

# Visit County Durham

## Tourism Development & Marketing

### Economy & Enterprise OSC

Michelle Gorman, Managing Director



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# Destination performance 2018

## 2018 national context: challenging year

- February 2018, cold wave Beast from the East
- Football World Cup – 14 June to 15 July 2018
- Heatwave summer – June, July, August

## 2018 local context

- 24 new accommodation options, additional 1,268 bed spaces
- Auckland Tower open
- New tourism product via Discover England Fund projects
- VCD marketing initiatives – stay a little longer, short breaks campaign, online itineraries
- Better joining up, collaboration and promotion of tourism offer

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# Destination performance

(STEAM Report 2018)

## Economic value

- Economic value £914 million, up by 1.4% on 2017
- Food and drink, recreation and indirect spend main areas of expenditure

## Jobs

- 9,613 directly employed in tourism
- 2,385 indirectly employed in the visitor economy
- Total – 11,998, up by 2.7% on 2017

Vale of Durham – main visitor product

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# Destination performance

(STEAM Report 2018)



## Our visitors

- 9.71m visitors in 2018, same as 2017
- 1.6m overnight visitors per annum, spend = £388m
- 18.1m day visitors per annum, spend = £526m
- 92% day visitors, 8% staying visitors
- Average expenditure for overnight visitors is £184.13 per trip
- Average day visitor spend is £21.52 per trip

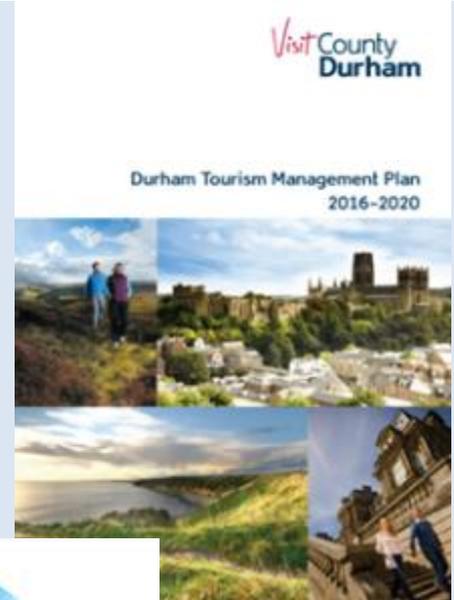
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# Strategic destination management



- Durham Tourism Management Plan 2016-2020
- November consultation for 2021-2025 (DTMaP)
- International recognition of best practice:  
Icelandic Tourist Board, World Bank
- National recognition of best practice:  
Visit Cambridgeshire, Chichester,  
Wester Ross Biosphere
- Community consultation:  
Leeds Beckett University  
York Business School  
North Pennines AONB  
Anna Pollock – global speaker



# Tourism Sector Deal

- Tourism Sector Deal announced 28 June 2019
- <https://www.gov.uk/government/publications/tourism-sector-deal>
- Overarching objective is for UK to remain globally competitive as world leader in international tourism
- 10th sector deal aligns to the five pillars of the Industrial Strategy
- Sets out how government and industry will work in partnership to boost productivity, develop the skills of the UK workforce and support destinations to enhance their visitor offer
- Includes plan for up to five Tourism Zones.

# Tourism Sector Deal – 5 Pillars of the Industrial Strategy

Industrial Sector Pillar	Key provisions of Tourism Sector Deal
<p><b>Ideas:</b> Increase sector’s capacity to innovate by accelerating digital technology.</p> <p><b>People:</b> High quality tourism training to attract, retain &amp; develop a workforce with the skills needed now and in future.</p>	<ul style="list-style-type: none"> <li>• Launch of online business platform (Tourism Exchange Great Britain).</li> <li>• Creation of a Tourism Data Hub, collating information from across the industry to help us better understand visitor preferences.</li> <li>• 300,000 apprenticeship starts a year by 2025.</li> <li>• £1m recruitment &amp; retraining programme to improve pipeline.</li> <li>• Increase in work training &amp; development of new T-Levels.</li> </ul>
<p><b>Infrastructure:</b> Ensure tourism sector supports ambition to deliver major upgrade in UK’s infrastructure.</p>	<ul style="list-style-type: none"> <li>• Support tourism via Government’s transport strategies.</li> <li>• Industry to develop an additional 130,000 bedrooms by 2025.</li> <li>• Increasing Britain’s image as an accessible destination.</li> </ul>
<p><b>Business Environment:</b> Improve productivity and increase visitor numbers, especially in the shoulder season.</p>	<ul style="list-style-type: none"> <li>• Launch of the Business Events Action Plan 2019-25, which aims to make the UK the leading destination for business events in Europe.</li> <li>• Leverage opportunities provided by major Sporting and Cultural Events.</li> </ul>
<p><b>Places:</b> Developing the visitor economy and places that people want to visit</p>	<ul style="list-style-type: none"> <li>• Pilot up to 5 Tourism Zones to drive visitor numbers across the country.</li> <li>• Zones to receive range of support co-ordinated by central government.</li> <li>• Bidding process to be announced late 2019, for a 2020 start.</li> </ul>

