



Durham Destination Management Plan 2023-2030

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Durham Destination Management Plan 2023-2030

The Destination Management Plan (DMP) is:

- the destination's plan which converts county, regional and national market research and strategies into a county-based plan to grow the county's visitor economy
- for all organisations and individuals in County Durham, and national bodies to help them understand what is being done, what needs to be done and how they can contribute to our success
- compiled and managed by Visit County Durham in collaboration with the county's tourism industry and a broad range of stakeholders and partners

Durham Destination Management Plan 2023-2030

- The county has had a Destination Management Plan since 2006. Two major revisions since, in 2012 & 2016
- 4th edition delayed due to Covid (2021-2025), the next revision will span 2023-2030
- Identifies destination priorities and specific actions for up to 5 years with longer term ambitions up to 10+ years ahead
- Monitored by the VCD Board. Reviewed annually and refreshed as needed. The Visit County Durham team manages the plan in collaboration with key stakeholders and partners.



Destination Management Plan 2016-2020 refresh

Time to refresh



COVID-19 global impact

- The political, funding and stakeholder environment has changed significantly since the plan was last produced in 2016.
- Some of the ambition in the previous plan has been realized.
- Stakeholders have changed and more are now involved in supporting the visitor economy.
- The national framework has been refreshed so the time is right to reassess Durham's plans.

Development and consultation

- The Destination Management Plan is developed using the principles of a sustainable development model known as VERB
 (Visitor, Environment, Resident, Business)
- In partnership with key partners and stakeholders:
 - Visit County Durham Board
 - Regeneration, Economy & Growth Management Team
 - DCC Tourism Internal Working Group
 - E&SC/E&E Scrutiny Committees
 - Visitor economy businesses
 - Local, regional and national stakeholders/partners inc. Visit England
 - County Durham residents (surveys and consultations)

2016-2020 priorities

- 1. Lengthen the amount of time that visitors spend in the county
- 2. Improve the quality of the visitor experience post arrival
- 3. Differentiate Durham for external audiences
- 4. Attract new staying visitors to the county
- 5. Retain existing day visitors to the county
- 6. Address seasonality
- 7. Develop new product and support existing product strengths
- 8. Improve SME and micro business performance









Five priority pillars



County Durham provides an end-toend experience which is high quality welcoming and inclusive County Durham is better promoted with a compelling narrative for external audiences County Durham offers extended season products and experiences





County Durham offers eye-catching authentic product that meets the needs of consumers County Durham's business are supported to develop performance resilience and profit

Visitor focused outcomes

INCREASED VISITOR ACQUISITION

New visitors are attracted to County Durham by understanding and capitalizing on new market trends, improving our product line in line with these and creating impactful storytelling.

VISITOR DWELL TIME / SPEND

The number and proportion of overnight stays in County Durham, the length of those breaks and value of visitor spend are increased.

INCREASED VISITOR RETENTION

Existing day visitors to County Durham keep coming back and maintain or increase the frequency of their contribution to our economy.

