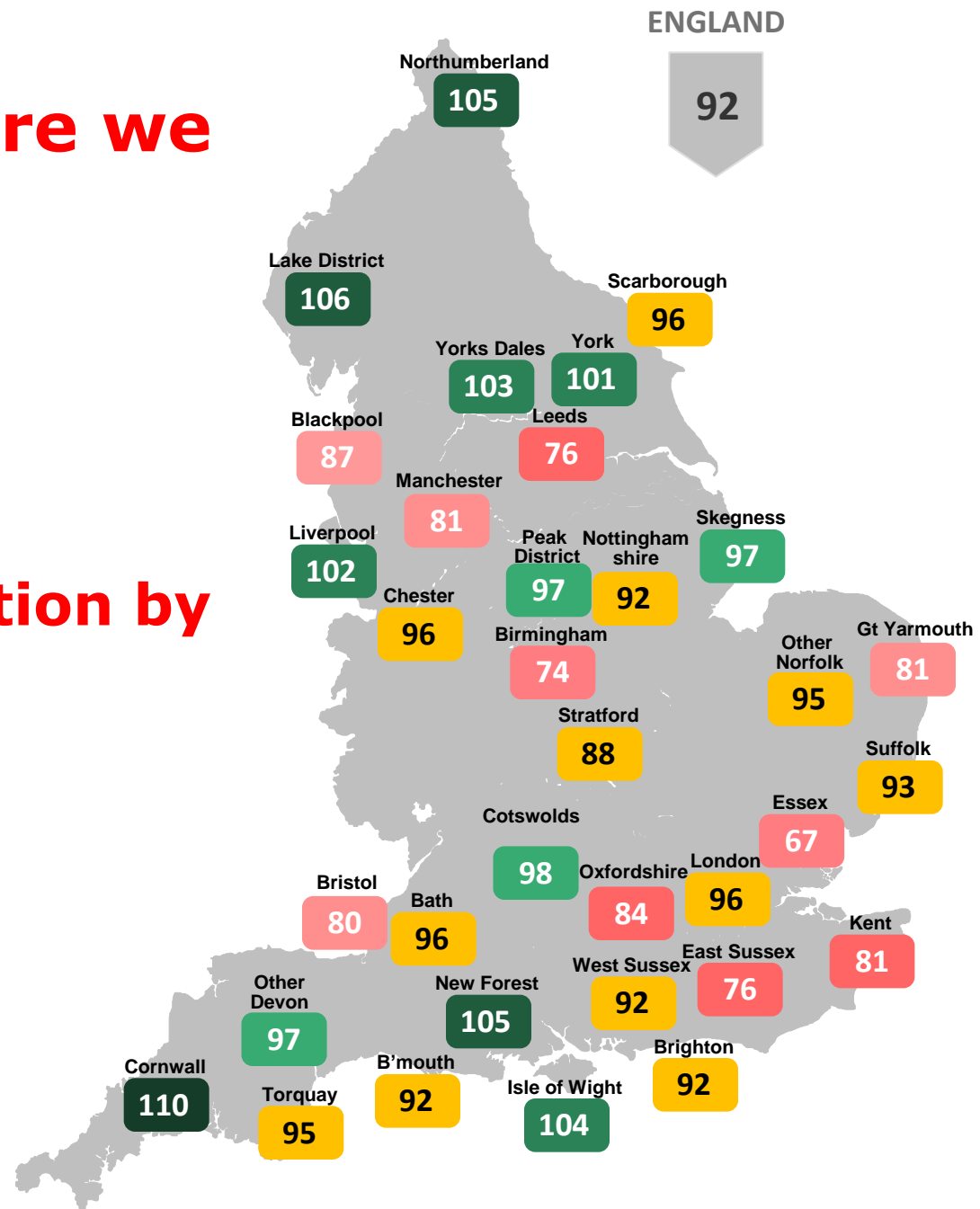


VisitEngland 

inspire, engage, connect.

... And how are we
perceived ...

Visitor satisfaction by destination



Meeting the challenges ...

... Define the 'Destination'

Meeting the challenges ... Manage the 'Destination'

- Understand the customer
- A 'Joined-Up' approach
- Focus on the whole visitor experience

Meeting the challenges ...

Is anything happening out there?!



Meeting the challenges ...

Where next ...

Understand the customer ...

Understand the potential ...

Understand the bigger picture ...

Work together ...

Define the aspiration ...

Grasp the opportunity ...

If we're serious ...



The opportunities are waiting!