# Partnership support & industry engagement

- 850 core tourism business + 500 secondary visitor economy businesses
- Wednesday Grapevine weekly e-newsletter to c1,200 contacts
- Tailored training – social media, YouTube, golf, weddings, group travel, etc.
- Industry events – conferences & networking
- Partnership approach to encourage collaborative working for the benefit of the destination and businesses



# Durham Tourism Superstar



2019 Winner  
Durham Tourism Superstar 2019

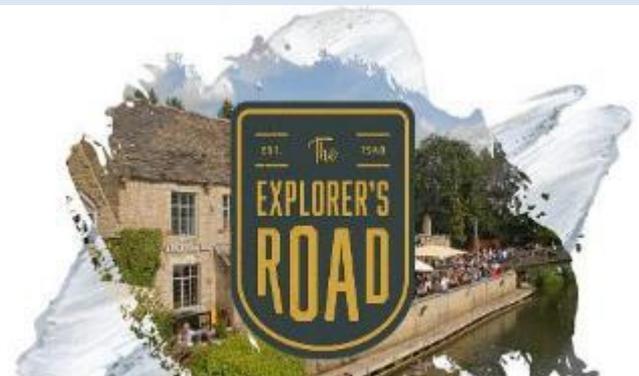


South Tyneside Council



# Destination development – national partnerships

- Delivering World Class Product – The Discover England Fund
- Visit County Durham partner in 4 x large scale bids and 2 smaller projects
- Projects cover all areas of the county
- Projects focus on history, heritage and outdoors
- £5.4 million for Discover England Fund from April 2020



# The Northern Saints Trails Project

- Position and raise awareness of North East England as the ‘Christian Crossroads of the British Isles’
- Portray the region’s Saints and their stories against a backdrop of:
  - Visitor attractions
  - Cultural and heritage experiences
  - Landscapes
  - Places to eat and drink
  - Visitor accommodation
  - North East destinations – market towns, villages and cities
- Project group comprises a broad regional partnership of local authorities, Destination Management Organisations, Diocese, landscape partnerships and visitor attractions.



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St Cuthbert's Way

Lindisfarne

St Oswald's Way

The Way of the Sea

The Angel's Way

The Way of Learning

The Way of Light

Durham

The Way of Love

The Way of Life

**#Pilgrimage2020**



# Pilgrimage 2020

A pilgrimage is a journey with purpose & significance.

*“Pilgrimage is a concept as old as humanity itself. Human beings, across cultural and religious boundaries, historical and economical spectrums, regardless of race or gender, have been taking pilgrimages from time immemorial.”*

- What does it mean to be a pilgrim today?
- What would motivate you to make a pilgrimage?

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## Pilgrimage themes:

- Christian heritage / religious heritage
- Regional arts, culture, heritage, history
- Spirituality, health, wellbeing, peace, tranquillity
- The great outdoors, landscape and walking trails
- Exploration and family 'days out'
- Sport, food, ancestral, sabbatical, travel, personal significance – birthdays or a passion eg: music, poetry, art

## Destination Marketing

- Work in partnership with strategic partners and tourism businesses
- Two major annual campaigns:
  - Heritage and history
  - Outdoor and landscapes
- Main aims:
  - raise the national profile & appeal of the county
  - encourage overnight stays – stay longer and spend more
  - raise shoulder season occupancy
  - raise awareness of a distinctive Durham experiences