Inputs (Resources)	Activities and Outputs	Outcomes (Direct)	Outcomes (Intermediate)	Impacts (Longer-Term)
£ DIRECT FUNDING £ MATCH FUNDING Other resources	 A. Develop an industry training action plan focused on inclusive welcome, including international. B. Council Tourism Working Group to support inclusivity improvements and develop County lead role for tourism & culture in the devolution plan. C. Ensure inward investment products are high-quality, accessible and sustainable in value; develop data to show VCD role as an enabler to help investors realise full potential. 	County Durham provides an end-to-end experience which is high-	INCREASED VISITOR RETENTION Existing day visitors to County Durham keep coming back and maintain or increase	VISION By 2030, we will have created the conditions for our residents, businesses, and the environment to benefit from sustainable
£ DIRECT FUNDING £ MATCH FUNDING Other resources	 A. Develop a clear narrative and standout proposition which everyone can use an ensure the VCD Board are able to advocate to key selected audiences via agreed channels. B. Refresh place and destination brands. C. Develop a communications plan for regional, national and other markets / advocates with key success examples of people and businesses. D. Plan for promotion of 'Only in Durham' products to support local suppliers as part of place branding work. E. Further promotion of accessible / family friendly product. 		the frequency of their contribution to our economy. INCREASED VISITOR ACQUISITION New visitors are attracted to	growth in our visitor economy. By supporting and marketing our distinctive heritage, landscapes, and warm welcome we will have grown both day and overnight visits and
£ DIRECT FUNDING £ MATCH FUNDING Other resources	 A. Focus working groups on creating strands for shoulder months including wellbeing, edutainment, workcation and culture (including events). B. Align with Culture Durham research work to prioritise Capital of Culture legacy. C. Plan regular workshops and ways to promote the research dissemination role of VCD, particularly as DDR plan develops. 	FRIORITY PILLAR 3 County Durham offers extended season products and experiences for our visitors.	 County Durham by understanding and capitalizing on new market trends, improving our product line in line with these 	 made County Durham a compelling visitor destination.
£ DIRECT FUNDING £ MATCH FUNDING Other resources	 A. Undertake an audit of existing thematic product (e.g. health and wellbeing, outdoor leisure) to support theme development as a nationally-distinctive walki destination. B. Define which key trends to build on (e.g. health) and animate rural marketing. C. Attract new family product for Durham City. 	ng PRIORITY PILLAR 4 County Durham offers eye-catching, authentic product meeting consumer needs	and creating impactful storytelling. VISITOR DWELL TIME / SPEND The number and proportion of	By 2030, we aim to be achieving at least the following each year: 30m UK day visits 3m UK overnight visits £1,744m UK spend
£ DIRECT FUNDING £ MATCH FUNDING Other resources	 A. Continue to lobby for high-speed broadband and connectivity in rural areas. B. Support businesses to develop digital presence, joint ticketing / promotions an sharing good practice. C. Undertake an Annual business survey feeding into NE LEP, LA data and UK Government. 	d PRIORITY PILLAR 5 County Durham's businesses are supported to develop performance, resilience & profit.	 overnight stays in County Durham, the length of those breaks and value of visitor spend are increased. 	1m non-UK visits £52m non-UK spend 17,120 direct FTE jobs 4,120 indirect FTE jobs

Inclusive Economic Strategy

Our ambition: more and better jobs in an inclusive, green economy						
People	Productivity	Places	Promotion			
Enable residents to access economic opportunities and excel in business and their careers	Support local wealth creation and retention	Develop places and infrastructure so that people and businesses thrive	Promote our county, assets and opportunities to businesses, investors, visitors and residents			
Skills levels Barriers to employment In-work progression & upskilling Health and wellbeing	Major employment sectors Opportunity sectors Start-ups & business growth Innovation ecosystem Good business practices	Towns and villages Employment land Physical connectivity Digital infrastructure	Brand & place marketing Inward investment Year-round visitor economy Cultural & creative infrastructure			
Green skills	Green economy Business transition to net zero	Sustainable communities	Green economy cluster			
Planet Reach net zero by 2045 through a just transition that creates good jobs						

Delivered through partnerships



We are on a journey to regenerative destination management with the

2023 GDS-Index

See our sustainability contributions on <u>www.gds.earth/index</u>



GLOBAL DESTINATION SUSTAINABILITY INDEX

Monitoring and Evaluation

- Approved and monitored by the VCD Board in collaboration with key stakeholders and partners.
- An annual evaluation of the plan will be undertaken to assess the effectiveness and review progress against objectives, updated as required.
- As a Local Visitor Economy Partnership, progress will be monitored through Visit England's Growth Plan process.
- Individual working groups or task groups will also be set-up to develop ideas into projects.





Questions and feedback



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