**Durham's year of**

*Culture*

# Year of Culture Aims

- Revised target for the value of the visitor economy – £1 billion by the end of 2020
- Festivals and events contribute to a higher national and international profile for Durham
- Provide reasons to visit now, extend length of stay, address seasonality
- Cultural and sporting offer link to health & wellbeing agenda
- Increase the consumption of culture, arts and heritage tourism experiences by residents and visitors
- Cultural legacy left for the county which can be enjoyed by residents and visitors, long after 2019

# ICC Cricket World Cup

Visit County Durham



ICC  
CRICKET WORLD CUP  
2019

#CWC19

**DURHAM**

ARE YOU IN?

LAST FEW TICKETS REMAINING  
DON'T MISS OUT

BUY TICKETS NOW

ICC CRICKET WORLD CUP  
2019





# Lumiere Durham 2019

- UK's largest light festival
- Transforms Durham City into a magical open-air art gallery
- Durham celebrates a decade of Lumiere in 2019
- 240,000 visitors in 2017
- Highlights from the installations of the past ten years will be brought back as part of the celebration of a creative event that has quickly become synonymous with Durham
- International reputation

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# #Durham19 interim results

- Over 13,500 unique web visits, viewing over 41,000 pages
- Over 2,600 events listed on the site
- 25-30 community events per month
- Top pages: 1. Home page, 2. Fetes and fairs, 3. Agricultural shows, 4. Blog, 5. Festivals
- #Durham19 video - over 42,000 views to date
- Survey April 2019:
  - 23% of respondents had seen #Durham19 activity and were influenced to visit more than one event
  - A further 17% were influenced to visit one event

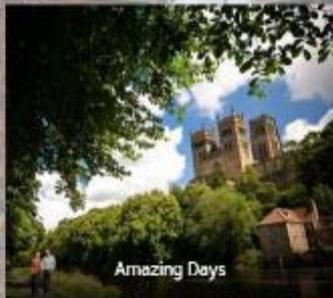
# History campaign – Summer/Autumn 2019

CORPORATE | GROUPS & TRAVEL TRADE | DURHAM PLACE OF LIGHT

## this is amazing this is durham



ACCOMMODATION | THINGS TO DO | WHAT'S ON | FOOD & DRINK | INSPIRE ME | EXPLORE DURHAM | VISITOR INFORMATION



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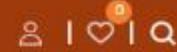
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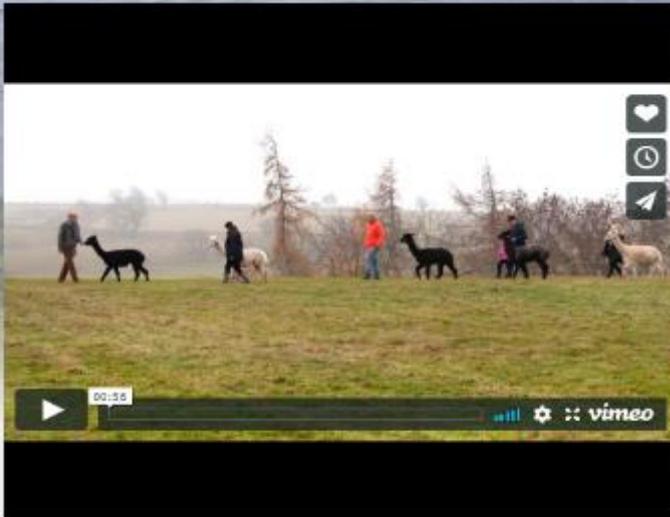
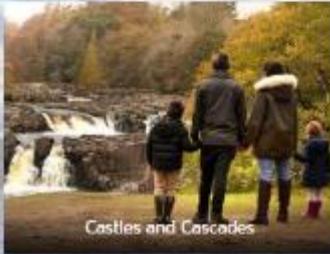
# Outdoor campaign – Autumn/Winter 2018/19

CORPORATE | GROUPS & TRAVEL TRADE | DURHAM PLACE OF LIGHT

## this is wild this is durham



ACCOMMODATION | THINGS TO DO | WHAT'S ON | FOOD & DRINK | INSPIRE ME | EXPLORE DURHAM | VISITOR INFORMATION



this is featured ★



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Thank you



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